



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

ASCCA

Foothill Chapter 5

April 2020

# 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."  
'ohanna, 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 Services



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

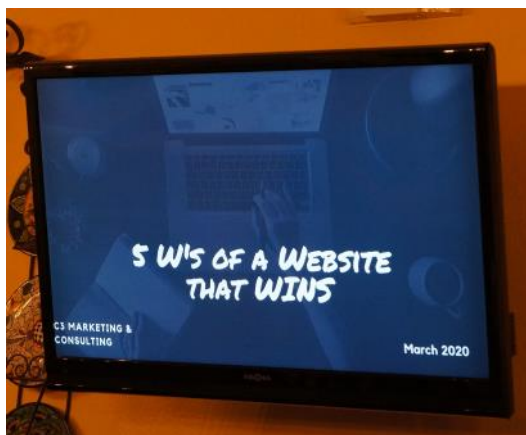
## UPCOMING MEETINGS & EVENTS

April 7 - Cancelled due to quarantine

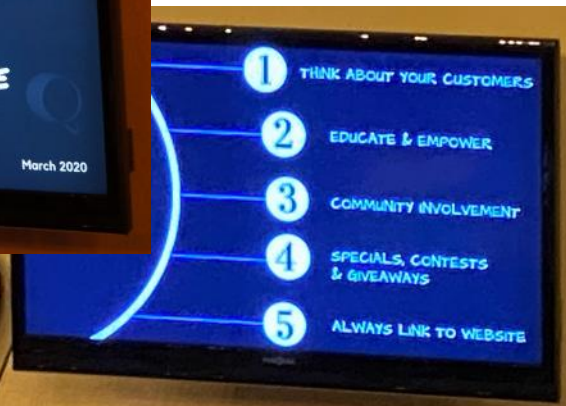
May 5 - **(pending)** "Shop Night" at DRIVE in Monrovia: "The Customer Encounter"  
Jun 2 - John Eppstein, ASCCA State President at Mijares

Jul 7 - TBA at Mijares  
Aug 4 - BAR Chief, Pat Dorais at Mijares  
Sep 1 - TBA at Mijares  
Oct 6 - "Shop Night" at Gilbert Motors

# At our March meeting C3 Marketing helped us see how to maximize our online presence through our websites and our social media platforms.



There's always more to learn about effective marketing in an environment that continually changes



Where else can you get a mini-seminar with partners in the industry for free with your membership?

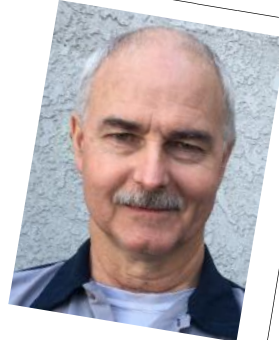


And one of the most rewarding parts is the time spent talking after the program.



**Shop Drawing**  
Ward Service was drawn in the Shop Drawing, but was not present to win the \$280 prize. The prize will increase to \$300 for our next face-to-face meeting. Remember, you must be present to win!

## President's Message:



Greetings,

We at ASCCA have helped our members many times to keep our shops working. Many issues have been addressed over many years and much help has been given.

Please be safe; follow guidelines the best you can and, God willing, we will get through this.

I would like to thank those many who have tried giving us info during these trying times, Team Talk has much needed information. Anyone who doesn't have it, send your request to join to [info@ascca.com](mailto:info@ascca.com).

David Fisher has been going crazy getting the right information to us, again THANK YOU!

Our April meeting has been canceled. Board members have been toying with the idea of a web round table to keep us connected. When you get the email from Joseph suggesting it, respond if you are interested. Gene would be a great moderator (like he needs more to do.) Thank you, Gene, for all you do.

Thank you,

A handwritten signature in brown ink that reads "Kirk Haslam".

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

# *Letter from ASCCA 2020 State President*

I wanted to reach out to the members of ASCCA first to thank you all for staying calm and working within your communities to help keep people safe as well as safely on the road. I have also heard about all the shops that are going above and beyond to help those that need a little more help than just car repairs. Just remember your communities have supported you while you have been in business so now is a good time to help support them. It is also impressive how many shops have decided to keep their doors open to not only take care of the consumers but also take care of their employees.

Also, a BIG thank you to all the great partners, board members and members of ASCCA. We continue to work together to support each other and help us all to get through these challenging times. The amount of information that has flowed through our channels this past few weeks has been amazing. People stepping in and helping when they had an opportunity.

Having been a member of ASCCA for over 20 years I know how important being a member of this amazing organization is. I can't begin to put a value to it. Hopefully at times like this it will be crystal clear to you as to how important this organization is.

Please remember there are a lot of volunteers that work hard for this association every day to make ASCCA the place to be. Just know that right now we are working even harder than usual to make sure that you have all the tools and information that you need to make the best decisions for your business.

If there is anything that you need help with, please don't hesitate to reach out and ask. I have spoken with many people across the state today and have received as much important information as I have shared. The more that we work together the stronger that we will be.

You can reach out to me on Team Talk, call or text me at 619-808-9315 or email me directly at [John@johnsAutomotiveCare.com](mailto:John@johnsAutomotiveCare.com)

*John Eppstein*

John's Automotive Care

2019 & 2020 ASCCA State President  
and member of Chapter 24

## DISCLAIMER

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# Tax & Business Tips from Norm Blieden, CPA

## Is Your General Ledger Squeaky Clean?

Spring cleaning for your business should include cleaning up your general ledger

With spring now here, it's natural to start thinking about doing some spring cleaning. But don't limit the clean-up effort to your house — your business's accounting system and general ledger needs cleaning, too! Here are five areas of your financial statements that may be due for a spring cleaning:

- **Inventory.** Inaccurate inventory on your balance sheet can have grave consequences. If your balance sheet shows more inventory than you actually have, you may not be able to fulfill orders and risk losing business. If your balance sheet shows less inventory than you have on hand, you might procure more inventory than you need. In both cases, you run the risk of having inventory you can't sell. *Action:* Perform a physical count and reconcile the amount against the inventory value on your general ledger. Conduct the necessary research and make the required adjusting entry to tie out your salable inventory value. If you have moved that inventory 3 times to get it out of the way, figure out a plan to get rid of it and turn it to cash, a donation or scrap.
  - **Accounts Receivable.** In an ideal world, you provide a good or a service to your satisfied customer, who then pays you within an agreed-upon timeframe. Unfortunately, invoices get lost, priorities get shuffled, or a customer's payable contact leaves for another job. An open invoice could also simply be the result of a mistake. *Action:* Now is a great time to get your accounts receivable ledger in order by running an aging report that highlights outstanding receivables that are past due. Focus on getting clients to pay these past-due invoices, clear up any misunderstanding, or send the bills out to be professionally collected. If you have salespeople, put a reduction in the commission plan if balances are not collected within 60 or 90 days. Salespeople can be great collectors when they have a financial interest!
  - **Fixed Assets.** It's easy to leave old fixed assets on your balance sheet after they've been disposed. Doing this can create a whole host of problems, including an understatement of net income, tax compliance issues, and an inaccurate business valuation. State sales tax agencies also like to look through your fixed asset listing to see if you failed to properly pay use tax. *Action:* Audit your fixed assets listing in the same way you make a physical count of your inventory. If you have not already done so, create asset tags and build a new fixed asset subledger. Remove any obsolete or sold/disposed assets from your balance sheet. Also consider documenting your fixed assets with a photo or video camera, and send copies to your insurance company for their records. Photos can also be a great way to document an equipment's serial number.
  - **Liabilities and Loan Accounts.** All loans have two components: principal and interest. A portion of every payment goes to pay down the principal on the balance sheet and a portion goes to paying interest expense. These principal and interest amounts change every month based on the loan's amortization schedule. The most common mistake when recording your loan payments is assigning the entire monthly payment to EITHER principal OR interest expense. *Action:* Conduct a timely reconciliation of balances per your loan statements to the value on your books.
- Payroll Accounts.** Properly accounting for paychecks can be complicated. For example, gross payroll amounts and payroll taxes hit your income statement as an expense while employee tax withholdings go on your balance sheet until they are remitted to the appropriate taxing authority. Add in benefits and other taxes and you could have a mess. *Action:* Periodically review your payroll entries against your payroll account. If you have not already done so, set up a separate payroll bank account and ask for help to audit or run your payroll for you. Taking the time now to review these key accounts will ensure accurate financial statements and make future period closing activities easier to handle.

*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.*

# Slow Down to Make Better Decisions in a Crisis

by [Art Markman](#): [Harvard Business Review](#) - March 15, 2020

The news about the spread of COVID-19 is changing fast — and people are trying to make decisions about everything from whether to cancel vacations to how to best protect themselves and their communities. There are several psychological reasons why you may find decision-making difficult right now. First, there is a looming present threat. The disease is real. Around the world, people are dying from it and it is spreading rapidly enough that there is new news every day. Humans are [wired to pay attention to threats](#), and so this story captures our attention in a way that [a distant threat like climate change does not](#).

Second, there is a lot of uncertainty about the spread of the virus — how many people have it, how quickly it's moving through communities, how many people will ultimately get it. When it comes to future projections, we're good at understanding linear trends. We are bad at understanding trends that involve an accelerated growth like an exponential function. At the front end of a bloom in a virus, there will be few cases, but they can grow rapidly. The [uncertainty](#) that creates for people increases our attention to it.

Third, people have very little control over the spread of the virus. We can engage in actions like washing our hands, avoiding touching our faces, and practicing social distancing, but there are many aspects of the situation that are out of our control. People don't like to be in situations in which they have no agency; it creates additional anxiety as well as a desire to do something to reassert control.

Finally, all of the attempts to control the spread of the virus are fundamentally about prevention. That means that if they are successful, some people will not get sick. Unfortunately, we do not get to run the control condition in which those measures weren't taken. As a result, it is hard to know which actions and programs are having an impact on creating the absence of the disease.

All four of these factors are affecting our behavior and the decisions we make. The threat, uncertainty, and anxiety lead us to make short-sighted decisions.

For example, the uncertainty makes us crave more information so many people are spending a lot of time looking for news updates relating to the virus and its spread. It's good to be informed but [we know that the consumption of negative news causes stress and distraction](#).

Similarly, the lack of agency causes people to seek out actions that will make them feel more in control. Early on, this took the form of buying hand sanitizer and rubbing alcohol. These purchases make some sense, as they can be used to disinfect people and surfaces that might lead to the spread of the virus. But once those stocks dwindled, people still felt like they needed to assert some control, so there was an additional run on toilet paper, paper towels, and bottled water — purchases that make somewhat less sense (and certainly weren't being advised by experts). Still these purchases can temporarily ease some people's anxiety by making them feel like they have done something.

Some people, in the face of anxiety, are making quick decisions about finances as well. With the key stock market indices down roughly 20% in the first few weeks of March, many people are tempted to sell their stocks (and clearly many have). But this is taking a paper loss in the present that is likely to come back in the future (given the way stock markets have acted in the past). People want to take action quickly — even when inaction might be more prudent.

So how do you make good decisions in the face of these psychological factors? The best way to resist the siren call of action is to slow down. Panic makes people want to act right now to avoid a threat, but most of the actions you are likely to take will not be prudent in the face of a potential pandemic.

*(Continued on page 7)*

(Continued from page 6)

By slowing down, you can use deliberative reasoning with data — what [Keith Stanovich and Richard West](#) called System 2 in their dual-systems approach to the mind — to influence your conclusions. There is a lot of information out there right now about the virus and how to react. Take the time to read and digest it before making important personal and business decisions. There are many actions people should take over the next several weeks and months, but the decision to act should be based on deliberation, sober reflection on data, and discussion with experts — not in reaction to a headline or a tweet.

The same thing holds true for situations that require inaction, when it's better to hold steady and wait for more data. Stanovich and West's System 1 is a fast and intuitive reasoning system that responds to your current motivational state. Those fast judgments are generally biased toward action so you need to slow down to be sure that quick reactions are actually warranted.

All of which is to say that in times of (relatively) slow-developing existential crises like a pandemic, it is best to take your time when making decisions rather than acting on gut feelings. Those quick actions may reduce some of your anxiety in the short-run, but they are likely to create more problems than they solve.

*Linked from Ratchet and Wrench to Harvard Business Journal. Click [Here](#) for original article.*

### **Quarantine tips from shops (BMWPhD & Ward Service):**

Reach out to all your customers. I'd recommend texting, if they have that capability, or a personal phone call, not an email. There has been a bombardment of COVID-19 emails lately, and people are tired of them. When they see another one, they are more than likely deleting them immediately. Reach out to them, tell them you are here in case of an emergency with their vehicle, or even if they need something non-automotive related. I called all our customers who I know are older, or who live alone, and I asked them all how they were doing. I didn't ask if they needed car repair, I asked if they needed food, water, or toilet paper.



I saw on FB that Jim Ward is offering a \$25 discount if a customer can present a receipt showing that the customer recently spent money with a local business, to promote people supporting local businesses. That's an AWESOME idea.

One other company I know in Minnesota actually took out digital ad space, because most other companies have withdrawn their ads, so the companies are giving great pricing to have anyone paying to advertise with them.

Hope this helps,

Johanna  
BMW PhD

# ASCCA Foothill Chapter 5 Member Benefits

## **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.**

## **Shop to Shop Networking**

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.

## **Merchant Processing Digital Financial Group**

In addition to personalized 24/7 service and the most competitive rates available, you receive an annual \$350 rebate which covers almost half your ASCCA 5 membership dues.

## **Free Legal Counsel Molodanof Government Relations**

**FREE LEGAL Service** - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!

## **Uniform Discounts Cintas**

Nationally recognized supplier of customer apparel and related products. Deeply discounted services & products for ASCCA members.

## **Free CPA & Business Consults Norm Blieden**

All ASCCA Chapter 5 members are entitled to thirty (30) minutes of free telephone consultation each month.

## **Discounted or Free Training**

Our Chapter hosts management and technical seminars throughout the year with a 50% to 100% rebate of seminar fees after you attend the class.

## **TeamTalk**

Team Talk is one of ASCCA's most popular benefits. It's an open online forum for members to network, offer or seek advice on vehicle repair, find industry resources, or discuss any issues of relevance to the automotive industry.

## **Discounted or Free Training - ESI**

Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel.

- ASCCA discount for training courses.
- **FREE** 30 minutes of business consulting per month.

**Check out other Benefits on the  
ASCCA Advantage on pages 14-16  
in this newsletter**



# Social Distancing and the Impact on the Industry



[Tess Collins](#) This story was originally published in Ratchet+Wrench on March 24, 2020

March 24, 2020—Frustrated with the amount of misinformation and “doom-and-gloom” that was cluttering his social media feed, Prasanth Chilukuri, co-founder and CFO of shop management system Tekmetric, decided to get the facts.

“We wanted to shine some light and use the data we gather for good and help shop owners with real trends instead of hearsay and Facebook posts,” Chilukuri says.

To do this, Tekmetric selected a sample size of 500 shops across all states and Canada (including both rural and urban locations, as well as shops of different sizes) to show how their ARO and car count have been trending during the coronavirus pandemic to create its [Tekmetric Index](#).

The information is available from the end of February to highlight the impact of the coronavirus. Chilukuri has also highlighted the points when social distancing began.

The car count trend is down, which is most likely not a huge surprise to anyone, and certainly wasn't to Chilukuri. ARO, on the other hand, is actually on the rise. This could be due to a number of different factors, such as people anticipating a recession and knowing that they will have to maintain their vehicles as long as possible or just wanting to make the most out of any trip they make.

The index can be used to help shops gauge how they are doing and help them realize that they are not alone.

“The whole point, for us, is that we want to give readers some facts—it may not be good or bad news—but it's facts,” Chilukuri says.

Chilukuri wants feedback from shop owners.

“We want to help shops make better decisions,” Chilukuri.

He suggests an increase in marketing to remind customers that you are there for them. Look into declined services and reach out.

[Access the index here.](#) (or type <https://tekmetric.com/tm500/> into your browser.)

*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.*



## 2020 Scholarship Application Now Open for the ASC Educational Foundation!

Applications are currently being accepted for the Automotive Service Councils Educational Foundation (ASCEF) 2020 scholarships! Each year, the ASCEF awards 18 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, 2020.**

To apply online visit:

<https://www.automotivescholarships.com/scholarshiptype.cfm?type=39>

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.asc-ef.org](http://www.asc-ef.org).

Questions? Contact Kate Peyser at 916-290-5828 or [kpeyser@amgroup.us](mailto:kpeyser@amgroup.us).

# ASCCA Foothill Chapter 5 Member Benefits

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

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

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

# How ASCCA Dues work in Chapter 5

## Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$800/yr. Associate membership dues are \$895/yr.
  - \$400 goes to the Chapter
  - The remaining portion goes to the State Association
- When memberships are held in multiple chapters, only the original membership pays the full State Association dues. Additional members pay reduced State dues of \$250/yr. All memberships pay full chapter dues.
- Annual payment is due in the Sacramento office on January 1 of each year.
- Payment plans are available upon approval by the Chapter & State Association. With all payment plans, automatic credit card payments or ACH are now required. There is a \$2.00 transaction fee for these payments. (Chapter 5 will cover the transaction fees for our members.)
  - Semi-annually: Due: January 1 & July 1
  - Quarterly: Due: January 1, April 1, July 1, October 1
  - Monthly: Due the first of each month
- If payment is not received according to the agreed-upon schedule, dues immediately become delinquent.
- If a member reaches 90 days delinquent, their ASCCA membership may be cancelled.

## What do you get for your dues? (This is the “short” list. See the ASCCA Advantage flyer for the full list.)

- Amazing connection with your peers in the automotive industry.
  - Older shop owners who have gone ahead & you can benefit from what they’ve learned.
  - Newer shop owners who need to learn from what you’ve experienced.
- A loud voice to the legislators who are passing laws which have a direct effect on how you can operate your business.
- Opportunities to meet the legislators with power in numbers. (They will listen better.)
- Great discounts from endorsed vendors (see the ASCCA Advantage flyer) which will more than make up for your dues costs.
- Timely communications regarding what’s going on in the industry.
- Access to seminars & classes at an ASCCA discounted rate.
- Monthly dinner meetings with special speakers who know our industry. Dinner at the regular meetings for you and your spouse or business partner is included in your chapter dues. (\$600/yr. value.)
- Monthly e-newsletters with important, educational, & sometimes entertaining information that is designed to improve your bottom line.
- 30 minutes a month of free legal counsel.
- 30 minutes a month of free accounting counsel.

## What happens when you don’t pay your dues on time?











- Association resources have to be spent to collect your outstanding dues.
- Association activities & effectiveness are reduced.
- The Association loses a valuable voice.
- (This is why we recommend automatic payments on all payment plans.)

# The ASCCA Advantage

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










## Corporate Partners - Increasing Your Membership Value

BUSINESS SUPPLIES, EQUIPMENT & SERVICES		
	<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

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***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 2019 Board of Directors

## Executive Board

2016

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