

East Bay Chapter 16



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

www.ascca.com

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Inside this Issue ...

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Chapter President Bill Adams' Message February 2023

Throughout western civilization, time has been split into two distinct categories that defined history: BC and AD. BC was seen as ancient and AD was seen as the beginning of enlightenment. For our recent history, we have also had time split in two; BC (Before Covid) and AD (After DumpsterFire), to keep the analogy flowing. BC we knew our industry cold, and were having some of the best times in recent memory, many of us thinking of expanding, retiring, growing or slowing, but WE had control of the throttle and the rudder.



Enter January 2020. Three years ago our lives changed forever. We saw many of our fellow store owners and operators fold up, technicians find something else to do, clients not show up, and profits dry. Those of us who remained found a way to, dare I say, "Pivot" and find a way to make this "New Normal" work.

As we move into 2023, my encouragement is to raise your sails, set your course and head out to new vistas and destinations in our journey through life. Our business, our jobs are just a part of who we are and what we do. My exhortation is to find a way to "YES".

Find a way to meet your clients where they are and help them solve their automotive problems. Lower the friction in and outside of your shop's walls, and forget what happened BC.

Continued on Page 2



For your Calendar !

Next Meeting ~ March 14th at Adams Autoworx,
Castro Valley

Taco truck, beer, raffle, prizes, fun, fellowship,
sharing, caring and an awesome keynote speaker



Chapter President Bill Adams' Message - *continued*

"The way we used to do it" or "We've always done it that way" will not make it in today's world of hybrid work schedules, increased one-car households, one-adult households, and other stresses that increase the friction of allowing a client to "just drop it off for the day" or "I need flexibility in my schedule to pick up my kids from school at 3 and then I'll be back to finish up the water pump job".

How about picking up your clients' cars, service and return to them? How about letting some of your staff start early, or leave late to provide flexibility in their day? How about making a profit that will allow you to retire with dignity and afford your staff a quality of life not normal in our industry? But, But, But.....I know.

BC, whether it was Before Christ or Before Covid, is ancient history. As One changed the way most of our world saw life and reacted to it, so did the latter. Our job and my charge is to help ourselves, our staff and our clients see the light. Today is an opportunity not defined by traditions and catechisms, but by disruption and adaption. Traditions now need to be wrapped around how we make it happen versus you can't do it that way. Let's leave BC behind and look towards the path to YES.

Bill, ASCCA Chapter 16 President



Chapter Rep John Bridgwater and Kamil Targosz report ...

Kamil attended via Zoom - here is his summary:

Summary of the meeting:

Chapter Reps key to keeping ASCCA alive and growing - new focus on them.

Reps to convey to their chapters what the ASCCA is doing for us.

Remind members: 1/2 hr / month free consultations with Maylan (business) , Jack (legal).

Use Chapter manual.

Sign up for the portal.

Ideas for chapter meetings:

Invite Armstrong - insurance - a bunch of changes.

Maylan round table question - BTW he is willing to travel to chapter meetings.

"What keeps you up at night?"

Other questions for Chapter round table:

What are you struggling with?

What do you need help with?

What do you want from the Chapter?

Intra Chapter - have designated people (for various topics) who owners can call for help / questions.

End Kamil's notes

Continued on next page



Chapter Rep Report - continued



I have a thought that has been festering with me for a while. If we expect to continue ASCCA, we **NEED** to figure out how to attract younger members. In my opinion the organization has become a bunch of old people (myself included) who want to maintain the status quo.

We absolutely can't maintain the status quo, because things have changed from 20 or 30 years ago. Clients are much more demanding, technology has improved exponentially, societal attitudes are different now. If we keep doing what we have always done, we are guaranteeing failure. I don't know where to begin with this change, but I figure saying something is one way to at least open a conversation.

In the last 5 years I have changed from disdain to a huge appreciation for our younger people (millennials and gen Z). They are bright, know what they want and expect from life and their interactions, both business and personal, and they are not at all interested in how business was conducted "before".

Not directly related to our businesses or organization, but I want to share an experience I had a few years ago. I worked at Home Depot from 2006 to 2012, and in that time I worked with a young man who had just graduated high school and had a dream of being a high school history teacher. My internal reaction was, "Yeah, show me, I doubt you have the attention span or focus to do that, and I bet you will continue being a Home Depot associate for years to come." He was very young, had purple hair which was styled very, um, uniquely, clearly (in my mind) had little motivation and wanted to live a YOLO sort of life, partying, living from one feel good moment to the next, you know, the sort of person I think many of us believe people from that generation are. Well guess what? He graduated from Cal State Northridge, got his teaching credential, and is now a high school history teacher. He is married with two beautiful children, and I am just so damn proud of him, reaching for the stars and living his dream! He really changed my opinion of that generation, and now I believe these young people (not so young maybe, some are 40 now!) have great ideas and new refreshing ways of approaching the things in each of our lives that are most important.

What can we do to attract these younger people on whom our livelihoods and continued success depend on? Auto repair is here to stay for the foreseeable future, but I bet it looks very different in 20 more years. I would like to figure out how to modernize our thinking, and have a conversation, perhaps on the state level, on how we can make these changes. I am starting here because I also believe this needs to be a grassroots movement. However it happens, we need change.

I am going to begin by inviting a shop owner who moved into my other building recently to our next meeting. It is my hope that we can show him the value of the organization and he will become a full member.

John Bridgwater
[Bridgwater Automotive, LLC](#)
Dorals Auto Repair

NEXT TEAM WEEKEND

FROM: Anne Mullinax, ASCCA Deputy Executive Director
TO: ASCCA TeamTalk
DATE: February 1, 2023

Attached please find a report summarizing the meetings held as part of the January Team Weekend. There were very productive discussions regarding the ASCCA Annual Training Conference, benefits available to members, and leadership (both at the Chapter and State levels).

Please mark your calendars for the next Team Weekend

May 20-21, 2023 – in Campbell CA

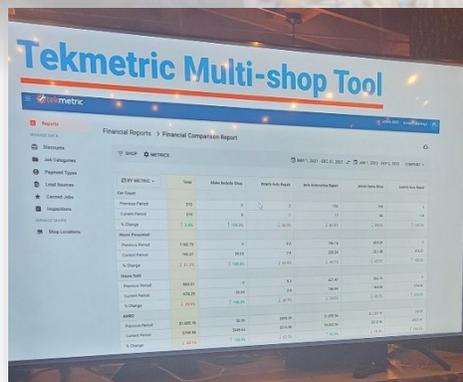
In addition to the Committee and Board meetings, there will also be a barbeque hosted by several of the Bay Area Chapters. This will be a great time for networking and catching up with ASCCA friends!

Let us know if you have any questions. Hope to see many of you in May!

January TW Report



January's Meeting at Longbranch, with tekmetric and IMC



Todd Westerlund (R), VP of Tekmetric on improving shop efficiencies via automation and improved processes, and Salvador Lopez (L) with IMC on the current state of parts and what the future may hold

ASCCA Highlighting Andres Manriquez of Berkeley Mini Car ...

We welcome our newest full time member of Chapter 16, ASCCA Andres Manriquez, new owner of Berkeley Mini Car on San Pablo Ave, Berkeley.

Andres was born in Mexico City from American parents who met there. His mother worked for Pfizer Pharmaceutical and was transferred to Mexico. His dad worked in banking. They encouraged Andres to be well educated and understand business and financing. So naturally his college background was focused on business administration. The family relocated to Los Angeles when Andres was in his early twenties and he was able to sharpen his business skills working in various family businesses. He was attracted to many aspects of the real estate industry which led to his employment in property management and eventually spending many years working with people in need of subsidized housing. Over a 31 year span he worked in the private sector and also offered his expertise to various government agencies and non profits, often working long hours with limited compensation. Andres mastered the ability to renovate older dwellings and developed a network of contractors and handymen. He offered his services to other property management companies. Along the way, he purchased investment property and still rents and maintains those units.



Influenced by an uncle in the automotive repair field, he was always curious about private transportation and the mechanical operation of them. As young as 12 years old he got it into his head that he could overhaul the family van. He took the engine out and started to dismantle it before his father realized what he had done. His dad was skeptical that this kid could complete the job and reinstall it. He decided to have it towed to a mechanic to put it back together. Andres continued tinkering on any vehicles he could throughout his life. Eventually, he grew weary of the daily grind in real estate. So beginning slowly at first, then picking up

the pace, Andres started looking into what it would take to own a successful auto repair business. This process went over a three to four year time span and investigating more than 80 businesses throughout California. The smaller operations didn't make sense financially and many larger ones were on the radar from ambitious and well financed multi-shop buyers. Some shop owners were not as forthcoming with documentation about sales figures and details important to gaining confidence in success. Andres got involved with Art Blumenthal LLC, a business that specialized in independent auto repair shops, and he was able to narrow his focus on exactly the right balance of history, reputation, cost of overhead, location and other intangibles that made his offer to buy Berkeley Mini Car a realistic goal. The papers were signed and the dust settled in 2021. When asked how he could succeed in a field very different from his prior career, Andres stated he spends a lot of time being physically at the business and studying who and what works and learning from the employees and other business owners. He joined our organization immediately and attends meetings and conferences expediently. He has the advantage of years of accumulated business experience and a centralized bookkeeping team. Here is to his continued progress and long term success. *Art Ratner, January 2023*



ART's LATEST RANT - about, you guessed it : ELECTRIC VEHICLES

While stories keep being written about electric vehicles (EV's) being the answer to "global climate change", there are plenty being written about the shortcomings of owning or renting EV's.

My previous Rant detailed the various environmental and human costs to keeping an increasing number of these on our roads and here come all the anecdotes about not holding charges in cold weather, lines of EV's waiting to get to a charger and batteries catching fire or exploding.

The news talks about the proliferation of numerous charging stations but does that mean our society will revolve around plugging cars in public places and waiting around for various periods of time? I imagine coffee shops and restaurants serving the public while waiting for a boost to get home or just a little further on their challenging journeys. Imagine shuttles bringing drivers back and forth to massive charging farms slightly out of the way. There have been reports of various rude behavior around Tesla Supercharger stations such as cars parked without being plugged in or staying plugged long after the batteries are charged. I have seen non Tesla charging spots in various parking lots but good luck finding one that is available when you need it.

Don't get me wrong, some consumers are having a very good experience, keeping their expectations in check, by strictly controlling their dependence on the EV ranges through careful planning.

After reading these rants, you may think I am anti EV but you would be wrong, I have dipped my toes in the pool and I am having fun tinkering with this future. I bought one of the most difficult vehicles to get your hands on: a 2023 Lexus NX 450h+, plug in hybrid. This is essentially an electric vehicle for around the first 37 miles before the regular gas hybrid drivetrain kicks in but you would be surprised how often that is enough and it becomes a game to cajole massive mileage without having to buy gasoline. I plug it in on household 120 volts and it sips electricity for hours or use the EV Doubler with two 120 Volt circuits, and I have the instant 240 volt setup which charges in half the time. I can charge at home and at work so that is an advantage.



I will have two months in and close to 1800 miles before I fill that 14.5 gallon tank. That's about 124 miles per gallon. I am currently planning a trip to Palm Springs and will experience the convenience (or not) of topping those extra batteries on the road. This NX, along with the RAV4 Prime are the only SUV's with plug ins that Toyota is offering, but more will come.

The California mandate about blocking non electric cars by 2035 has a clause to allow 20% of the fleet to be plug in hybrids. The shame is, currently 80% of plug in hybrid owners don't bother to take advantage of that feature and run gasoline only. Humans are lazy.

Art Ratner, Art's Automotive, Hybrid Specialists in Berkeley



2023
ATE
AUTOMOTIVE TRAINING EXPO

**DoubleTree Hotel
Seattle Airport**
1-800-222-8733
Group code: **NWA**

**The West Coast's Largest
Automotive Training & Expo Event!** **MAR. 31-APR. 2, 2023**



From Brenda Wolslegel, NWACA Executive Director - because of our partnership with NWACA and ASCCA, we will offer ASCCA members our **NWACA Member pricing of \$435.**

Call JoAnna in our office (253) 473-6970, or Brenda (253) 653-2334 directly to take advantage of this is **special pricing for ASCCA members.** This pricing does not show if you register through the ATE channels.

Thank you Brenda and NWACA!



**EXCLUSIVE Early Bird
NWACA Member Pricing... \$399**

- NWACA Member All-Inclusive Package **after FEB. 10** **\$435**
- Non-NWACA Member All-Inclusive Package **\$575**
- Educators' Discount All-Inclusive Package **\$350**
- Limited individual courses available

[Click Here To Download Complete Training Schedule](#)

ATE 2023 Training Features:

- ★ Over 60 Management & Technical Courses
- ★ The Industry's Leading Instructors
- ★ Relevant Keynote Speakers

[Register here !](#)

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Take advantage of this opportunity to preview/purchase the latest tools, equipment, technologies, and supplies. A perfect opportunity to network with colleagues and suppliers!

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RATCHET +WRENCH

Women in Auto Care Leadership Conference Set for Feb. 27 - March 1

Feb. 8, 2023—The annual Women in Auto Care Leadership Conference will take place from Feb. 27 to March 1, 2023, in Palm Springs, California, [according to a press release.](#)

The conference will be at the Renaissance Hotel in Palm Springs. The theme this year will be “Resilient and EmpowHERed.”



Women in Auto Care, a community of the Auto Care Association that will be overseeing the conference, has announced the keynote speaker for the event will be Erin Stafford, a marketing guru with over 20 years of experience. Her opening keynote will be titled “Escape the Type A Trap: Five Mindset Shifts to Beat Burnout and Sustain Peak Performance.”

Master of ceremonies will be Sherron Washington, M.A., a professional in marketing communications. She is the founder and CEO of the P3 Solution, a marketing firm in the Washington D.C. area. She is set to close out the conference with “a goal-setting session.”

The conference will also feature “roundtable discussions and leadership stories,” a ‘60s Palm Springs-themed dinner, and an auction to support the Women in Auto Care scholarship program.

This article appears in the [February 2023](#) issue of Ratchet+Wrench.

For additional articles visit www.ratchetandwrench.com

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SERVICE WRITERS SCHOOL OF AMERICA

ONLY 10 PEOPLE PER COURSE
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TO RESERVE YOUR SPOT TODAY!
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EVENT DETAILS

What: Service Writers School of America

When: March 18th & 19th, 2023

Class schedule: 8 AM-5 PM; 1-hour lunch from 12-1 PM, plus two 15-minute breaks at 10 AM & 2:30 PM

Where: Holiday Inn Express & Suites
 3000 Constitution Drive
 Livermore, CA 945134

WHY ATTEND THIS COURSE?



Hosted By:

ESi - Worldpac - AutoZone



ASCCA Calendar at a Glance

[ESi link](#)

[Worldpac link](#)

[AutoZone Landing Page](#)



See ASCCA Chapter 20's newsletter for a complete 2023 **ESi** schedule and registration links, as well as the **A to Z** schedule and links, **or** click on **ASCCA Calendar at a Glance!**



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Contact: Chris Smith (Oakland north) 916-223-0559 C 916-933-2430 O
Ross Day (San Leandro south) 209-648-6248



<https://www.shop-ware.com/>

Application Now Open for ASCEF SCHOLARSHIPS!

Apply Today!

Applications are currently being accepted for the Automotive Service Councils Educational Foundation (ASCEF) 2023 scholarships! 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.

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.

Applications must be submitted by March 31, 2023.

To apply online visit: <https://automotivescholarships.com/scholarships/ascca>

The ASCEF is a nonprofit corporation dedicated to supporting and advancing the entire automotive industry through technical education and training, scholarships, and other industry inspired programs.

To learn more about the ASCEF, visit www.ascef.org.

Questions? Contact Kate Peyser at 916-290-5828 or kpeyser@amgroup.us.

Tips for Scholarship Applicants



Donate your Vehicle to the ASC Educational Foundation!

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 ascef.org.

Our Vehicle Donation Support team is available seven days a week to support you every step of the way.

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](#)



A new monthly 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 **January 2023 edition** : Jack Molodanoff - BAR meeting materials and upcoming legislative issues for 2023, 360 Payments featured, access to ASCCA benefits page, training opportunities, new members, ASCCA committees.



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 [ASCCA Advantage page](#) for a list of Corporate Partner Discounts & Benefits, which include:

January 2023 update!

- Business supplies, equipment & services
- 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](#)

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.



Scan here to
join now!

MEMBERSHIP OPPORTUNITY!

JOIN FOR FREE

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





ASCEF



Contact
Kate Peyser
Executive Coordinator
ASC Educational Foundation
(916) 290-5828 | (916) 444-7462 – fax
<https://automotivescholarships.com/scholarships/ascca>

kpeyser@amgroup.us



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 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.](#)

Cal-OSHA & Workplace Compliance Updates

Mission Statement/Core Purpose/Code of Ethics



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

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.



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