Automotive Service Councils of California

PTER 20 MT. DIABLO _



ASCCA CHAPTER 20, Volume 18, Issue 3- SEPTEMBER 2022



Hoping this finds everyone anticipating the closure of this week of "hotter than hell" weather and getting back to our normal Bay Area temperatures!

Our Chapter meeting in August gave us a glimmer of hope that maybe we can pull this Chapter back together. With the help of Chapter 16 we had over 40 attendees and the energy in the room was



fantastic. Thank you Carolyn for joining us and moderating. Thank you to Céline and Gina for helping to market and diligent reminder phone calls to membership! Lastly thank you to Mary for coordinating the event with the Back Forty.

Our very own talented Andrei came to life with the microphone in his hand and brought many members to their knees with his raffle ticket purchase techniques. Seriously thinking that Andrei may be in the wrong profession! I think this is the most we have ever made on a raffle. Reminder that all raffle money goes to fund our scholarships. We are working with the ASCEF Foundation to establish a scholarship within Contra Costa College which will enable us to work directly with scholarship candidates.

The Roundtable discussion was very interesting and useful and will continue at Doral's Auto In San Leandro on September 20th. Let Céline know if you are interested in attending. Our board plans to meet at the end of this month to plan the next step in our attempt to rebuild the Chapter.

Stay cool and see you at the next meeting. Steve

OFFICERS & BOARD PRESIDENT

BOARD CHAIR TREASURER Mary Kemnitz ... 925-356-0683

CHAPTER REPRESENTATIVE Andrei Obolenskiy 925-945-0691 aobolenskiy@smartsimplefast.us

SECRETARY - OPEN

EDUCATION DIRECTOR **OPEN**

MEMBERSHIP DIRECTOR Gina Reasoner ... 925-596-0528 gina@trimoninc.com

MEETING COORDINATOR OPEN



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".

SEPTEMBER 9, 2022



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

mak300z@aol.com

MT. DIABLO-CHAPTER 20 & EAST BAY-CHAPTER 16 **August Roundtable Discussion**



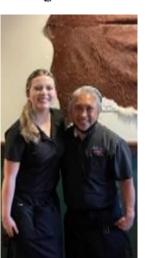


Andrei must be selling raffle tickets ... evidence everywhere! Prizes must have been good!



















Chapter Rep Report:

Chapter Health: With the pandemic behind us, adding the introductory membership, and meetings coming back with regular frequency the health of chapters across the state is improving. Our last meeting at Back 40 was a great success, and the input



received will help the board bring meetings to our members that help us grow and keep our business in tip top shape! The big push was staffing. We have a plan moving forward and some volunteers to head the committee for education. The framework is still being set up, and we will be taking input from these members on the exact direction we take.

Educational Outreach Proposed Framework:

- 1) Engagement at the local colleges/schools (Monthly visits, engaging students, setting up apprentice opportunities)
- 2) Partner Shops (Training Program, Consistent Processes, Developing Technicians, Review)
- 3) Chapter Pledge (Ensure Fairness, Safe Workplace, Ethical Treatment, Interview shops wanting to come into the program)

This will be discussed once the quorum is established. If you want to get in on the ground floor of this opportunity let myself, or Steve, know. This is a great opportunity to develop a new technician, and grow your business!

Regular Meetings:

We will be having a board meeting in a few weeks to discuss the next meeting. We have an idea of inviting the different scan tool manufacturers to show their new scan tools/programming equipment. This will take 2-3 meetings. If there is something else you would like to add let us know your thoughts. One constant will be a recap of efforts in the apprentice program in each meeting. Let us know!

The last piece of info I wanted to bring up is the Educational Summit coming up in the next few days. If you can get away this is a great opportunity for training and development!

Thank You! Andrei Obolenskiy

Chapter 16 is getting together on September 20th, 6pm ASCCA

For those who missed it, the various Roundtable discussions last month at the combined Chapter 16 and 20 meeting in Pleasant Hill were very exciting and useful.

And so, on Tuesday, September 20th, beginning at 6pm, we will continue sharing our ideas about the challenges of our industry and how the ASCCA is here to help. Among the topics we did not get to:

- What we learned working through Covid
- Building company culture and loyalty, to attract skilled workers
- Investing in the tools of the future (exp: ADAS, advanced abilities on EV's and plug-in hybrids)
- Staying ahead of the large manufacturers and their lobbyists
- Future educational offerings through ASCCA membership

The continuation Roundtable will be for about an hour after the meal and elections. Lute Farnsworth, Paul Cortes and Art Ratner of Art's Automotive will act as discussion moderators. Dinner begins at 6:30pm.

Page 3



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

ASCCA Mt. Díablo Chapter 20 Members Welcome our new Introductory Members!

Feel free to reach out to our new and current members to network, learn more about each other and the value ASCCA brings to you.



Extreme Motorsports

Matt Thomas Extreme Motorsports 8445 Brentwood Blvd. Brentwood, CA 94513 (925) 634-3222



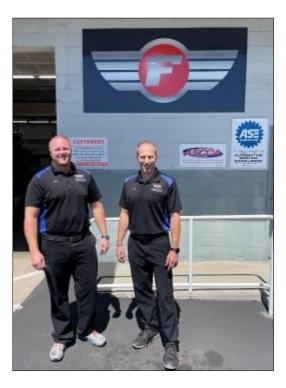


Spotlighting the New Generation taking charge!



Franks Auto Service has been a family business since 1958. DJ started working for his dad in 2008 and worked his way up to running the

front office. Trent began working for Franks Auto in 2017, when he moved from Charlotte, NC. Trent had previously managed multiple repair shops in North Carolina. When Trent joined our team there was an immediate growth in the business with the skill set he brought; DJ and Trent helped to continue to grow Franks Auto Service. DJ has attended many ASCCA meetings over the years with his dad. Trent was involved with IGONC back in North Carolina for many years. Dave and Margaret Frank happily retired in April of this year when DJ and Trent purchased the business from them. DJ and Trent hope to take Franks Auto Service to new heights and continue to grow the industry that they love.



Spotlighting the New Generation taking charge!



Hi. I'm Eric Laviolette I am an ASE Master Technician, Entrepreneur and business owner. I've EUROPENDITOTECH been invited to manage European Autotech in San Ramon who was recently aquired by Holland Car Care.

European Autotech goes back to 1984 and we intend to honor the customers who are the foundation of the company and also open the doors to serving more of our community. In moving forward we have begun construction on the 5000 sqft storage facility adjacent to our shop; installing 4 new lifts, an alignment rack, and tire and balancer machines. We intend to both meet the needs of our vintage Porsche owners but also be on the cutting edge of current and upcoming technology. Our goals for the shop are to make it a one-stop-shop for every need; from bolt on race parts, engine builds, restorations and day to day service. We have a very diverse customer base and hope to continue the tradition of treating every customer like family.

Having a background in vintage Porsches and race car builds I feel this is the perfect fit for me. I'm honored to be a part of such a tight knit community and I'm excited to get to know all my



Stay tuned for more details ...

Our next Regional get-together will be a Costume Party hosted by our illustrious State President, Carolyn Coquillette at Luscious Garage in San Francisco!





Costume Party Invitation



2022 ASCCA

EDUCATIONAL

CONFERENCE



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

SEPTEMBER 16-18, 2022

ONTARIO, CA

SPEAKER LINEUP INCLUDES **BRYAN STASCH** and **JIM BENNETT** of the Automotive Training Institute (ATI), and **GARY SMITH** of DiagNation

ASCCA is excited to welcome you back to in person meetings and can't wait to see you all there!

WHEN: September 16 – 18, 2022

WHERE: Embassy Suites by Hilton Ontario Airport

ROOM RATE: \$189/night

RESERVATIONS DEADLINE: August 26, 2022

REGISTRATION: Member registration starting at \$199 with discounts for multiple registrations from one shop.



Automotive Service Councils of California Professionals in Automotive Service - Since 1940 vvvvv.ascca.com

VISIT OUR WEBSITE to register, book hotel, view exhibitors

SCHEDULE: *subject to change



Page 6

CHAPTER 20 MEMBER LIST

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

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

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

Modern Auto Design

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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

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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

Welcome introductory members





For Membership information, contact Gina Reasoner at: 925-596-0528 | gina@trimoninc.com

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

Standard Motor Products Vincent Uzzardo 337-18 Northern Blvd Long Island City, NY 11101 708-466-4354

Superior Auto Parts Chris Sanchez 1055 Detroit Avenue Concord, CA 94518 925-457-3920

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

tri valley car care
Christopher Hernandez
2456 Railroad Ave
Livermore. CA 94550
925-443-7474

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



Change Is an Unstoppable Force

Jeffrey Nott, AAM, September 9, 2022



Whenever the topic of change comes up in a conversation, I like to pose this question "What is the one constant in the Universe? Change!" It is a sort of oxy-moronic statement, but it is true. Change happens all the time to our business, our world and especially ourselves. Some happens quickly (look at the Stock Market the last few months) and some happens slowly (look at yourself in the mirror every day). But in the end, everything changes.

Embrace the Changes

Many dislike change. Some areas, like taxes, are very dislikeable, but we need to embrace the changes and adapt to them if we are to succeed. There is much opportunity in adapting to changes because so many refuse to do so.

Just look at the vehicles you service every day. When I started in this business fuel injection was on mostly European vehicles, but every vehicle still had points and condensor. Within just a few years electronic ignition systems replaced them. And just a few years later, fuel injection became the norm. And today's vehicles have no mechanical ignition, fuel systems and more – almost every system is controlled by a computer or a chip. Despite the challenges with some of this new technology, today's vehicles last longer and breakdown less than the old, carbureted versions.

New ownership making changes

The average age of shop owners is about 60, but that number will get lower quickly as these seasoned owners retire. This new crop of owners has grown up in an ever faster changing world and, in general, are more open to the new things. They tend to anticipate and accept the coming changes.

They also have different ideas on how to run a business. Managing people is different than years past as employees are demanding to be treated differently and expecting more benefits. Owner/Manager attitudes like "I'm paying them to work, and they should do what I say or else!" are ineffective (they never really were effective) and unacceptable to many. They are adapting to the low availability of employees (both techs and service writers) and doing different things to attract and keep them. Many are adapting to not having a Master Tech on staff and leaving the heavy diagnostic work to other shops.

This new group also embraces technology more readily in running their business. This includes the latest diagnostic tools as well shop operations. Digital inspections, texting, live images of customer vehicles in the shop, online time keeping (for payroll and productivity), online Onboarding/HR management, and so much more.

They have to be more creative in the day-to-day operation of the business. Employees want less rigid schedules hence many shops have varying hours and moving to fewer days. Parts handling has changed a lot as the local down the street parts suppliers are closing up. Customers want new ways to handle the whole process of servicing their vehicles in regard to communication, invoicing and payments.

They are also more likely to seek outside help whether it be for management or technical training. More of this younger crop have a mentor, coach or accountability partner(s).

I case you are one of the "seasoned" folks in the industry (I am one of you!), many of us were already doing a lot of leading the pack by being an early adaptor, but we tended to be in the minority. I want to acknowledge and commend you for setting the stage for the next generation and continue to support them as they take the helm of our industry.

The future is full of opportunity and ripe for those who wish to pick the fruits of it.

Jeffrey Nott has been a Service Station owner, ASE Master Tech, in Automotive software sales and training, and long time business coach. He also authored a business book: 1 Week 1 Thing ~ <u>https://amzn.to/2GqNkxS</u> ~ ESi Coach & Trainer ~ 408.221.1165 | jeffnott@live.com



September 13th at 11 AM PST

GoTo Webinar ID 468-494-507



September 13 at 11 AM PST

Maylan Newton Presents:

The Importance of Relationships and Selling

Improve customer satisfaction while increasing sales by moving from a transactional-based business model to a relationship-based business model.

When you have a strong relationship with a customer, you tend to have more influence with that customer. People buy from people they like. There is a significant body of social science research that supports this concept.

GoTo Webinar Registration URL: https://attendee.gotowebinar.com/ register/1882609518156039952

GoTo Webinar ID: 468-494-507

October 11 at 11 AM PST

Jeffrey Nott presents a valuable webinar:

The Law of Attraction – What to Start Doing or Stop Doing to Bring in and Keep Better Customers and Employees.

Unless you have been living under a rock, you have heard something about the Law of Attraction. Whatever your beliefs are and whether you accept the idea, you are already practicing it or the opposite Law of Repellence in your business. In this webinar, we will be uncovering the many ways (Hint: it's not chanting) to become more and more attractive to the best clientele and employees.

Who wouldn't want to be more attractive?

Sign up today for only \$49.95!

GoTo Webinar Registration URL: https://attendee.gotowebinar.com/register/5807559265572247056

GoTo Webinar ID: 786-789-515

SEPTEMBER 13TH, AT 11 AM PST -MAYLAN NEWTON PRESENTS:

THE IMPORTANCE OF RELATIONSHIPS AND SELLING

Improve customer satisfaction while increasing sales by moving from a transactional-based business model to a relationship-based business model.

When you have a strong relationship with a customer, you tend to have more influence with that customer. People buy from people they like. There is a significant body of social science research that supports this concept.

Webinar ID: 468-494-507



Catalytic converter legislation won't solve California theft problem, say industry groups

By Staff/Wire Reports on August 17, 2022



Opposition is strong for SB 986, which will require permanent VIN marks on catalytic converters for new and used vehicle sales in California

Sacramento, Calif.—The California New Car Dealers Association (CNCDA), the Alliance for Automotive Innovation (AAI) and the National Auto Actions Association (NAAA) say they strongly oppose SB 986 (Umberg), which they said seeks to impose an unworkable new obligation on auto dealerships and auto auctions by requiring them to permanently mark the vehicle identification number (VIN) on the catalytic converters of virtually every new and used vehicle sold in the State of California.

"While we respect the intent of the author, SB 986 is unworkable and will ultimately result in increased costs for consumers while doing nothing to address rampant catalytic converter theft in California," they stated in a news release. The industry groups stated their two primary arguments.

- 1. **Massive new costs would increase the cost of new and used vehicles.** California's new car dealers sell approximately 3.5 million new and used vehicles per year. SB 986 would require dealers to etch the vehicle identification number (VIN) on the catalytic converter on each vehicle before selling it. This onerous new mandate would result in over 3.5 million hours of required labor by vehicle technicians annually. Unfortunately, the significant new cost burden on California's new car dealers, created by SB 986 would be felt directly by consumers across the state as many are already struggling with high costs and inflation.
- 2. **SB 986 is a patchwork measure that will not solve theft issues.** SB 986 is NOT a preventative measure, but rather seeks to address a prosecutorial gap in current law by putting this obligation on the backs of California's dealerships, vehicle sellers and ultimately consumers. Catalytic converter theft victimizes all Californians. A comprehensive, meaningful deterrent is necessary, but SB 986 is a scattershot approach and does not provide any guarantee there will be a decrease in catalytic converter theft.

They added, "CNCDA, AAI and NAAA are committed to playing a critical role in curbing catalytic converter theft. However, SB 986 is not a sound solution. For these reasons, we respectfully ask you to OPPOSE SB 986."



JPDATE:

From: Jack Molodanof Sent: Friday, September 2, 2022 To: Government Affairs [Committee] Subject: Legislative Bill Update 9/2/22

Access article here

<u>SB 986</u> – Requires core recyclers who accept converters to maintain specified written records from seller with sufficient particularity, including markings to match any converter in recyclers inventory to written agreement and prohibits a dealer from selling a vehicle unless converter has been engraved, etched or permanently marked with VIN. **Status: Died.**



Page 12

ASCCA CHAPTER 20, Volume 18, Issue 3- SEPTEMBER 2022



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Standard Motor Products

Chris Sanchez

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Monthly ASCCA Newsletter for Members

https://www.ascca.com/news/wyntk-archive

The monthly newsletter replaces the weekly *What You Need to Know Report* and arrives in your email inbox

Our Chapter newsletter will link to it - to minimize duplication or overload



Here is the **August 2022 edition** which includes the Legislative Update from Jack Molodanoff, this month's Educational Conference, ASCCA benefits summary, new members, spotlight on BG Products, and more.

ASCCA is th your repair s

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.

Visit the updated <u>ASCCA Advantage</u> page for a list of Corporate Partner Discounts & Benefits, which include:

^o Business supplies, equipment & services

- ^o Education, training & business coaching
 - Insurance & legal services
- Internet marketing, web design & search engine optimization

• Merchant service/Payment platforms

Software providers

Uniform & first aid services

ASCCA Benefits Summary Page



The New ASCCA Membership Portal

ASCCA has updated its membership database and many tasks that necessitated a call to the office can now be done by YOU at time that is convenient for YOU. Pay your membership dues, update your account profile, and access other resources available to ASCCA members.

Use your email address registered with the ASCCA office for this login creation. Your username will automatically be **FirstName.LastName**.

Create your login here



Automotive Service Councils of California

The Association Membership that Matters Most for You

The Automotive Service Councils of California – ASCCA – is here 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.

Fighting for the Industry To Unite and Elevate Automotive Professionals and Give Them Voice

Doing business in California comes with countless challenges – ASCCA helps to shape state laws and regulations to minimize their impacts on auto repair shops and make them work in the real-world. With our relationship with the Bureau of Automotive Repair, we are able to help create guidelines that protect the consumer as well as our shops.

Accessible Network

ASCCA members represent a wealth of information and experience – through the Team Talk online forum, webinars, local chapter events, and state-level events you can tap into a large network for advice and insights to improve your skill set and business.

Access to Information

Auto repair shop owners wear many hats – and ASCCA will give you information and tools to be a successful small business owner. ASCCA's free legal consultations (valued at \$225 per month), business management advice, HR services, industry education and access to business supplies and services can all make your job easier and your business more profitable. ASCCA provides access to the top shop owners across the state to discuss ideas and strategies to better run your business.

Positioning You for the Future

The industry landscape is changing, and auto repair shop needs as well as our customers' needs are evolving – ASCCA will help you navigate these changes with cutting edge training and information. ASCCA will help you understand new vehicle systems, guide you in creating new procedures and processes to effectively and profitably run your business, and help you adopt the right technologies so you are best prepared to serve your customers moving forward.

MEMBERSHIP OPPORTUNITY!



Scan here to join now!



JOIN FOR FREE

Try ASCCA for 6 months free of charge and experience what being an ASCCA member has to offer!

info@ascca.com

www.ascca.com/join-ascca

Page 16

ASCCA CHAPTER 20, Volume 18, Issue 3- SEPTEMBER 2022



Working towards our \$45,000 goal



This year ASCEF's goal is to receive \$45,000 in car donations!

Help us reach our goal by providing your customer with a simple way to donate an unwanted vehicle quickly and safely!

It's easy and the pick-up is free!

The proceeds from the sale of the vehicle will help us continue to award scholarships to students wanting to develop a career in the automotive aftermarket industry!

- Donating saves time and money on repairs and maintenance.
- Added value to your shop while supporting an automotive industry nonprofit.
- Our Vehicle Donation Support Team is here to guide you every step of the way.

We help you take care of the paperwork and provide you with any necessary tax documents.

Vehicle donations are tax-deductible.

To donate, call (800) 745-6121. We accept all types of vehicles that meet the following basic requirements:

Vehicle has a clear title. Vehicle is in one piece. Vehicle is accessible for safe towing. Vehicle does not need to be running.

For more information about the advantages of donating a vehicle to ASCEF, visit <u>ascef.org</u>. Our Vehicle Donation Support team is available seven days a week to support you every step of the way.

We are 37 percent towards our goal, with \$16,825 in donations! Thank You to everyone who has participated so far.

Page 17





ASCCA State Office's contact information

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