



ASCCA Foothill Chapter 5 August 2020

Join us on August 4 for our ASCCA Chapter 5 meeting with special guest speaker, BAR Chief, Pat Dorais



**At the end of the meeting we will draw 4 numbers for our "Shop Drawing."
The winners will have a choice of a \$50 cash card or
\$100 Chapter Dues credit. Your choice!
You must be a member in good standing and present for the full meeting to qualify.**

**Our program begins at 7:00, but you can join earlier if you want to hang out and touch base with other chapter members. We will be available at 6:45.
No password is required.**

<https://us02web.zoom.us/j/89982627985>

**Or launch your zoom app and enter this meeting I.D.
Meeting ID: 899 8262 7985**

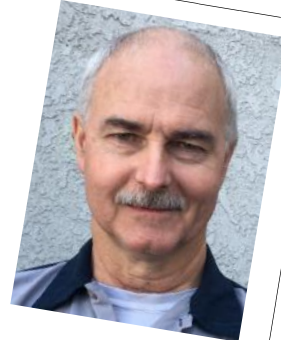
We will continue with our monthly Zoom calls until we have the green light to resume our meetings at Mijares Mexican Restaurant.

UPCOMING MEETINGS & EVENTS

Sep 1 - Bob Cooper of Elite (Zoom)

Oct 6 - "Shop Night" at Gilbert Motors (*pending*)

President's Message:



Hi again

Welcome to the new roller coaster of LIFE. Will we ever really know what's expected in our everyday business to survive and be in compliance? Luckily, we as an organization, have many great resources to help us along the way, keeping us informed and in compliance.

What was good last year is not necessarily true this year. Don't fall behind with the changes.

Again, we hope all is well and everyone is doing the best they can. Don't be afraid to touch base with the many people who are trying to make our lives easier in this great Association!

This month join us in a special Zoom meeting with BAR Chief, Pat Dorias. It will be a good one! Don't be left out. If you can't make it, Joseph will record for a later listening session.

Thank all of you for belonging and caring.

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

Tax & Business Tips from Norm Blieden, CPA

Build a Fortress Defense for PPP Loan Forgiveness

More than 70% of small businesses in America now have loan proceeds from the Paycheck Protection Program (PPP) to help retain employees during the current pandemic. The entire amount of a PPP loan is eligible to be forgiven if the funds are used for qualified expenses. Recent legislation liberalizes the terms of loan forgiveness for funds used for payroll, utilities and rent. It is now based on a 24-week period, not just eight weeks.

But how can you best position your company to fully benefit from PPP loan forgiveness? Here are five tips to help meet the challenge.

- **Restore your staff.** If possible, restore the number of full-time equivalent (FTE) employees to previous levels by the safe-harbor due date of December 31 (extended from June 30). Bring back furloughed FTEs as soon as you can. Of course, this should fit into your overall business plan. If an employee does not return, document the refusal. All these actions will help when the forgiveness formula is applied to your loan.
- **Pile on payroll costs.** Run payroll and other remaining qualified expenses—including mortgage interest, rent and utilities—on the last day of the 24-week period. This will enable your business to maximize the amount of loan forgiveness allowed under the calculation.
- **Reward employees.** Consider paying out reasonable incentive amounts to maximize the forgiveness of payroll costs. The bonuses can even go to family members like your spouse or children. But remember that you can only count up to \$100,000 of wages per person, pro-rated for the covered year, and you must be able to defend these payments as reasonable.
- **Use the simplified application form.** There are two loan forgiveness forms - the regular form (Form 3508) and a simplified version called Form 3508EZ. Review both forms before deciding which one is right for your situation. For instance, there are fewer calculations on the simplified form with less documentation required. To qualify for the simplified form, you must meet at least one of these requirements:
 - o You're self-employed and have no other employees.
 - o You didn't reduce employee hours or reduce their wages and salaries by more than 25%.
 - o You lost business due to health directives relating to COVID-19 and didn't reduce employee wages and salaries by more than 25%.
- **Document everything.** Once you receive PPP loan funds, keep supporting documentation on everything related to the loan. Document when you receive the loan, each time you spend part of the loan and accrued interest expense on the loan. Also keep copies of receipts and invoices to document all loan expenditures, including bank account statements and journal entries.

NEW Tax Rules for 2020!

Here are several new tax laws passed this year to consider as you start planning your 2020 tax obligation.

- **Make up to \$300 of charitable contributions.** For the 2020 tax year only, an above-the-line deduction of \$300 is available to all Americans (\$600 for married filing jointly returns) who want to make a charitable contribution. You can donate to more than one charity, but the total amount of contributions must be \$300 or less to be able to take an above-the-line deduction. While you will still need to itemize your deductions if you want a tax break for donations greater than \$300, this above-the-line deduction for \$300 or less helps alleviate the elimination of the charitable deduction for most taxpayers. *What you need to do.* Donate \$300 to your favorite charitable organization(s) by December 31, 2020. You must receive a written acknowledgment from the charitable organization(s) to which you made the \$300 contribution before filing your 2020 tax return.
- **Donate up to 100% of your income.** The normal contribution limit of 60% of your income is suspended

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for 2020, allowing you to contribute as much of your income as you want to various charities. **What you need to do.** While only a tax break for a few taxpayers, this initiative is meant to help struggling charities during the pandemic. If you are considering additional giving, you must make your charitable contributions by December 31, 2020. Remember to obtain written acknowledgment from each charity you made a donation to before filing your 2020 tax return.

- **Use retirement savings to pay for birth or adoption expenses.** Adding a child to your family is very expensive. To help with these costs, you can now cash out up to \$5,000 per parent from your retirement accounts to pay for birth and/or adoption expenses. While the withdrawal won't be hit with the 10% early withdrawal penalty, you'll still have to pay income taxes. **What you need to do.** Consult your financial advisor or benefits coordinator to find out how to withdraw the funds from your retirement accounts. Since this withdrawal will deplete your retirement savings, first consider whether you have other sources of cash to cover expenses.
- **No age limit for contributing to IRAs.** You can now contribute to an IRA regardless of your age as long as you have earned income. The old rule prevented you from contributing to an IRA past age 70½. The IRA contribution limit for 2020 is \$6,000 if you're under age 50 and \$7,000 if you're over age 50. **What you need to do.** Consider getting a part-time job or doing some consulting work if you project that you won't have earned income by the end of 2020. You can then use this earned income to fund your traditional or Roth IRA.

Should You Incorporate Your Business?

You may have started your business as a simple sole proprietorship that files its taxes as a Schedule C on your Form 1040. As your business grows, you may want to change the structure. Here are several scenarios where it may make sense to do just that.

Reasons to Create Business Entities

- **Establishing limited liability.** The primary reason businesses form corporations and limited liability companies is to create a separate legal entity that provides legal protection. If your business receives a legal summons for a claim, for example, having limited liability may protect your personal assets like your home and car.
- **Hiring your first employee.** Businesses are generally liable for their employees' actions taken on behalf of the company. If an employee performs an act that causes an outside party to sue your business, the outside party can come after your personal assets to satisfy the lawsuit if you don't have limited liability. You should, therefore, incorporate your business if you anticipate hiring your first employee in the near future.
- **Establishing credibility.** Having LLC or Inc. after your business's name conveys maturity in your business to customers and vendors.

Accessing credit and/or capital. Incorporating can also make it easier for your business to obtain financing through banks or investors. Banks want to see that your business is legitimate and not simply a hobby. Bringing in investors also requires a business form that allows you to do this. Individuals often co-mingle personal funds with business activity, making it hard to consider lending money.

What you need to do

There are several different business entities to consider, including corporations and limited liability companies. There are pros and cons to each entity that must be considered. Added to the complexity are constructing the correct legal filings and related tax obligations for sales tax, income taxes, unemployment and workers' compensation.

The process of selecting the right structure for your business is not for the faint of heart. Develop connections with professionals that can walk you through this decision-making process.

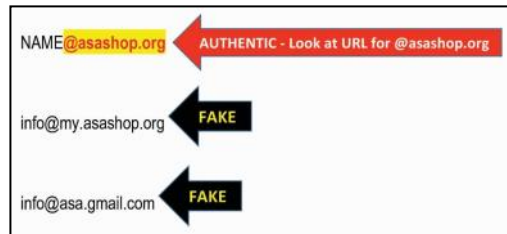
As always, should you have any questions or concerns regarding your tax situation please feel free to call me – Norm Blieden CPA. Tel (626) 440-9511

What are ‘phishing’ schemes?

The Federal Trade Commission (FTC) defines “phishing” as an email or text messages designed to trick you into giving the senders your personal information. In a recently published [AutoInc.org article on the top IRS scams](#), phishing is one of the most common scams used by hackers and criminals.

[According to the FTC](#), phishing emails and text messages may look like they’re from a company you know or trust, like the Automotive Service Association.

Here’s how you can recognize if an email is coming from ASA, for example:



Common ‘phishing’ schemes

While phishing scams are fairly common today, here are a few good reminders on how to spot them. Phishing emails and text messages often tell a story to trick you into clicking on a link or opening an attachment.

Phishing texts or email may:

- say they’ve noticed some suspicious activity or log-in attempts
 - claim there’s a problem with your account or your payment information
 - say you must confirm some personal information
 - include a [fake invoice](#)
 - want you to click on a link to make a payment
 - say you’re eligible to register for a [government](#) refund
- offer a [coupon for free stuff](#)

Consumers are urged to not click or enter any information. Simply disregard, delete or you can even forward or report the fraud to the appropriate party.

Be sure to keep your customers informed of any phishing schemes involving your facility so they can be aware and not fall victim to consumer fraud.

This article was submitted by Gene Morrill of Certified Automotive Specialists in Glendora.

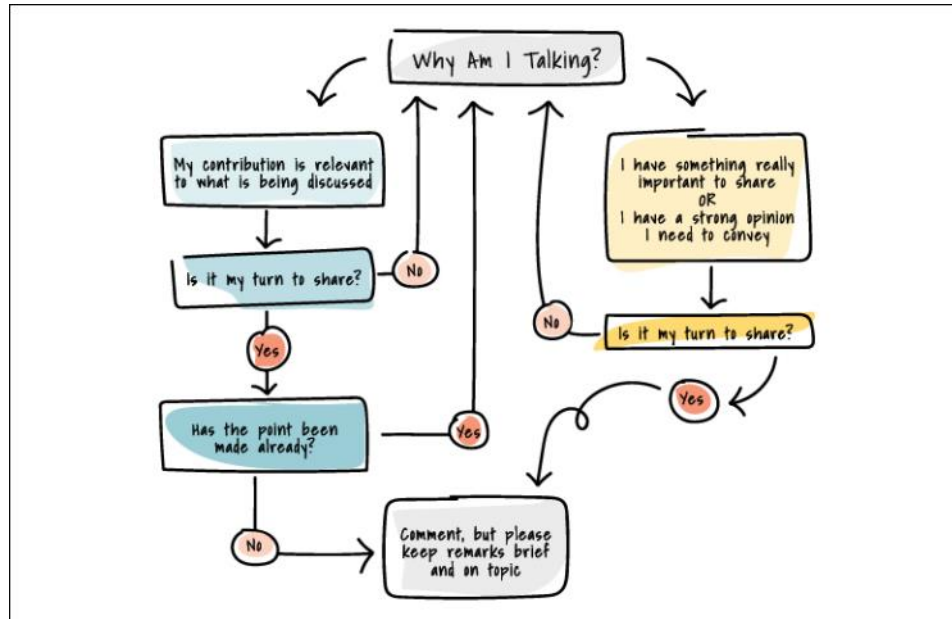
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Why Are You Talking?



By Mitch Schneider This story was originally published in Ratchet+Wrench on July 17, 2020



In all of the conversations you've ever had, when have you learned more—when speaking, or when actively engaged in listening?

If you are anything like I am—like just about all of us are—there are times your attention is anything but undivided. Instead of listening, your conscious and subconscious mind is racing, working diligently to determine what you will say next. Most of us are chomping at the bit to say something to prove how clever we are or to elevate our position in some way rather than learning something by actually listening.

I'm not a big fan of acronyms—lord knows, in this industry, we're drowning in them. That being said, I came across one the other day that really resonated with me. The acronym is W.A.I.T. which stands for "Why Am I talking?" and it's meant to help us pause before responding in order to ensure that we have something worthwhile to contribute.

As soon as you have something to say, ask yourself what the intent of your message is. There are two reasons that what you have to share is worth sharing.

Is what you're saying a fact or an opinion? If it is an opinion, identify it as such and determine whether or not it's appropriate to bring it up in discussion. If it isn't, remain silent. Or, at least, try. If it's a fact, is it my fact to share? Is it relevant to what I'm doing or need to do? If the answer is yes, share it. If the answer is no, then head to the top of the diagram and ask whether or now what you're about to contribute is relevant to what is being discussed.

If it is relevant, ask yourself whether or not it's your turn to participate. If it is, go ahead. However, before you do that ask yourself if that contribution has already been made. If it has, abandon it.

If it isn't relevant, It's back to asking yourself: Why Am I Talking? It's important to have awareness of whether or not you are talking with another individual or at them. If it is relevant or your fact or opinion is worth sharing, you need to assess whether or not it's your time to share. If it is, ask yourself if the comment, in one way or another, has been made already. If it hasn't, then go ahead and share, but remember to keep comments brief and on topic.

Mitch Schneider is a fourth-generation auto repair professional and the former owner of Schneider's Auto Repair in Simi Valley, Calif. He is an industry educator, seminar facilitator, blogger, and author of the acclaimed novel *Misfire*. Contact him at: mitch@misfirebook.com

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Master Goal Setting Meetings



By Abby Peterson This story was originally published in Ratchet+Wrench on June 26, 2020

Setting goals for your business is not only recommended, but essential in helping your business grow. And if you aren't sure what your business goals are, how do you expect growth to happen? [\[See what Elite Pro Service coach Jim Murphy has to say about the importance of setting business goals\]](#)

While having your own set of goals is essential, it's also important for you to help your employees identify their own goals, too. Why? Just ask Robert Blaes, owner of Stang Auto Tech in Broomfield, Colo. Since he's incorporated employee goal-setting plans into his shop's culture, it's helped him retain long-term employees and increase productivity. Since starting this, his shop's productivity has hit 145 percent and his average employee tenure is roughly five years.

"It's the owner's job to set the table for technicians," Blaes says, which is a motto he uses from Parkway Automotive owner, Mike Davidson, who's in his 20 Group.

"Are we empowering them to do the things they need to do?" Blaes says. "If we take care of employees, they will take care of customers and take care of you."

The Backstory

For the past 20 years, Blaes has worked with Elite coach Jim Murphy on his business practices. Every year, Murphy requires the shop owners he works with to send him their yearly goals, with each needing to be extensive and justified.

"He looks at them and the KPIs and that's what he used to set enabling objectives," Blaes says.

Blaes says every year at the Pro Service Leadership Conference held in January, shop owners have to go through their goals. Blaes says he's taken bits and pieces of everything he's learned and applied those tips to his shop's processes. One tip he didn't implement right away, however, was goal setting with his employees. Why?

"In the old days, the unemployment rate was a little higher and people really valued their jobs," Blaes says. "As long as you got along with your boss and everything was okay, people felt like they had to keep their jobs."

The Problem

In 2015, the shop had a hard time finding workers and employee turnover made it worse. The growing millennial workforce did not make it any easier for him.

"If you're not satisfying the stuff in their personal life, it doesn't matter how much you pay them," Blaes says. "They will find another place to work."

Blaes says they didn't have the right people in the right seat, and he needed to find a solution. One of the ways to do this was to appeal to the up-and-coming millennial workforce.

In 2016, he did a complete overhaul of his staff, keeping only two employees due to a problem with not having the right employees with the right skill sets and started fresh. With doing that, he wanted to find techs with certain skill sets and place them in positions where they could excel and a culture that would allow his new staff to thrive.

The Solution

In order to create a positive and employee-driven culture, Blaes decided to restructure the way he gave employee feedback, including a restructuring of how he did employee reviews and conducting annual goal setting meetings, which gives employees a chance to create their own goals.

Blaes gives employees two different ways to reach their goals. One option is with SMART (Specific,

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Measurable, Attainable, Relative, Time-Based) goals. The other option is a more in-depth program that Elite CEO Bob Cooper crafted. Cooper's program talks about having a mission statement, long-term, mid-term, and short-term goals in addition to SMART goals.

If an employee chooses the second path, they have to pick a set of core values or a mission statement and answer why they picked it. Then, employees create their own SMART goals that align with those values. If they just want to take the easy route, they go straight into creating their SMART goals. With these goals, Blaes then helps them create a plan and gives employees all of the tools to help them achieve those goals.

"We try to tailor our programs to each employee," Blaes says. "Some of the goals we see are that some techs want to grow in their career and make more money, so we help them make a plan to get there."

For example, Blaes says one technician's goal was to learn how to use a PicoScope, so the shop bought one and Blaes is implementing training on how to use it.

Once those goals are set, Blaes will either meet with his employees weekly or two to three times per week to talk about how they are doing on their goal setting process. Blaes is flexible to what the employees need and it's not always a formal meeting. Overall, owners just really need to listen to what employees are looking for to get the long-term employees they want.

The Aftermath

Since putting the focus on enhancing the shop's culture and environment, he says he's noticed that it's helped refine their work processes, productivity, and customer loyalty. By giving employees more of a say in their roles and their future, Blaes says it's improved business overall. Employees started recognizing that to get more hours, their goals would help guide them in what they needed to do. The more hours they get, the more they make.

And since changing up the shop's culture, the number of loyal customers rose from in the low 500s to mid 800s. Customers now feel like employees care about their job and they are actively involved in meeting customers' needs.

"When they are meeting their goals, it helps them become more customer-centric," Blaes says. "It ends up increasing customer satisfaction and we all get rewarded as an end result."

And even with the technician shortage hanging over every shop owner's head, Blaes says he still has people coming in and wanting to come work at his shop when they're fully staffed, all because of what they've heard about the culture.

The Takeaway

The biggest advice Blaes has for shop owners looking to enhance their culture is to lead by example, sharing all of his goals with his employees so they know he's also setting goals and how he's going about accomplishing them.

Blaes says the goal-setting process is a lot like marketing: owners shouldn't market with coupons, and should focus on how to provide more value to the customer and the community. Blaes says owners have to do the same thing with their employees.

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10 Tips to a Better Culture



By Abby Patterson—This story was originally published in Ratchet+Wrench on July 30, 2020

Company culture. It's a topic Ratchet+Wrench discusses often, mainly about what other shops around the nation are doing that keeps employees happy and motivated and business at the top of its game. But what about other companies outside of the automotive industry? Take Forbes' Best Companies for Corporate Culture in 2019. They picked out the top 100 best company cultures, featuring companies like Microsoft, Google and Southwest Airlines. Weave HQ, a communication software company; and Greenhouse, a hiring software company, were in the top five on the list for small- to mid-sized companies.

"Having a good company culture promotes psychological safety in the workplace, and when you have that in place a whole host of benefits follow, like greater problem solving, listening, the ability to have influence across departments and really affect change," Madi Bullock of Weave HQ's public relations team, says.

So, why did these companies make the top of the list, exactly? Ratchet+Wrench decided to sit down with Bullock and Kim Maynard, senior manager of media and analyst relations at Greenhouse Software, to ask just what makes their company cultures so great. Here are their top tips:

Tip No. 1: Trust your people.

As a company, you need to think of people as your most valuable asset, not the profits you make. For Weave HQ, its motto is to put people first, then the product, then profits, in that order. And putting people first means putting your full trust in them.

"You have to trust your employees," Bullock says. "You hired them to do their specific job, now place that trust in them and watch them soar."

Tip No. 2: Focus on employee growth.

Growing your employees means you're growing the company, too.

"We prioritize professional and personal growth, and are constantly thinking about how to keep our values at the forefront of our work," Maynard says.

Greenhouse does this through quarterly goal-setting for employees. Maynard says through quarterly goal setting and weekly one-on-one chats, the goal setting empowers employees to do the best work of their careers, which includes trying out different job roles.

"Interestingly, it's not uncommon to see internal hires where Greenhouse employees change teams," Maynard says. "For example, a sales development representative becoming a QA engineer. When everyone is passionate, good work gets done."

Tip No. 3: Create an inclusive environment.

Strive to provide all employees with an engaging, empowering, and inclusive place to work everyday.

"Everyone is encouraged to be their true authentic selves, and to be effective and impactful with the work that they do," Maynard says.

In fact, Greenhouse has a Culture Committee that is composed of a rotating group of employees who are nominated by their department leadership to make sure employees are all high performers in their day-to-day jobs and consistently make meaningful contributions to the company's culture, Maynard says. The tech company also has an Inclusion Task Force, a self-formed group of both leadership and employees committed to discussing, highlighting, and working on issues related to diversity and inclusion.

Tip No. 4: Push for collaboration.

Cross-team collaboration is key when building a culture, according to Maynard. Finding ways to interact with people who aren't on an employee's direct team isn't always easy, but it's essential to the culture to make an effort.

"Even as our company continues to grow and expand we work hard to remain connected," Maynard says.

To help employees stay connected with one another, Greenhouse organizes monthly opt-in cross-team lunches and one-on-one chats to connect employees who don't necessarily work together in the same department or on the same floor.

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Tip No. 5: Make them feel special.

“Be generous when you can, whether that be in word, physical gifts or perks or a deed,” Bullock says. “It means a lot when special attention is paid to the details of your experience and processes at work.”

Whether it’s an anniversary, birthday or noteworthy accomplishment, Weave makes sure to make it known. For example, every new baby gets a feature in the company newsletter.

“It’s these details, exciting benefits and perks aside, that help our people feel recognized and noticed,” Bullock says.

Tip No. 6: Communicate values.

As a company, having aspirations clearly documented makes it easier for the company to work toward them.

“Our culture reflects who we are as a company, as well as who we want to be,” Maynard says. “Articulating and communicating company culture is one of the most important aspects of any business in any industry; it’s an exceptionally productive exercise.”

In fact, Greenhouse recently did a full restructure of its values after the company’s executives conducted focus groups to get a pulse on what the elusive idea of “culture” really meant to them. Bullock says the company has narrowed down its values to three core pillars:

- *Belonging*: Creating inclusive spaces where people can bring their true selves to work
- *Entrepreneurship*: Encouraging positivity and collaboration with each other
- *Purpose*: Engaging in a meaningful mission larger than ourselves

Now, with these values identified, the company is able to constantly work on providing it to its culture and team.

Tip No. 7: Provide constant feedback.

At Greenhouse, Maynard says they recognize the importance that as a company grows, the culture should, too. That is one of the main reasons why it promotes transparency that stems from its leadership team. The CEO and president hosts a monthly “Ask Me Anything” meeting, where he allows people to anonymously submit pressing questions and concerns.

“Whether you’re an intern or a director, everyone is in the know,” Maynard says.

Tip No. 8: Be willing to grow.

While it’s important to give constant feedback, it’s important to receive it, too. Receiving feedback—both positive and constructive—pushes organizations to think about how they can continuously shape and transform into a company that employees, customers and partners are proud to be a part of.

“A culture is never fully implemented or final, rather it changes over time and organically,” Maynard says.

Tip No. 9: Respect employees as people.

At Weave, they have a phrase: “People, Not Employees.” Bullock says the company fundamentally believes that their employees’ personal lives and work lives are not as separate as most leaders would like to believe. Viewing and treating employees in a holistic sense, as people, will lead to happier, more productive employees, driving better results for your business, Bullock says.

Tip No. 10: Encourage a supportive environment.

During the coronavirus pandemic, many businesses have gone through highs and lows, but the Weave HQ team has shown support throughout.

“We’ve seen team members banding together as support for one another during this isolating time,” Bullock says.

During the pandemic, the company started a new initiative called #WeaveConnected and Bullock says it has been amazing to see the participation from their team.

“It started as something to connect us while we’re all working remotely, but has since grown to be an externally facing push to support our small, local businesses and do good in our communities,” Bullock says.

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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**

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 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 & 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 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. 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 & 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&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>
EDUCATION PROVIDERS		
 <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"> • 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. 	<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"> • ASCCA Members have exclusive access to discounted training courses. • Save \$800 on every Service Writer course and \$55 on every seminar. (Space limited.) • FREE 30 minutes of business consulting advice per month. 	<p>Maylan Newton 866.526.3039 maylan@esiseminars.com</p>
INSURANCE & LEGAL SERVICES		
 <p>Insurance Services</p>	<p>Armstrong & Associates provides ASCCA members with A+ rated property casualty company policy options and an exclusive workers' compensation program including comprehensive safety & claims services. You'll receive the utmost care and service along with the most competitive insurance programs. 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 & vision plans exclusively available to ASCCA members.</p>	<p>Mat Nability, 916.286.0918 mnability@coremarkins.com</p>
<p>Molodanof Government Relations</p>	<p>FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!</p>	<p>Jack Molodanof, 916.447.0313 jack@mgrco.org www.mgrco.org</p>
INTERNET MARKETING, WEB DESIGN & SEARCH ENGINE OPTIMIZATION		
 <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>MUDLICK™ MARKETING 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 http://mudlickmail.com</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 www.repairpal.com</p>
<p>MERCHANT SERVICES</p>		
	<p>Receive up to a \$350 rebate 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 www.digitalfg.com/</p>
<p>SOFTWARE PROVIDERS</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 www.alldata.com</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. Ask for a special ASCCA member rate.</p>	<p>Matt Ellinwood, 415.890.0906 x106 matt@shop-ware.com.</p>
<p>UNIFORM SERVICES</p>		
	<p>Nationally recognized supplier of customer and employee apparel & 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 http://cintas.com/</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	abec@petrospecsbg.com
Dorman Products	Frank Alviso	951-206-7023	falviso@dormanproducts.com
DRIVE!	Carolyn Gray	818-863-1077	cgray@driveshops.com
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing	Tim Huddleston	805-584-0030	huddle5@sbcglobal.net
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Mitchell 1 Software	Frank Joel	818-326-0602	fjoel@ix.netcom.com
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.com
RKM Insurance Agency	Ernie Arciniega	818-243-2651	ernie@rkmins.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Van de Pol Petroleum	Wes Powell	562-236-1000	wpowell@ineedoil.com

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

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 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 & 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
 Phone..... (626) 793-5656
 Email.....advancemuffler1234@gmail.com

Vice-President.....Tim Chakarian
 Phone..... (626) 792-9222
 Email.....tim@bmwphd.com

Secretary.....Craig Johnson
 Phone..... (626) 810-2281
 Email.....cjauto@verizon.net

Treasurer.....Jim Ward
 Phone..... (626) 357-8080
 Email.....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

Chapter Staff

Membership & Administration.....Joseph Appler
 Phone.....(626) 296-6961
 Text.....(818)482-0590
 Email.....asca.05@gmail.com

Chapter Contact Information

Mailing Address:
 1443 E. Washington Blvd. #653
 Pasadena, CA 91104-2650

Phone: (626)296-6961
 Text: (818)482-0590
 email: asca.05@gmail.com
 Website: <http://www.ascca5.com>

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

Deputy Executive Director
 Anne Mullinax.....(800) 810-4272 x116 or AMullinax@amgroup.us

Membership Services
 Benjamin Ichimaru.(800) 810-4272 x137 or Blchimaru@amgroup.us

Accounting Executive
 Nito Goolan.....(800) 810-4272 x103 or NGoolan@amgroup.us

Manager Digital and Social Media
 Sarah Austin.....(800) 810-4272 x110 or SAustin@amgroup.us

Events Manager
 Becky McGuire.....(800) 810-4272 x118 or BMcguire@amgroup.us

Communications Manager
 Ryan King.....(800) 810-4272 x122 or RKing@amgroup.us

ASCCA Attorney
 Jack Molodanof(916) 447-0313 or Jack@mgrco.org

Government Offices/Contacts

US Senator Kamala Harris..... (D)
 Phone (916) 448 - 2787
 Emailsenator@harris.senate.gov

US Senator Dianne Feinstein..... (D)
 Phone (310) 914-7300
 Emailsenator@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)
 Phone(714) 671-9474

CA Assembly Luz Rivas.....(D-39)
 Phone(818) 504-3911
 EmailAssemblymember.Rivas@assembly.ca.gov

CA Assembly Chris Holden.....(D-41)
 Phone(626) 351-1917
 EmailAssemblymember.Holden@assembly.ca.gov

CA Assembly Laura Friedman.....(D-43)
 Phone(818) 558-3043
 EmailAssemblymember.Friedman@assembly.ca.gov

CA Assembly Jessie Gabriel.....(D-45)
 Phone(818) 904-3840
 Email.....Assemblymember.Gabriel@assembly.ca.gov

CA Assembly Adrin Nazarian.....(D-46)
 Phone(818) 376-4246
 Email.....Assemblymember.Nazarian@assembly.ca.gov

CA Assembly Blanca E. Rubio.....(D-48)
 Phone(626) 940-4457
 Email.....Assemblymember.Rubio@assembly.ca.gov

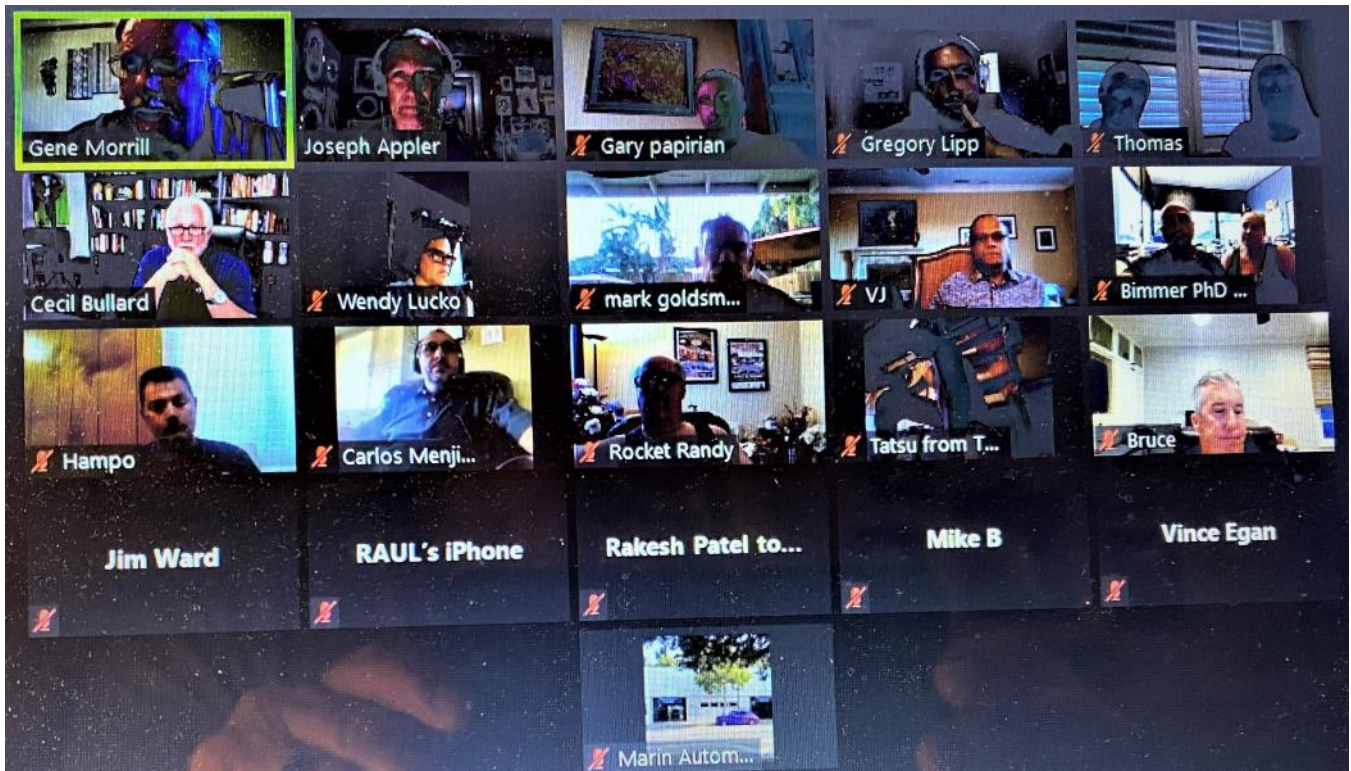
CA Assembly Ed Chau.....(D-49)
 Phone(323) 264-4949
 Email.....Assemblymember.Chau@assembly.ca.gov

Government Offices/Contacts

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 21 online at our July 7 Zoom meeting with Cecil Bullard. He spoke to us about:
Learning to successfully manage others
Creating a game you can win
Improving results and working less
And he fielded our questions
ALL FOR FREE!!!!*



Don't miss our August 4 meeting with Pat Dorais!

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.

Sadly, none were present to qualify for their prize.

In August, four more shops will be drawn.

You must be present to win!