



# ASCCA Foothills Chapter 5

January, 2021

## Join us as we host Jennifer Filzen of Rock Star Marketing "5 Easy Steps Using Social Media to Convert Qualified Clients"

She will be providing valuable, hands-on information that you can use to plan a winning 2021, so make sure you take notes!

Jennifer has been a member of ASCCA for several years and she has taught marketing classes at VISION, WorldPac STX, ATE, and numerous Mastermind-group meetings. She is also the author of the new book, *The Give To Get Principle*, which tells the stories of auto repair industry champions and how they use relationship marketing to develop a client database full of raving fans!

*You can join us from your home, shop, or wherever you are via the Zoom link in this newsletter or in the emails I send you.*

## At the end of the meeting, we will draw four Chapter 5 members for our "Shop Drawing."

The winners will have a choice of \$50 cash or \$100 Chapter Dues credit. Your choice!

You must be a member in good standing and present for the full meeting to qualify.  
*If none of the first four are present, we will keep drawing until we have a winner!!!*

Our program begins at 6:30, but you can join earlier if you want to hang out and touch base with other chapter members. We will be available from 6:15 on. Click below or copy and paste this link in your browser. I will also send emails with the link.

<https://us02web.zoom.us/j/86849570292>

Meeting ID: 868 495 70292

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

## UPCOMING MEETINGS & EVENTS

January 5, 2021 - Jennifer Filzen of Rock Star Marketing via Zoom

## **New Year's Greetings from Joseph, ASCCA5 Administrator**

Greetings,

As we reflect back on 2020, I want to encourage you to look for the hidden blessings. Yes, it was a hard year in many, many ways. But you made it... and learned a lot of important lessons in the process.

All of us were reminded of the importance of relationships, whether in our shops, associations, or homes. Let's carry that value into the new year and treat each other with care, honor, understanding and respect.

As we look ahead to 2021, I would like to speak a blessing for you and your business.

May this year be filled with health and growth (both personal and business.)

May you experience joy and satisfaction in your business that includes, yet goes beyond, simply making money.

May you learn new ways to bless your employees, partners, customers, and communities.

May you be open to learn new ways of doing things so as to experience new, improved outcomes.

May you be open to letting go of old ways that are no longer the most effective ways of doing business.

May you have the courage and boldness to both embrace the new and let go of the old.

I hope to see you on January 5 on our Zoom call.

A handwritten signature in black ink, appearing to read "Joseph R. Apple". The signature is written in a cursive, flowing style.



*Join us for our monthly Chapter 5 meeting on Tuesday, January 5 at 6:30 pm via ZOOM with Jennifer Filzin of Rock Star Marketing*

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

## **"5 Easy Steps Using Social Media to Convert Qualified Clients"**

Jennifer Filzen is the owner of Rock Star Marketing and she has been serving the auto repair industry since 2009. She is a bonafide rock star and her specialty is putting your business in the limelight.

Based in Monterey, Rock Star Marketing is an agency that offers custom SEO content for your website, social media marketing, custom blog writing, customer review management, graphic design, Facebook video ads, custom brochures, and more.

Jennifer has been a member of ASCCA for several years and she has taught marketing classes at VISION, WorldPac STX, ATE, and numerous Mastermind-group meetings. She is also the author of the new book, *The Give To Get Principle*, which tells the stories of auto repair industry champions and how they use relationship marketing to develop a client database full of raving fans! This new book is scheduled for release on Monday, December 21, 2020.

Jennifer will be teaching on January 5, 2021, sharing ideas on how to remove the chaos from marketing in the new year. This class is called, **"5 Easy Steps Using Social Media to Convert Qualified Clients"**. She will be providing valuable, hands-on information that you can use to plan a winning 2021, so make sure you take notes!

# **BUSINESS HEALTH CHECK: WHAT TO EXAMINE EVERY YEAR**

**SHOP**OWNER

By [Rick Schwartz](#) on May 29, 2020

With the coronavirus leading so many headlines around the world, health is on everyone's mind. But what about the health of your business? If you're like most small-business owners, you spend most of your time working "in" your business, rather than "on" your business. In other words, you probably get caught up in the day-to-day operations, putting out fires and dealing with vendors, customers and employees. It's important to put all of that aside from time to time to assess where your business is — and where it's going.

Just as everyone should see his or her physician for an annual check-up, it makes sense to do the same for your business. There are big-picture items and small — yet important — details that can get lost in the everyday goings-on of a shop. Taking time to examine these areas annually will create not only a smoother running operation with a sense of direction, but also a nimble company—one that is in a good position to take quick advantage of opportunities as they arise.

An annual business "health check" forces you to take a hard look at some items that you might not look at very often — or that you might even avoid all together. It ensures that you have up-to-date, accurate and complete information readily available in case something unexpected comes up. Let's say you suddenly want to apply for a loan, expand the business, acquire a business or, perhaps, even sell your business. Having documents ready to go is essential.

On that last point, all of the information presented here is essential to have in writing if you're considering selling your business at some point. We know that these are the types of things a potential buyer will want to see. All too often, business owners have to spend a lot of time and energy creating these documents.

Below are the areas that you'll want to assess every year. If you haven't looked or evaluated these items in a long time, take time to do it. The health of your business is at stake.

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## **FINANCIAL RECORDS**

Some business owners know them cold. Others don't. Make sure you have at least three years of historical financial statements available in both hard copy and in electronic format. This should include all tax-related documents, plus the current year financial statements. There should be supporting documents for these statements, including sales/invoice registers, accounts receivable and payable aging reports, detailed inventory valuation reports, fixed asset records and expense documentation. It may seem obvious (you'd be surprised), but be current on the payment of expenses associated with the business, including all taxes, payroll, operating costs, employee benefits and notes.

## **EMPLOYEE RECORDS**

You should have up-to-date documentation for all compensation plans, benefit plans and any oral agreements understood between you and your employees. In fact, this would be a good time to put these oral agreements in writing to ensure there are no later misunderstandings.

## **BUSINESS RECORDS**

Have up-to-date documentation for all contracts with customers, vendors, landlords, tenants and outside service providers.

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## **SUCCESSION PLAN**

Does your business have a succession plan? It's a fact that most tire dealers don't. And don't think that just because you're young and healthy that you don't need one. Every business needs a succession plan—in writing. One of these days you will exit the business. Do it under your terms. A succession plan lays out what happens to the business once you're out of the picture. After all, you never know what tomorrow will bring.

## **MARKET ANALYSES**

You should have current information on your geographic market, competitors and opportunities for growth. This would include your business segmentation—in other words, how much business do you do in tires? Service? Parts? What is the outlook for these segments? What are the trends in your market or industrywide that create challenges and opportunities? Have a written market analysis, including an assessment of your competitors and potential threats.

## **BUSINESS PLAN**

Most businesses have a written business plan, but most business owners don't update these plans over time. This is important to do annually because markets and businesses change, and you want to be thoughtful about how your business evolves over time and how you plan for it.

## **ORGANIZATIONAL CHART**

Review your business organizational structure. Are there any open positions that you have not been able to fill? If so, what are your plans to recruit new employees? Make a list of the skills that these new employees must have. After all, a good service writer has distinctly different skills than a tire tech.

## **INVENTORY**

Assess your inventory levels for things like product mix, aging/obsolete inventory and make sure you process your returns and defectives. Working capital is tied up in inventory, so it's a good practice to periodically review your inventory on hand. Also, work with your tax professional to ensure that your inventory is properly accounted for.

An annual business health check will make your business stronger through a careful examination of the basics of the business. It's easy to allow yourself to get side-tracked with the daily operations of your business. Once a year, take time to look at these areas and your business will be better positioned for whatever the future brings.

## **Chapter 5 Dues Rebate!**

Your ASCCA State dues increased by \$50 for 2021. However, if you pay your 2021 ASCCA dues in full by the end of March, 2021, Chapter 5 will rebate \$50 to you.

Don't miss this opportunity to enjoy 2021 membership at the 2020 price!

## One way to painlessly raise your labor rate

*Submitted by Gene Morrill*

Rather than a raise of \$5 on one specific day during the start of the year, look at the whole year. If you know you need to raise your prices 6% during the year to keep up with ever increasing costs, set your timeline now to raise your rates every 2 months by 1%. The difference in raising small increments is not noticed by your employees or your customers and the increase in your pocket would be huge at the end of the year. If you do \$50k per month in labor, it would look like this:

- Jan - 50,000
- Feb - 50,000
- Mar - 50,500
- Apr - 50,500
- May - 51,005
- Jun - 51,005
- Jul - 51,515
- Aug - 51,515
- Sep - 52,030
- Oct - 52,030
- Nov - 52,550
- Dec - 52,550
- Year - 615,200

That's an extra \$15,200 in your pocket by the time you'd like to raise another \$5 next year.....

Happy New Year!

## California bill process explained (briefly)

*Submitted by Gene Morrill*

There are 120 members of the California state legislator (40 Senators & 80 Assembly members),

You have one senator and one assembly member representing you in your district.

This is just our state, we also have congress people that represent us in Washington DC

California Senators are able to produce 40 bills each per session,

California Assembly members are able to produce 50 bills each per session

A session is 2 years

- 40 bills X 40 Senators equals 1,600 bills every two years
- 50 bills X 120 assembly members equals 4,000 bills every two years
- That's 5,600 bill that can be generated in a two-year session

A 2-year bill is one that is presented in year one and doesn't make it, so it will be considered next year, in year two if it fails, it dies.

A gut and amend is a bill like SB 522 that was started as the sales tax on labor but got no support, so they gutted and changed the entire content to something else, making it more confusing for us.

The reason many bills are produced are for the gut and amend process, so the legislation can take an existing bill and make it something else, bypassing the induction process.

# Tax and Business Tips from Norm Blieden, CPA

## More Stimulus Payments on the Way

What you need to know NOW!

You could soon see another stimulus payment in your bank account with the recent passage of the Emergency Coronavirus Relief Act of 2020, which means more direct relief to you and your family. Here are some of the major points you need to know that are buried inside this \$900 billion piece of legislation.

**Direct stimulus payments to you.** The legislation includes a \$600 payment per person, including adults and dependent children who are under age 17. Payments are based on your 2019 income and should start being distributed shortly, per Treasury Secretary Mnuchin. The payment amount **phases out** for adjusted gross incomes over \$75,000 for single taxpayers and \$150,000 for married couples.

### *Things to consider:*

- If your income in 2019 is over the phaseout threshold, but not over the phaseout threshold for 2020, you will have an opportunity to request the funds on your 2020 tax return.
- Unlike the first round of stimulus payments in 2020, if you have someone in your household who is ineligible, you can still get payments for those individuals who are eligible.
- If the number of adults or dependents in your household changed during the year, you will need to keep track of this and be prepared to issue corrections to ensure you receive the correct payment amount.

The payment mechanism in place for the initial 2020 direct stimulus payments should help facilitate distributions of this second round of direct stimulus payments.

**Extension of unemployment benefits.** Federal unemployment benefits of up to \$300 per week are extended through March 14. Benefits for self-employed workers, set to expire at the end of 2020, are also extended.

### *Things to consider:*

- If you have not already done so, you must file for unemployment with your state.

These benefits also apply to self-employed and part-time employees. Many workers who were eligible for this unemployment earlier in 2020 did not file because this class of workers is typically not eligible for most state unemployment programs.

**New PPP loan funds.** There is additional money available from the Small Business Administration (SBA) for a new round of PPP loans. The new loan program is targeted to businesses that need the funds. To qualify, your business must have 300 or fewer employees and have **seen a drop in revenue of 25% or more during any quarter in 2020**. Some of the money is earmarked for very small borrowers, underserved communities, and small lenders. There are even simplified requirements for forgiveness if the loan amount being applied for is less than \$150,000.

**Eviction moratoriums and rent assistance.** The bill extends until January 31, 2021 a moratorium on evictions that was scheduled to expire at the end of 2020. The bill also includes \$25 billion in emergency assistance to renters.

There is much more in this huge bill, including relief for hard-hit industries, education, student loans, and vaccine assistance. Please keep up-to-date as more is learned after a full review of the bill is made available.

## PPP Loan Expenses Are Now Tax Deductible

If you or your business received funds from the Paycheck Protection Program (PPP), the recently passed Emergency Coronavirus Relief Act of 2020 will help to dramatically cut your tax bill. Here's what you need to know.

### **Background**

The PPP program was created by the CARES Act in March 2020 to help businesses which were adversely affected by the COVID-19 pandemic. Qualified businesses could apply for and receive loans of up to \$10 million. Loan proceeds could be used to pay for certain expenses incurred by a business, including salaries and wages, other employee benefits, rent and utilities.

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If the business used at least 60% of loan proceeds towards payroll expenses, the entire amount of the loan would be forgiven.

### **The Dilemma**

While the CARES Act spelled out that a business's forgiven PPP loan would not be considered taxable income, the legislation was **silent** about how to treat expenses paid for using PPP loan proceeds if the loan was ultimately forgiven.

Congress intended for these expenses to be deductible for federal tax purposes. But since the legislation was silent on this issue, the IRS swooped in and deemed these expenses to be nondeductible.

There was considerable debate over the latter half of 2020, with Congressional politicians explaining that their intent was that the expenses be deductible and the IRS responding "Too bad, they're nondeductible."

### **The Solution**

Congress **overruled** the IRS's position in the Emergency Coronavirus Relief Act of 2020. The legislation officially makes deductible for federal tax purposes all expenses paid for using proceeds from a forgiven PPP loan.

Stay tuned for updates as to how this new legislation affects your business.

## **2021 Retirement Plan Limits**

As part of your 2021 tax planning, now is the time to review funding your retirement accounts. By establishing your contribution goals at the beginning of each year, the financial impact of saving for your future should be more manageable. Here are annual contribution limits for 2021:

### **Take action**

If you have not already done so, please consider:

- Reviewing and adjusting your periodic contributions to your retirement savings accounts to take full advantage of the tax advantaged limits
- Setting up new accounts for a spouse or dependent(s)
- Using this time to review the status of your retirement plan

Reviewing contributions to other tax-advantaged plans including flexible spending accounts and health savings accounts

## **Make Preparations for Form 1099s This Year**

Be looking for new Form 1099-NEC!

Here are three tasks to consider that will make meeting your business's information reporting requirements less stressful this tax season.

- **Review your general ledger.** Even if you've already identified 1099 vendors in your payables system, review current year expenses to make sure no new or infrequent payments have been overlooked. For example, it's easy to forget that fees totaling \$600 or more paid to service providers must be reported on a Form 1099. But be careful! There is a new form this year, Form 1099-NEC. Be sure to know whether you should use the existing Form 1099-MISC or the new Form 1099-NEC.
- **Verify vendor information.** Check your files for up-to-date Forms W-9, the form you use to request a vendor's federal taxpayer identification number (TIN). In general, you should have Form W-9 on file for each vendor who provides services, even if the transaction is a one-time event. Why? Filing mismatched 1099 forms - where the combination of name and TIN do not match IRS records - will result in a notice, and possibly penalties. To avoid problems, consider signing up for the TIN Matching Program, an online service run by the IRS, so you can verify identification numbers prior to filing 1099s.

**Order forms.** If you plan to file paper forms this year, the copy you mail to the IRS must be on forms pre-printed with scan-friendly ink. You'll also need Form 1096, the annual summary, for each type of information return you file.

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



# Seven Deadly Marketing Sins



By *Tess Collins*

This story was published in Ratchet+Wrench on May 1, 2020

Tommy Nickelson spent \$3,000–\$4,000 on a postcard marketing campaign that ended up with a response rate of less than 10 customers. Not great, and Nickelson knows it—now.

In 2000, when Nickelson purchased his business, Advanced Auto Repair in Denton, Texas, after over a decade as a technician, he wasn't the marketing master that he is today. Throughout the years, Nickelson has developed a strategy that allows him to bring in 48 new customers and 79 repeat customers per week (weekly tracking is key, he says) and now runs a retention marketing company called Rebate Checks where he helps other shop owners with retaining customers, with one aspect of that being through marketing. Nickelson says he typically budgets 4–6 percent of his annual budget on marketing, but he'll increase that to 6–8 percent if he's in a year of growth and plans on adding more technicians.

The right marketing can make or break you and too many owners are throwing money at campaigns that don't make sense for their shop. These seven deadly marketing sins, outlined by Nickelson and Danielle Wallace, who has spent 14 years in automotive marketing and is a content strategy manager at BG Products, can lead to the demise of your operation.

## **Sin No. 1: Relying solely on word-of-mouth**

This sounds great and, in theory, it is. Why spend money on advertising when your customers do all of the work for you?

You don't necessarily have to spend a lot of money, explains Wallace, but you do need to spread the word of your business and bring awareness so customers continue to come in. In this day and age, having a web presence is essential. At the very least, have a Google My Business page, Wallace says.

"It's free, you can get on there and claim your business and be in the primary search results," Wallace says.

## **Sin No. 2: Valuing quantity over quality**

Sending a coupon to everyone in the city is a waste of money if those people aren't going to come in, a lesson that Nickelson learned the hard way with his failed postcard marketing campaign. If you target everyone at once, he explains, all of the calls that come in will be based on price. If you're getting a lot of price shopper phone calls, it may be a good indication that you're guilty of this.

"You have to find out what it is that your customers are looking for—whether it's a niche or a specific brand," Nickelson says. "Play to your niche and once you corner that, go to the next one."

So, how do you go about doing this? Get to know your customers. Shop owners can figure out who their top customers are and make profiles. Then, they can find resources that allow them to specifically target marketing efforts to those customers. Shop owners can purchase lists that have owners of specific vehicles, for example. Once that's been obtained, then the marketing efforts can be further tailored to that customer. For example, marketing to customers with a specific vehicle that have children may benefit from a vehicle check-up coupon before a holiday weekend.

## **Sin No. 3: Practicing poor communication**

Many shops have loyalty and referral programs, but customers have no idea. Through BG, there's a protection plan that its shops have, but Wallace says many shops fail to let customers know about this, which is a mistake because it's a loyalty tool that helps bring customers in.

Nickelson says his loyalty program has been a great marketing tool for his shop, even though it was a struggle at first. He uses a rebate check program, which he says generates a 15–20 percent response rate. The rebates check are sent to repeat customers as a percentage of what they've spent with the shop that year. So, each year, a customer could get a check for, say, \$60, Nickelson says, to spend at the shop for an upcoming service.

## **Sin No. 4: Focusing on selling rather than educating**

"In the auto industry, where we're fighting the stigma of trustworthiness, we have to have content on educa-

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tion and no ulterior motives,” Wallace says.

So, rather than sending out strictly coupons and service reminders, throw in some educational material that shows that you’re invested in your customers more than just after their wallet. A great way to do this is through social media, Wallace says. She suggests taking a technician from the back and having him or her post tips on social media. This will help create trust.

### **Sin No. 5: Staying in your comfort zone**

Think about how different today’s customers are than they were a decade ago. The customer that looked for a repair shop through the Yellow Pages no longer exists. A few years ago, it was all about social media and now, it seems like voice search is the next big trend. Don’t get left behind.

Wallace suggests looking into podcasts and influencer marketing as a way to differentiate. A podcast gets your shop in front of more customers and is a tactic that not many shops are using. When finding an influencer, it could be one of your own employees that serves as the face of your shop.

“Turn your shop from, ‘Dave’s Automotive’ to, ‘Dave, the automotive expert,’” Wallace says.

Doing this creates trust with customers and brings exposure to your shop.

### **Sin No. 6: Relying too heavily on returning customers**

“If you don’t balance your CRM with news customers, you will starve,” Nickelson says.

CRM platforms are great, he explains, but if 80 percent of your business is from repeat customers and all of that work is scheduled up front, you’ll get to a point where there’s a lull because your customers don’t need any service done for a period of time. This needs to be offset with new customers coming in.

“The more repeat customers that you have, the better, but you need to feed the machine,” Nickelson says.

“There aren’t many shops that can take a 75 percent hit because they’ve already fixed that much of its customer base.”

Nickelson suggests figuring out how much each new customer costs you to bring in and then figure out a healthy balance between new and returning customers. His shop is at roughly 80 percent returning and 20 percent new and he recommends somewhere close to that range. He doesn’t recommend any more than 35 percent for new customers, and he only recommends going that extreme in a year of growth. Once that’s been figured out, multiply the cost per new customers to how many you want to bring in each month and add that to your marketing budget.

### **Sin. No. 7: Underestimating the importance of customer service**

Good marketing only gets you so far, Nickelson says.

“If they’re [customers] not saying, ‘wow,’ you’re not doing it right,” Nickelson says.

Don’t drop the ball once the customer comes in, or the marketing and work you’ve done will only be good for a one time visit. Make sure to deliver top-notch service and follow-up. Nickelson says he’s amazed by the amount of customers that express how excited they are that someone is calling to follow up on the service that they received. He says it’s a wow factor of which many may not think.

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

# Welcome to our newest members!

They made a great decision when they decided to take advantage of our membership drive special offer.

Reach out to shop owners you know



Roberto Oliva of Rob's Service Center in Chatsworth. Joined September, 2020!



Javier Mendez of Jo's Garage, Inc. in Alhambra. Joined November, 2020!

who want to take their shop to the next level. When they join



Greg Hwang of House Automotive in Pasadena. Joined November, 2020!

for a year, you will qualify for a \$125 referral fee!

# ASCCA Benefits

ASCCA BENEFITS



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



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



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



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



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

## DISCLAIMER

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

# ASCCA Foothill Chapter 5 Member Benefits

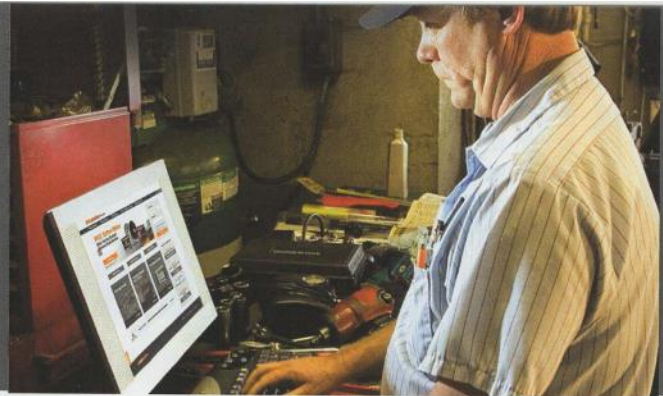
**In addition to the State-wide benefits shown in the “ASCCA Advantage,” these are additional benefits available to Chapter 5 members.**

- 1. A VERY LOUD POLITICAL VOICE.** Individually, there isn't much we can do to shape legislation which will affect our industry, but collectively, our united voices are STRONG, LOUD AND FOCUSED. Politicians and elected officials in state, county and city governments listen to ASCCA when we talk, because we represent hundreds of members (& thousands of voters!) statewide. Often, the Bureau of Automotive Repair discusses with ASCCA rules and regulations under consideration to see how they will fit in the real world of automotive repair.
- 2. SHOP TO SHOP NETWORKING.** Our members don't see each other as competition but as comrades in the industry, helping each other to succeed. If you have a problem you can't figure out, call one of our members who specializes in that area. They'll be glad to help you out.
- 3. INFORMATIVE MEETINGS.** We hold Dinner Meetings on the first Tuesday evening of each month. Our meetings offer great speakers, camaraderie, valuable information, and the latest news on what's happening in the automotive repair industry. You also get to network with other shop owners and exchange ideas, tips, techniques and short cuts. The monthly meal is included in your dues, plus we have a long-standing special where you can bring your spouse or business partner at no charge! Our Chapter Board of Directors schedules our programs and welcomes any suggestions you have on good speakers! Contact the chapter office with your suggestions. For the location and current speaker, look on the last page of this newsletter.
- 4. CHAPTER SEMINARS.** The Foothill Chapter Board of Directors and our Seminar Committee Chair, Tim Chakarian of Bimmer PhD, keeps us informed on seminars on business management and technical subjects for our shop owner members and their technicians. **Cost is minimal and often free.** This is a tremendous member benefit for you and your employees! Give Tim your ideas and suggestions for seminars & we will try to schedule the seminars you want. (626) 792-9222.
- 5. MONTHLY & QUARTERLY NEWSLETTERS.** We send out an environmentally-friendly monthly email newsletter with helpful and informative articles, tech tips, contact lists and information, upcoming events, reports on recent events and vendor ads & information. Once a quarter you'll receive the newsletter from the State Association Office.
- 6. THE FOOTHILL CHAPTER WEBSITE.** This Foothill Chapter website at <http://www.asc5.com/> lists members by city. It also lists upcoming seminars and meetings. Contact Joseph Appler at [asca.05@gmail.com](mailto:asca.05@gmail.com) with questions or suggestions for the chapter web site.
- 7. CHAPTER JOB BANK.** The Foothill Chapter has established its own Job Bank Network for member shops. If you have a qualified applicant you can't use, or if you need to hire someone, send a summary email to [asca.05@gmail.com](mailto:asca.05@gmail.com) & your information will be forwarded to the entire Chapter 5 membership.
- 8. CHAPTER ASE LENDING LIBRARY** Call Darren Gilbert at (626-282-0644) or email him at [gilbertmotors@yahoo.com](mailto:gilbertmotors@yahoo.com) for more information.
- 9. CHAPTER SOCIALS.** Our Socials Chairman, Jack Scrafield (818) 769-2334, arranges outstanding social events for us throughout the year. We've visited JPL, the J. Paul Getty Museum, had many "Day at the Races" at Santa Anita Race Track, toured the Autry Museum of Western Heritage, taken a murder mystery train ride including a delicious dinner, attended the races at Irwindale Speedway, had bowling dinner parties at Montrose Bowl, had several excellent parties, and toured the J. P. Nethercutt Collection of beautiful classic automobiles. Jack would like to hear from you with your suggestions for future social events.
- 10. ASCCA NET PRESENCE.** ASCCA has established a home page at <http://www.ascca.com/> The ASC web page has three target audiences: 1) ASC members now have a quick, easy reference on their computer to keep them abreast of what is occurring in the state association and within the automotive repair industry; 2) California shops that are not ASC members can learn more about the advantages of being an ASC member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASC members quickly and easily on the ASC web pages. All ASC members statewide are listed. Soon, your shop website will be able to have a link on the State site.
- 11. FREE CPA CONSULTS.** All ASCCA Chapter 5 members are entitled to a half-hour of free telephone consultation each month from chapter member Norm Blieden, CPA. The service is not limited to shop business though Norm has extensive experience in shop-related matters. This member benefit can save you a ton of money and a lot of headaches. Call Norm at 626-440-9511.











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

# The ASCCA Advantage

The ASCCA Advantage outlines the value of ASCCA membership. We are proud to be able to offer a number of discounts and intangible benefits that are uniquely provided by our association.








## Corporate Partners - Increasing Your Membership Value

BUSINESS SUPPLIES, EQUIPMENT & SERVICES		
	<p>AESwave specializes in sales and support of automotive diagnostic equipment. Each day, thousands of technicians, educators, trainers, engineers, and technical writers use products and strategies developed at AESwave.</p>	<p>Carlos Menchu, 877.351.9573 info@aeswave.com www.aeswave.com</p>
	<p>AutoZone's partnership with ASCCA will get you special pricing for Platinum Level Membership, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more! Check out their electronic ordering software which can help save you time and money.</p>	<p>Jim Gray, 704.301.1500 jim.gray@autozone.com</p>
	<p>Autologic Diagnostics is changing the game in aftermarket diagnostics by going beyond the diagnosis stage. We empower technicians to meet the challenges of today's increasingly complex vehicles through a range advanced diagnostic, programming, and remote assistance services. Our fully-integrated diagnostic support system combines dealer-trained technician expertise with diagnostic technology to ensure we make our customers more profitable by finding faults faster and more accurately, as well as repair more cars, faster with fewer mistakes.</p>	<p>Kevin Fitzpatrick 631.486.3506 kevin.fitzpatrick@autologic.com</p>
	<p>Provides maintenance services, equipment training &amp; 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.</p>	<p>Eric Waln, 949.337.2484 Eric Elbert, 805.490.6080, EricE@petrospecsBG.com www.petrospecsinc.com.</p>
	<p>California Employers Services has been making compliance easy since 1997. We know the laws and how they are being enforced. Everything that we provide is customized to your business' needs. Ask about our 30 day trial or our special packages and prices. ASCCA members can email or call for advice on California Labor Laws and Cal-OSHA questions!</p>	<p>Dave Fischer, 559.472.3542 cesyes@hotmail.com www.ces today.com</p>
	<p>DFC is the leading manufacturer of award-winning automotive braking systems. They maintain a huge selection of brake parts for all domestic and foreign vehicle applications. Their engineers, product managers, and R&amp;D staff work hard to give their customers first-to-market advantage.</p>	<p>Dan Biezonsky, 951.200.0953 danb@dynamicfriction.com www.dynamicfriction.com</p>
	<p>LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.</p>	<p>Steven Poole, 562.320.2398 SJPoole@lkqcorp.com</p>
	<p>Mail Shark approaches direct mail strategically by providing penetration reports and demographic analysis to make sure you're reaching the right people. They'll make it easier for you to grow your car count, manage your budget.</p>	<p>Josh Davis, 484.648.8626 josh@themailshark.com www.themailshark.com/ascca</p>
	<p>The leader in automotive thermostats; fuel, oil and coolant caps sold to the North American automotive aftermarket. Their line of thermostats is one of the most advanced in the automotive industry, using state-of-the-art manufacturing equipment, with strict quality control and functional testing, ensuring high quality and long-lasting products.</p>	<p>Sean Ruitenber, 618.599.5196 sean.ruitenber@motoradusa.com</p>
	<p>NAPA Auto Care is the largest aftermarket repair network in the country with over 16,000 independently owned and nationally recognizes automotive, collision, and truck service centers. NAPA's mission is to help all member businesses increase their car count and sell more services.</p>	<p>John Hartman, 619.300.4910 SoCal District Sales Manager john_hartman@genpt.com</p>

 <p>DEDICATED TO THE PROFESSIONAL</p>	<p>Get access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform every day, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, early-pay discounts, electronic ordering discounts, and more.</p>	<p>Sergio Gonzales, 916.962.3270 ASCCA@oreillyauto.com www.oreillyauto.com</p>
	<p>WORLD PAC supplies automotive replacement parts directly from the most respected manufacturers in the industry. Their speedDIAL Parts Catalog and Fulfillment Ordering System can check real-time parts availability. Technical Training, Business Management Solutions, and other services for independent shops are taught by experienced professional instructors.</p>	<p>Rob Morrell, 510.755.6058 rmkroll@gmail.com www.worldpac.com</p>
<b>EDUCATION PROVIDERS</b>		
 <p>Automotive Coaching and Training</p>	<p>The ACT Group is a partnership of long time automotive industry experts. Former Technicians, Service Writers, Managers, General Managers and owners of automotive facilities offer their expertise in a strong variety of industry training classes. Discounts are available to ASCCA members, including \$200.00 off our Service Advisor Classes.</p>	<p>Ray Kunz, 916.588.0775 ray@automotivecoachingandtraining.com www.automotivecoachingandtraining.com</p>
	<p>ATI has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years.</p> <ul style="list-style-type: none"> <li>• They are the industry leader in automotive business coaching providing expert management and consulting services. Get weekly business coaching from an industry expert and classes in marketing, hiring, finance, leadership and sales.</li> </ul>	<p>Jim Silverman, 301.575.9140 jsilverman@autotraining.net www.autotraining.net</p>
 <p>Power Your Shop • Fuel Your Freedom</p>	<p>DRIVE is the premiere automotive and truck repair consulting and training company. With over 25 years of experience, their continuing aim is to provide shop owners with best-in-class training, organizational skills and management tools. The goal of DRIVE is to fully arm shop owners with every executive and management ability needed to win.</p>	<p>Carolyn Gray 818.863.1077 cgray@driveshops.com</p>
 <p>Educational Seminars Institute Automotive Management Specialists</p>	<p>Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel.</p> <ul style="list-style-type: none"> <li>• ASCCA Members have exclusive access to discounted training courses.</li> <li>• Save \$800 on every Service Writer course and \$55 on every seminar. (Space limited.)</li> <li>• <b>FREE 30 minutes of business consulting advice per month.</b></li> </ul>	<p>Maylan Newton 866.526.3039 maylan@esiseminars.com</p>
<b>INSURANCE &amp; LEGAL SERVICES</b>		
 <p>Insurance Services</p>	<p>Armstrong &amp; Associates provides ASCCA members with A+ rated property casualty company policy options and an exclusive workers' compensation program including comprehensive safety &amp; claims services. You'll receive the utmost care and service along with the most competitive insurance programs. Includes an enrollment discount of \$100</p>	<p>Customer Service, 530.668.2777 www.armstrongprofessional.com</p>
 <p>INSURANCE SERVICES, INC</p>	<p>Competitive dental &amp; vision plans exclusively available to ASCCA members.</p>	<p>Mat Nability, 916.286.0918 mnability@coremarkins.com</p>
<p><b>Molodanof Government Relations</b></p>	<p><b>FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!</b></p>	<p>Jack Molodanof, 916.447.0313 jack@mgrco.org www.mgrco.org</p>
<b>INTERNET MARKETING, WEB DESIGN &amp; SEARCH ENGINE OPTIMIZATION</b>		
 <p>BROADLY.COM</p>	<p>Through internet marketing, Broadly gets great customer reviews on Google, Facebook, and other review sites. ASCCA members get a FREE account set-up (valued at \$200).</p>	<p>Laura Nelson, 800.693.1089 marketing@broadly.com www.broadly.com</p>
	<p>The Kukui All in One Success Platform provides solutions for custom online marketing tools, website design, customer relation management, search engine marketing, email marketing and customer retention, and revenue tracking tools. Kukui will help you track stats about new clients, your customer retention rate, and will help you track areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design.</p>	<p>Todd Westerlund 925.980.8012 Todd@kukui.com or Patrick Egan 805.259.3679 Patrick@kukui.com www.kukui.com</p>

**WWW.ASCCA.COM**

 <p><b>MUDLICK™ MARKETING</b> DATA DRIVEN DIRECT RESPONSE</p>	<p>Mudlick Marketing is proud to offer a Multi-Channel Marketing Platform where our clients have access to powerful direct mail and digital services to help grow their business. We will help you use your data to make buying decisions, offer in-house financing, and our weekly flex pay and flex mail programs make us very affordable. In addition, ASCCA Members will be offered \$250 off their first customer mailing and 10% off all our digital programs.</p>	<p>Danielle Ray, 470.299.7374 Dray@mudlick.com <a href="http://mudlickmail.com">http://mudlickmail.com</a></p>
	<p>Join the nation's largest network of elite auto repair shops. RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. RepairPal shops gets 8-10 new customer contacts per month, with an average repair order over \$500. (Estimated new business \$48,000/year)</p>	<p>Evan DeMik, 415.595.3346 evan@repairpal.com <a href="http://www.repairpal.com">www.repairpal.com</a></p>
<p><b>MERCHANT SERVICES</b></p>		
	<p>Receive up to a <b>\$350 rebate</b> on your ASCCA State dues when you use DFG to process your credit cards. Call for a free no obligation consultation.</p>	<p>Shannon Devery 877.326.2799 <a href="http://www.digitalfg.com/">www.digitalfg.com/</a></p>
<p><b>SOFTWARE PROVIDERS</b></p>		
	<p>ALLDATA's automotive diagnostic and repair software, with OEM-direct repair information for accurate car repairs, is trusted by more than 400,000 technicians in more than 100,000 shops nationwide. Covering more than 38,000 engine-specific vehicles, ALLDATA provides auto repair shops a suite of products to help increase the daily car count, improve processes and provide quality repairs to keep customers satisfied.</p>	<p>Chuck Bennett 512.285.0307 Charles.bennett@alldata.com <a href="http://www.alldata.com">www.alldata.com</a></p>
	<p>BOLT ON TECHNOLOGY equips the automotive repair and maintenance aftermarket with award-winning technology tools to improve customer communication. Along with ongoing training and support, BOLT ON's mobile and digital tools also reduce problems inherent in the service process, while increasing shop productivity, revenue, and customer satisfaction.</p>	<p>Tim Cifelli 610.400.1019 tcifelli@boltontechnology.com</p>
	<p>The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. <b>Ask for a special ASCCA member rate.</b></p>	<p>Matt Ellinwood, 415.890.0906 x106 matt@shop-ware.com.</p>
<p><b>UNIFORM SERVICES</b></p>		
	<p>Nationally recognized supplier of customer and employee apparel &amp; janitorial services with thier special ASCCA package. Keep your employees on brand, your bathrooms stocked, floors clean, and much more. Let Cintas take care of your shop's maintenance needs and get exclusive pricing with your ASCCA membership.</p>	<p>Jessica Essad, 775.813.8954 EssadJ@cintas.com <a href="http://cintas.com/">http://cintas.com/</a></p>

## ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

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

**Proudly Display Your ASCCA Affiliation** – Use of ASCCA sign, code of ethics, and logo for use on invoices, customer forms, etc.

**Communications** – The ASCCA Independent newsletter, email broadcasts, news alerts, member benefit flyers and our website.

**Member-to-Member Communications** – The ASCCA TeamTalk list serv provides members to communicate directly with their peers on a broad range of topics facing shop owners throughout California.



Scan to learn more about your member benefits  
<http://ascca.com/resources/memberbenefits>

**Government Affairs & Political Representation** – Bill tracking, reading and analyzing constantly changing information and tracking bills via our website. Representation at government meetings, lobbying, etc. Hugely beneficial because it ultimately affects your bottom line.

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





## Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	<a href="mailto:abec@petrospecsbg.com">abec@petrospecsbg.com</a>
DRIVE!	Carolyn Gray	818-863-1077	<a href="mailto:cgray@driveshops.com">cgray@driveshops.com</a>
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Mark Christopher Auto Center	Steve Johnson	909-975-3919	<a href="mailto:sjohnson@markchristopher.com">sjohnson@markchristopher.com</a>
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SC Fuels & Lubes	Dennis Giardina	310-722-3357	<a href="mailto:gjardinad@scfuels.com">gjardinad@scfuels.com</a>
Van de Pol Petroleum	Wes Powell	562-236-1000	<a href="mailto:wpowell@ineedoil.com">wpowell@ineedoil.com</a>

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

## ASCCA CODE OF ETHICS

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

## Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

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

<p>C 1 - Automotive Consultant            A 1 - Automotive Engine Repair            A 2 - Automotive Trans/Trans Axle            A 4 - Automotive Drivetrain            A 4 - Automotive Suspension/Steering            A 5 - Automotive Brakes            A 6 - Automotive Electrical/Electronic            A 7 - Automotive Heating/Air Conditioning            A 8 - Automotive Engine Performance            A9 - Diesel              L 1 - Advanced Engine Performance            L 2 - Med/H.D Truck Electronic Diesel              P 1 - Parts Specialist Med/H.D Truck Dealership            P 2 - Parts Specialist Automobile            P 3 - Parts Specialist Truck Brakes            P 4 - Parts Specialist General Motors              P 9 - Med/H.D. Truck Suspension &amp; Steering              X 1 - Car/Light Duty Truck Exhaust Systems              B 2 - Auto body Collision Repair - Painting/Refinishing            B 3 - Auto body Collision - Non Structural Analysis            B 4 - Auto Body Collision - Structural Analysis</p>	<p>B 5 - Auto Body Collision - Mech/Electrical Components            B 6 - Auto Body Collision - Damage Analysis/ Estimating              F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas              M.M. - Engine Machinist Series              E 2 - Truck Equipment - Electrical/Electronic Systems              S 1 - School Bus - Body/ Special Equipment            S 2 - School Bus - Diesel Engine            S 3 - School Bus - Drivetrain            S 4 - School Bus - Brakes            S 5 - School Bus - Suspension/Steering            S 6 - School Bus - Electrical/ Electronic            S 7 - School Bus - Air Conditioning              T 1 - Med/H.D. Truck - Gasoline Engines            T 2 - Med/H.D. Truck - Diesel Engines            T 3 - Med/H.D. Truck - Drive Train            T 4 - Med/H.D. Truck - Brakes            T 5 - Med/H.D. Truck - Suspension/ Steering            T 6 - Med/H.D. Truck - Electrical/Electronic Systems            T 7 - Med/H.D. Truck - Heating/ A.C. Systems            T 8 - Med/H. D. Truck - Preventive Maintenance</p>
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# ASCCA Chapter 5 2020 Board of Directors

## Executive Board

2016

**President.....Kirk Haslam**  
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 Email.....[advancemuffler1234@gmail.com](mailto:advancemuffler1234@gmail.com)

**Vice-President.....Tim Chakarian**  
 Phone..... (626) 792-9222  
 Email.....[tim@bmwphd.com](mailto:tim@bmwphd.com)

**Secretary.....Craig Johnson**  
 Phone..... (626) 810-2281  
 Email.....[cjauto@verizon.net](mailto:cjauto@verizon.net)

**Treasurer.....Jim Ward**  
 Phone..... (626) 357-8080  
 Email.....[jim@wardservice.com](mailto:jim@wardservice.com)

## Board of Directors

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

## Chapter Rep

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

## Committee Chairs

### Seminars & Programs

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

### Government Affairs

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

### Associate Member Board Rep.

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

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## ASCCA State Contacts

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

### President

John Eppstein..... (619) 280-9315

### Executive Director

Gloria Peterson...(800) 810-4272 x104 or [GPeterson@amgroup.us](mailto:GPeterson@amgroup.us)

### Deputy Executive Director

Anne Mullinax.....(800) 810-4272 x116 or [AMullinax@amgroup.us](mailto:AMullinax@amgroup.us)

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### Manager Digital and Social Media

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### Events Manager

Becky McGuire.....(800) 810-4272 x118 or [BMcGuire@amgroup.us](mailto:BMcGuire@amgroup.us)

### Communications Manager

Ryan King.....(800) 810-4272 x122 or [RKing@amgroup.us](mailto:RKing@amgroup.us)

### ASCCA Attorney

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## Government Offices/Contacts

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**US Senator Dianne Feinstein**..... ( D )  
 Phone ..... (310) 914-7300  
 Email .....[senator@feinstein.senate.gov](mailto:senator@feinstein.senate.gov)  
**US Rep Judy Chu**..... (D-27)  
 Phone ..... (626) 304-0110  
**US Rep Adam Schiff**..... (D-28)  
 Phone ..... (818) 450-2900  
**CA Senator Connie M. Leyva**..... (D-20)  
 Phone .....(909) 888-5360  
**CA Senator Susan Rubio**..... (D-22)  
 Phone .....(626) 430-2499  
**CA Senator Maria Elena Durazo**..... (D-24)  
 Phone .....(213) 483-9300  
**CA Senator Anthony J. Portantino**..... (D-25)  
 Phone .....(818) 409-0400  
**CA Senator Ling Ling Chang**.....(R-29)  
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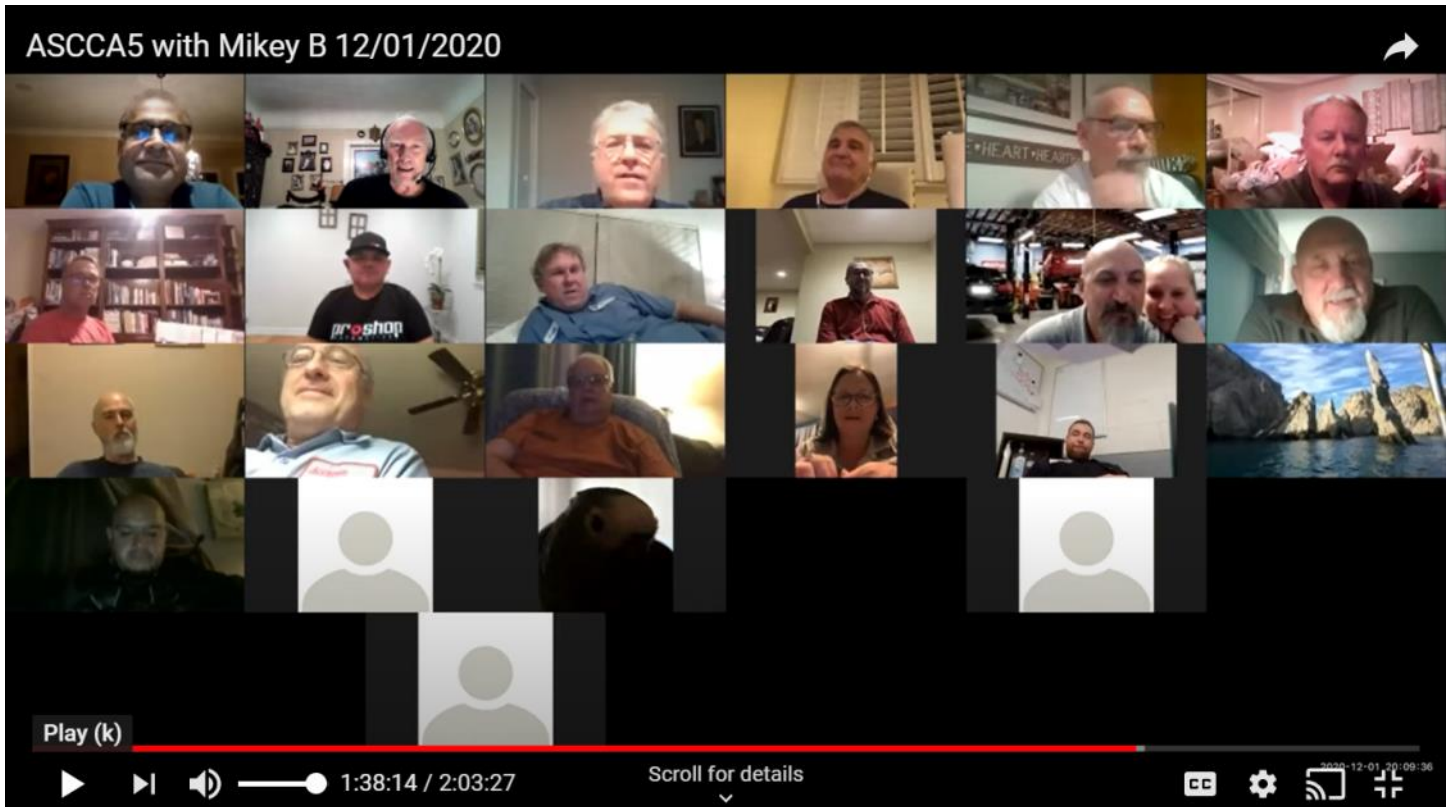
**President Donald Trump**.....( R )  
 Phone .....(202) 456-1111  
 Fax..... (202) 445-4633

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

# *We had 26 online at our December 1<sup>st</sup> meeting with Mikey B. of BG Products.*

*With his usual insightfulness and humor, Mikey B. of BG Products encouraged us to “Move the Couch!”*

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



**We will continue with our monthly Zoom calls until we have the green light to resume our meetings at Mijares Mexican Restaurant. Four shops were drawn to win \$50 cash or \$100 Chapter dues credit and we had one winner: Accurate Autoworks! In January, four more shops will be drawn. If none are present, we'll keep drawing until we have a winner! You must be present and in good standing to win!**

**Join us on January 5 for Jennifer Filzen of Rock Star Marketing as she teaches us how to use social media to turn qualified clients into raving fans!**