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## President's Message:

August, 2021

Greetings

It looks like we may be going back a ways in COVID-19 restrictions, but now we aren't as worried as before.

Why? Because we have a great association that helps us along the way!

Thanks to all those who are looking out for us, and helping us along the way. Could you imagine how hard and how painful it would be if we didn't have the knowledge to keep us informed?

### **SHOP OWNERS HELPING SHOP OWNERS**

Do you know any shop that is worrying too much or struggling? Invite them to our meeting to get the help they need.

Together we will thrive; alone we will struggle.



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

# Women in ASCCA Chapter 5

This month we highlight Rowena Chan, former student at PCC, former tech at Accurate Autoworks, and now shop foreman at PCC.

Hello, my name is Rowena Chan and I work at PCC as the shop foreman.

I am a single mom and my son is now 15 yrs old. Before I became a mechanic, I was a stay at home mom and prior to that, I was a graphic designer for Kinkos Copies. I'm the middle child of 5 girls and my mom was also a single mom. I started working on cars after I got my license. I would watch my uncle work on our car and sometimes he would let me help him. My interest on working on cars grew more and more every time I had to hand out my hard-earned money to my mechanic on a job that I knew I could do. Eventually, I bought my book and started doing my own work. I was blessed because my mechanic really supported me. Whenever I finished working on my car and I needed someone to check my work, I would drive it to him at his shop and he would check it. He was my on-call teacher.



I graduated from PCC with an Associate of Science, majoring in Automotive Systems – All System in 2015. I started the program in 2008 and I was working as Wendy Lucko's college assistant throughout my studies. Wendy used to host Shop Talks at the school during lunch time. Different shops (independent and dealerships) would come and talk about what it's like to work in the real world. This is where I first met Jon Smalldrige. I came up to him after his Shop Talk, and the rest was history. I interned at Accurate Autoworks through Foothill Workforce for 3 months then I was hired part-time so that I could finish my schooling. I actually applied at Pacific BMW, and was hired as a lube tech at the same time as Accurate. After getting the \$5 tour of the building and watching all the guys working on the same cars, enclosed in their little bays with only a small window to get some sunshine, it didn't feel like a second home to me. I called a few friends that worked in dealerships and after they shared their experiences, I knew it wasn't for me.

After the 3 months internship at Accurate, I knew I liked working for independent shops. I spent the majority of my first year there crying in the bathroom asking myself why I chose to be a mechanic. It was a huge reality check for me that I'm not working on shop cars anymore. I had people lives in my hands and any stupid thing I do will affect so many people. The guys there were like brothers to me. They pushed me to keep on, to focus, and work smart. They gave me pointers on routines services, and showed me how to be more efficient. It used to take me an hour and half to do a minor service because I would forget a step or check something but after two weeks I was able to get it done in 45 min.

I love the challenge that a small shop brings. I did various jobs in the shop. I answered phones, stocked inventory, wrote up customers, maintained shop equipment, drove customers around, and did follow up calls to customers. I learned what it meant to be resourceful and how to think outside the box. Although we didn't have the most current gadgets, we were able to perform innovative ways to tackle the same challenges. We worked on different cars, old and new, planes, motor homes, and semi-trucks! There was never a dull moment at Accurate... especially when the boss was out of town! I also learned how to do a little bit of plumbing and body work. I loved it! I was getting paid to learn new skills! I was also able to practice a little bit of welding and machining. I don't think I ever left Accurate. I still pester them from time to time, and I know they love me for it.

Being in this industry taught me a lot. From my experience at PCC and at Accurate, I realized that learning new things is not that scary. This industry is becoming more and more technical than mechanical. As a technician, you can't be afraid to take on that challenge. I went from a stay at home mom to a mechanic. If I can do it, you can do it better! Another important lesson this industry taught me is that focus is life. When someone's life is in my hands, I can't allow distractions of home, co-workers, and surroundings pull me away from what's in front of me. That means to check every bolt that was loosened and every smudge wiped clean. The same goes in the everyday life. I can't allow the distractions of work affect my home life. I need to keep work at work and home at home, for my son's sake. He doesn't deserve a bad attitude from me because I had a hard day at work.

*(Continued on page 8)*

# Real Talk: A Candid Look at the Customer Experience



[Megan Gosch](#) This story was originally published [HERE](#) in Ratchet+Wrench on July 14, 2021.

The go-to repair shop. It's safe to say most vehicle owners hope to find a trusted shop they can count on, but more are likely to settle for a less than ideal experience than pursue a search for the shop that will best suit their needs.

You might have already had a chance to check out *Ratchet+Wrench's* new [Inside the Consumer's Mind](#) project. *Through the reporting process, the Ratchet+Wrench team surveyed repair shop customers across the country, only to find that the average repair shop experience still leaves much to be desired—something our own editorial team can relate to on a personal level.*

Despite each having nearly a decade of auto repair reporting experience, editorial director Anna Zeck and Bryce Evans, vice president, content and events, have yet to find their own go-to shops. The two may fall into unique customer demographics—Zeck chose her vehicle for its dependability and isn't one to log extensive mileage, while Evans chose his for its family-friendly features and drives most often to transport his family to school, and activities, and his commute to work—but both have found their repair shop experiences to be hit or miss. Why exactly?

Evans notes he's felt pushed into repair sales and even shamed by shop staff as a "bad vehicle owner" in past repair visits and Zeck actually experiences anxiety at the thought of calling the shop she's visited most often.

"The owner is the gruffest man I've ever met. It's genuinely terrifying to call him up on the phone and I have to pump myself up to actually give him a call," Zeck says.

She's returned to the shop, which she describes as the antithesis of the top shops regularly featured in *Ratchet+Wrench*, *because she can trust his work, he charges reasonable prices, and will clearly communicate the repairs that can wait, "and those factors have so far outweighed the terrible experience of visiting his shop, but when it comes to basic maintenance I'd rather just go to the quick lube down the street."*

Evans' and Zeck's highlight [the value of trust and transparency](#), as well as some of the biggest [customer pain points](#) that prevent shops from winning over key customers and keep vehicle owners on the hunt for greener pastures.

"As a consumer, it's the negative experiences that stick out and that you really remember. Those are the experiences that make you guarded going into that next repair shop," says Evans.

Tune in upcoming episodes of the "[Inside the Consumer's Mind](#)" video series featuring candid conversation as Zeck and Evans talk repair shop experiences, customer expectations, budgets, and the first steps in finding an ideal fit.

And check back as *Ratchet+Wrench checks in with industry experts for an in-depth look at how the repair industry's best practices truly translate to the customers they're designed to support.*

*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.

# Tax and Business Tips from Norm Blieden, CPA

## Consider Some Unique Employee Benefits to Differentiate Your Business

A recent survey by the National Federation of Independent Businesses (NFIB) found that many companies are struggling to attract and retain qualified workers. While some businesses have countered this shortage of workers by raising hourly rates to record levels according to the NFIB, other businesses don't have the financial flexibility to do this.

If you're a business that doesn't have the financial resources to raise pay, consider differentiating yourself by adding unique employee benefits. After all, the cost of losing a potential or existing employee to a competitor may outstrip the expense of an easy-to-implement employee perk.

Here are several unique benefits to consider offering current and prospective employees:

- **Flexible schedules.** By creatively managing time, you can maintain workflow and keep employees productive. For example, some firms have offered a 9/80 work schedule. Over the course of two weeks, an employee works eight 9-hour days, one 8-hour day, and gets one day off. Another common option is the 4/10 schedule where each employee works four 10-hour days and takes every Friday off.
- **On-site health and wellness perks.** Some examples include allowing workers to visit a mobile dental clinic or registered nurse during work hours, negotiating a group discount at the local gym and providing employee gym memberships, or making weekly massages and lunch-break yoga classes available.
- **Family support.** On-site childcare for busy parents, rooms for nursing mothers and generous parental leave policies are family benefit options to consider. Some companies have implemented a program of chore help where the business covers the cost of laundry or cleaning services for workers who work long hours. For some businesses, permitting employees to work from home several days a week is another great perk for workers who have families and may need the location flexibility.
- **Pet-friendly office.** Let dog owners bring their furry companion to work on a periodic basis. Besides decreasing stress for the pet owner, dogs often facilitate group bonding. Other pet-friendly options include free training classes or discounted veterinary services. For employees who don't own pets, pet-friendly funds can be applied toward other perks such as gym memberships or free lunches.

**Referral bonuses.** If your firm is struggling to attract qualified workers, consider paying existing employees for every person who attends an interview via an employee referral. The existing worker might be offered a lump sum payment or even an allowance for each month the new hire remains on the job.

By being flexible and listening to your employees, you can generate many ideas for unique employee benefits. And the retention that results will benefit both you and your employees.

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

## Marconi: Reality Check



Joe Marconi - This story was originally published in Ratchet+Wrench on July 8, 2021

**Last September, a good friend of mine** (we'll call him Jim), received troubling news from his doctor. Jim, a shop owner, was diagnosed with a serious intestinal infection that would require surgery.

Although the first surgery was scheduled for mid-October, the infection got much worse and within a week he was rushed to the hospital to undergo emergency surgery. As the nurses were attending to him he could hear the surgeon pleading with his team, "Let's get him into surgery now or we're going to lose him!" Jim realized at that moment how serious this was. Jim would require another surgery within three months to complete the repairs to his large intestines. He was sidelined for more than three months, and it will take at least a year for him to fully recover.

A few weeks after his second surgery the reality of life and business began to flood back in. Jim was not the same person he was before his illness and he began to set new goals and new priorities. He'd been lucky for decades; he rarely got sick and always had the energy that was required to run a 10-bay repair shop. He also had solid systems and policies in place, along with a well-trained staff, and clearly defined job descriptions. While the business did not have banner months in his absence, it did survive. What did not survive was Jim's desire to put in those 12-hour days anymore.

I took Jim to lunch last week to catch up on things. Jim revealed to me that as he was being wheeled into the operating room for the first surgery, his business never entered his mind. For the first time in more than 30 years, his focus was on two things only—surviving the surgery and his family. He did a lot of thinking after his surgeries. Mostly about life.

Jim's situation made me think about other shop owners. Would their business survive without them if they were sidelined for an illness or something worse? Would your business survive? We never know when life will throw us a curveball. Just look at what COVID-19 did to so many businesses. Being prepared for the unexpected is your responsibility not only to your business and your employees, but more importantly, to your family.

Jim did a good job preparing his business to run without him. So, while he was recovering, the business operated just fine in his absence. However, he realized that preparing his wife and family is equally important, if not, more important. Jim quickly worked on all the things that mattered to his wife and family—things like adequate life insurance, disability insurance, and an updated will. He also wanted to make sure his wife and family had access to his phone, bank accounts, laptop, email account—essentially, a written plan to not only ensure that the business would continue in his absence, but a plan to ensure that his wife and family were well-prepared and protected also.

As a business coach, I'm in contact with a lot of shop owners and I tip my hat to them each and every day. They are among the hardest working people on the planet. Their commitment to their craft, their community, to their employees, and their business should be admired and respected. While I want to see shop owners achieve success in their business, they must realize that their business must never consume them, but serve to enhance their life and the lives of others around them.

Shop owners: Understand that the balance between business and life needs to be weighed more to your life than to your business. Spend time away from the bays and the day-to-day operations and get into your office to work on creating a plan (or updating your plan) that will prepare both your business and your family should anything happen to you. Get your life in order. Speak to an attorney, a financial advisor, your business coach, your accountant, and other key advisors about how to properly prepare for unforeseen events. I know many of you reading this are young and may not see this as something immediate, but we've all heard stories about serious things happening to people of all ages.

At lunch with Jim, he told me the advice he now gives to others. "The automotive business can be truly rewarding. Work hard. Build your empire. But always remember the thing that matters the most. Life itself." His words reminded me of a quote by author Harold Kushner, "No one ever said on their deathbed, 'I wish I had spent more time at work.'"

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# Tap a Bilingual Customer Base



[Paul Hodowanic](#)

This story was originally published [HERE](#) in Ratchet+Wrench on July 8, 2021

**According to 2020 U.S. Census data**, 22 percent of the population speaks a language other than English at home, and roughly nine percent of the population has limited to no understanding of English.

While that means an overwhelming majority of the population can speak English, businesses that are not accommodating for those who can't are losing out on large groups of customers, says Jon Jilani, a professional linguist and writer who is fluent in eight languages and has worked in the industry for 15 years.

If a shop can only speak in English, that means they are losing the business of nearly one of every 10 potential customers and could be better accommodating two of every 10 potential customers.

With shops constantly trying to boost profits in any way possible, becoming a bilingual business should be on the top of that list, says Servando Orozco, owner of six repair shops in Southern California under the name 'Orozco Auto Service.'

"If you can't communicate with them, they'll go somewhere else," Orozco says.

So how should businesses make sure they are catering to this segment of the population? Ratchet+Wrench spoke with Jilani and Orozco to find out.

## Speaking Stats

These are the most common languages spoken at home (other than English):

Chinese - 3.5 million people

Tagalog (Filipino) - 1.7 million people

Vietnamese - 1.5 million people

Arabic 1.2 million people

*Source: U.S. Census Bureau*

## Meet them at their comfort level.

In each of Orozco's six facilities, there is at least one employee present at all times who can speak Spanish. It's a must for his business, which he says helps attract Spanish-speaking customers based on its name alone. Orozco's numbers follow the larger trend found in the census data, with roughly 20 percent of his customers needing to talk to someone who can speak Spanish.

Orozco says his customers often have the ability to speak English, but choose to speak Spanish anyways because it's more comfortable for them. Auto repair can already be an anxiety-inducing process for any customer, and adding a language barrier just adds to that stress, so it's a barrier Orozco actively tries to eliminate.

"It's a people business," he says. "Speaking their language is a big difference. It builds confidence. It's easy to have rapport and trust and it's easy to be likable."

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Orozco says ideally if a shop just has one person who speaks a different language, it should be a service advisor. In his shop, many of his employees speak Spanish.

“When you see a Spanish-speaking person walk in and can say ‘Buenos días. Cómo estás?’ It’s telling them, ‘welcome home.’”

Jilani has personal experience taking relatives to repair shops and acting as a translator for them. He says they likely would’ve left in frustration had he not been there. But don’t put the responsibility on the customer to bring a translator. It’s a shop’s job to serve its customers. The business should be going the extra mile to help the customer, not the other way around.

Both Jilani and Orozco agree that having an employee who can speak a customer’s native language will “100 percent” make them want to come back.

Now, of course this doesn’t mean a shop needs to have employees that speak 10 different languages to satisfy any possible need from the customer. Each shop should understand their unique customer base. If there’s a large Spanish-speaking population nearby, then emphasize that. If there’s a robust Somali population in the area, prioritize an employee who can speak Somali.

“One of the most important things for a business is to know your customer,” Jilani says. “And you can’t know your customer if you can’t communicate with them. Understanding your customers needs and wants is critical.”

### **Seek them out**

Orozco actively searches for Spanish-speaking customers. He understands that, especially if they don’t speak English, the shop’s normal marketing strategies may not connect. If he’s going to speak Spanish in the shop to the customer, he should try to attract them using Spanish outside the shop.

He’s tried advertising to different Spanish magazines, but that didn’t return the results he was looking for. Now, he makes it a priority to host and attend events within the Spanish-speaking community. There he has been able to further his connection and trust with the locals and bring business back to the shop.

### **Signage isn’t enough.**

For businesses that don’t have an employee in place to speak to the customers, the natural next step would seem to be implementing signage. Something like a pamphlet in a different language that informs customers about the services.

But to Jilani, that’s not going to be much help.

“It’s a one sided conversation. They can’t respond back to you,” he says.

Think of all the questions the average customer asks in English. There’s no reason to expect that pamphlet will be able to satisfy all their questions. If anything it might prompt more questions, Jilani says. That’s why there’s no replacement for an employee who can talk with them.

For a similar reason Orozco doesn’t implement Spanish signage in his shop. He says it often confuses his English-speaking customers and the Spanish-speaking customers get all they need from talking with a service advisor.

The bottom line: there’s no sufficient substitute for an employee that speaks the language.

### **Do your homework.**

Jilani says it’s become all too common for job applicants to claim they’re proficient in a language. But what does that really mean?

*(Continued on page 8)*

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Currently:

I was hired at PCC as the shop foreman in 2015. My duties mainly consist of shop efficiency and student safety. I maintain some of the shop equipment, maintain shop cleanliness, order parts for the lab and support the teachers for their labs. It was a difficult transition from shop to lab. I miss the hustle and the wrenching but I do love my job now. Less aches and pains on the joints. My foreman duties at PCC are secondary, but my main duty is to support the teachers. They do all the hard work. They're the ones up all night pushing paperwork and writing proposals. I know this because I see their texts and emails the next day sent at one to two o'clock in the morning. The end product is the students. They leave the program prepared for work. I didn't have that confidence when I left PCC to work at Accurate. This program is transforming before my eyes and it's amazing to see how much benefit it is providing the students. I hear it from them. They come back year after year to visit and to thank the teachers. It's very humbling to be part of this crew. I love it!

(Continued from page 7)

Just because an applicant took Spanish for three years in high school doesn't mean they'd be able to understand and hold a conversation with a customer, he says. So be careful about hiring someone who blindly says they speak another language, especially in a specialized field like auto repair where the barrier of proficiency is higher than being able to understand a general conversation.

Jilani recommends having employees become certified. There is no central certification organization, but several companies offer certifications with prices varying around \$100-200. Doing so will save time on the back end and avoid the potential of hiring a candidate who doesn't truly speak the language.

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# ASCCA

## Keeping California Independent Shop Owners in Business Since 1940



The Automotive Service Councils of California has been the foremost advocate for the aftermarket auto repair industry since its inception. Whether you have been a member for a long time or you are just getting started, ASCCA has your back.

As a member of ASCCA you are on the forefront of issues that keep you informed about regulations and legislation affecting your business. ASCCA members have successfully, through our grassroots campaigns, been an active voice for the future of auto repair in California.

Some of our Accomplishments:

ASCCA members were part of the design team that created the OBDII connector simplifying modern vehicle diagnostics.

ASCCA members successfully fought for and won legislation (SB1146) that created the first in the nation "Right to Repair" act.

ASCCA members successfully fought for and won the elimination of damaging, frivolous lawsuits (Trevor Law Group) which tried to extort money from shop owners.

ASCCA Members fought and won against the California Air Resources Board, squashing the vehicle super-warranty.

ASCCA is the only state organization that sits on the national board of NASTF (National Automotive Service Task Force) which provides factory repair information to the automotive aftermarket.

ASCCA members fought and defeated SB 750 (the key code lock-out bill) which would have excluded independent shop owners' access to vehicle communications.

ASCCA fought and defeated legislation (SB 993) which would have extended sales tax to vehicle repair labor services, and unnecessarily increased repair costs.

ASCCA defeated legislation (AB 2825) which would have treated auto repair dealers as "debt collectors," making all communications with customers subject to fines and frivolous lawsuits.

ASCCA opposed and defeated legislation (AB 755) which would have increased the current \$1.75 tire tax fee to \$3.25 per tire.

ASCCA supported and helped pass legislation (AB 3141) which included all unlicensed automotive maintenance service providers and other previously exempted repairers under BAR jurisdiction, creating a level playing field.

ASCCA supported and helped pass BAR regulations that allow auto repair dealers to provide customers with electronic estimates and authorizations (e.g., text messages).

ASCCA opposed legislation (AB 2454) which would have created a state mandated "grading system" similar to restaurants.

ASCCA maintains a seat on the Bureau of Automotive Repair Advisory Group Committee which meets on a quarterly basis in Sacramento and has a voice on regulatory matters impacting the industry.

ASCCA members believe in "raising all boats," and actively help each other to achieve success.

This is just a partial list of legislative accomplishments ASCCA has done for your business. The question should not be, "How can I afford membership?" but rather, "How can I do without ASCCA for my business?"

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## What We Do For You:

ASCCA monitors and fights harmful laws and regulations that cost you money and time away from your business.

### Examples:

A legislator proposed a bill to use a grading system (ABCDF) like the restaurants. We fought this and stopped it.

Another legislator tried to change us into being debt collectors because we receive money from customers. That would mean if a customer did not pay and we called them, the customer could sue us for harassment. We fought and won this also.

We also stopped a bill that would keep us from being able to program security systems in cars. The manufacturers wanted to lock us out! Again, we fought and won.

Our state legislatures can produce 5600 bills every two years. Our dues help us watch and fight these bills, saving you a ton of dollars.

### ASCCA has great benefit programs:

Low credit card rates and a \$350 rebate at the end of the year.

Free legal advice for you, your business, or your employees.

Free accounting review of profit and loss statement.

Free review of any current or prior year's taxes.

Super discounts on uniforms.

Discounts on Alldata and Identifix.

Camaraderie, fellowship, and life-long friends.

Network with top shops.

Get advice with business structure, policies, and profit ideas.

Get second opinions on cars that are giving you fits.

### Education opportunities:

We periodically have free training for service advisors and technicians.

ASCCA awards scholarships to young people to help fill the technician shortage.

## Why we need you:

Meet and network with top shops.

Monitor and fight harmful legislation.

Support our great partners and save money.

Support and give back to our industry.

## All this for \$70.83 per month!



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Our first meeting back at Mijares was a great time of re-connecting and hearing from one another!

We had 31 in attendance and enjoyed learning how different shops handled the quarantine differently.

Joe Gomez from Mark Christopher Chevrolet won the shop drawing and elected for the \$50 cash prize. Congratulations, Joe!



Join us on August 3 at Mijares to hear about the most proven way to get qualified techs into your shop.

# How ASCCA Dues work in Chapter 5

## Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$850/yr. Associate membership dues are \$945/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 \$300/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.)*





# ASCCA Advantage

ASCCA is the vehicle to help you improve your repair shop operations today, saving you time AND money – while positioning your shop and the industry for long-term growth and success tomorrow.

## The ASCCA Advantage is:

-  Business management coaching
-  Education and training opportunities
-  Free legal consultation
-  Free HR services and resources
-  Access to discounts and rebates
-  Networking events with local chapters
-  Statewide association events and lobby days
-  Information on CA laws impacting shop owners
-  Political representation with the state
-  Updates on industry news
-  Access to TeamTalk – an online forum for peer-to-peer advice on vehicle repair, business issues, and more!



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## ASCCA Members Get Access to Corporate Partner Discounts and Benefits

### Business Supplies, Equipment & Services



AESWave specializes in sales and support of automotive diagnostic equipment.

Carlos Menchu (877) 351-9573  
info@aeswave.com



ASCCA members get special pricing for Auto Zone's Platinum Level Membership, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, access to electronic ordering software, and more. ☀

Jim Gray (704) 301-1500  
jim.gray@autozone.com



Opus IVS empowers 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, more accurate, and more efficient.

Kevin Fitzpatrick (631) 486-3506  
kevin.fitzpatrick@opusivs.com



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.

Eric Elbert (805) 490-6080  
EricE@petrospecsBG.com  
Eric Waln (949) 337-2484



California Employers Services has been making compliance easy since 1997. ASCCA members can email or call for advice on California Labor Laws and Cal-OSHA questions! We know the laws and how they are being enforced. Ask about our 30-day trial or our special packages and prices. ☀

Dave Fischer (559) 472-3542  
cesyes@hotmail.com



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 and manage your budget.

Josh Davis (484) 648-8626  
josh@themailshark.com



NAPA Auto Care is the largest aftermarket repair network in the country with over 16,000 independently owned and nationally recognized automotive, collision, and truck service centers. NAPA's mission is to help all member businesses increase their car count and sell more services.

John Hartman (619) 300-4910  
john\_hartman@genpt.com



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.

Sergio Gonzales (916) 962-3270  
ASCCA@oreillyauto.com



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 provided by experienced professional instructors.

Rob Morrell (510) 755-6058  
rmkroll@gmail.com



Mechanics Marketplace offers the Automotive industry 3 staffing solutions!

1. Turnkey Recruiting
2. A Unique Hiring Service Using an Automated Web Portal
3. An Easy to Use Temporary Staffing Service

Elie Massabkli (800) 989-8094  
info@mechanicsmarketplace.com



## Education, Training & Business Coaching



ATI is an industry leader in automotive business coaching and has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years. ATI provides expert management and consulting services, weekly business coaching from an industry expert, and classes in marketing, hiring, finance, leadership, and sales.

Jim Silverman (301) 575-9140  
jsilverman@autotraining.net



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.

Carolyn Gray (818) 863-1077  
cgray@driveshops.com



ESI provides repair shops with up-to-date full facility training for management and personnel. ASCCA Members get: exclusive access to discounted training courses; \$800 cost savings on every Service Writer course and \$55 on every seminar (space limited); and FREE 30 minutes of business consulting advice per month. 🌟

Maylan Newton (866) 526-3039  
maylan@esiseminars.com

## Insurance & Legal Services



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. ASCCA members get a \$100 enrollment discount. 🌟

Customer Service (530) 668-2777



Competitive dental & vision plans exclusively available to ASCCA members.

Mat Naby (916) 286-0918  
mnaby@coremarkins.com



ASCCA members 30 minutes of free legal advice each month – a \$225 monthly value! 🌟

Jack Molodanof (916) 447-0313  
jack@mgrco.org

## Internet Marketing, Web Design & Search Engine Optimization



Broadly uses internet marketing to get great customer reviews on Google, Facebook, and other review sites to help drive more business. ASCCA members get a FREE account setup (valued at \$200). 🌟

Laura Nelson (800) 693-1089  
marketing@broadly.com



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 revenue tracking. Kukui will help you manage details about new clients and your customer retention rate, and will help you monitor areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design. 🌟

Greg Waters (415) 516-4948  
greg@kukui.com



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. This creates estimated new business of \$48,000/year.

Evan DeMik (415) 595-3346  
evan@repairpal.com

## Merchant Service/Payment Platform



ASCCA members get access to \$350 rebate on ASCCA State association dues when you use DFG to process your credit card payments. 🌟

Shannon Devery (877) 326-2799



Facepay's disruptive technology allows business owners to adopt a modern payment structure with a low-cost, fixed monthly subscription instead of paying 2.5% of their revenues to credit card processors. ASCCA members get a free 30 day trial. 🌟

Todd Westerlund (925) 980-8012  
todd@facepay.io

🌟 MEMBERDISCOUNTS

## Software Providers



A comprehensive cloud-based tool that offers simple solutions to workflow management, communication, digital vehicle inspections, and quality control. Developed by a shop owner, designed specifically for the challenges faced by shop owners.

Chris Cloutier (469) 456-5725  
chris@autotextme.com



Take your shop fully digital and 100% paperless. Shop-Ware is the new standard in shop management and its software is 100% cloud-based on any device. Ask for a special ASCCA member rate. ⚙️

Matt Ellinwood (415) 890-0906 x106  
matt@shop-ware.com



Tekmetric's features make it easy to monitor and manage your auto repair business. We know what it takes to run a successful shop and that's why our features focus on improving the interactions between your customers, service writers, and technicians. Leverage your business data and grow profitably.

Sunil Patel (832) 930-9400  
sales@tekmetric.com

## Uniform Services



Nationally recognized supplier of customer and employee apparel & janitorial services. Let Cintas take care of your shop's maintenance needs and get exclusive pricing with your ASCCA membership. Keep your employees on brand, your bathrooms stocked, floors clean, and much more. ⚙️

Jessica Essad (775) 813.8954  
EssadJ@cintas.com

⚙️ MEMBERDISCOUNTS

## Additional Benefits of ASCCA Membership

### Government Affairs & Political Representation

ASCCA's lobbyist tracks bills (new proposed laws), provides members with updates on any proposed legislation that will impact the auto service industry or independent shop owners, and provides representation at government meetings.

### Member-to-Member Communications

Access to ASCCA's highly-valued resource, TeamTalk, offers members an online forum to communicate and share tips on a broad range of topics facing shop owners throughout California.

### Local Chapter Events

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

### ASCCA Communications

Stay up to date with the latest industry information through the ASCCA Independent newsletter, email broadcasts, news alerts, member benefit flyers, website and social media updates.

### ASCCA Branding

Members are able to display their association affiliation with ASCCA signage, its code of ethics, and logo for use on invoices, customer forms, and more.

### Educational Foundation

Members can participate in the association's educational foundation that raises funds for scholarships that are awarded to students entering the automotive aftermarket.

The ASCCA "Business Acceleration Team" (BAT) is a small group of shop owners who have joined together to provide free, short-term business coaching, consulting, and mentoring to their ASCCA peers. Get connected today!  
[www.ascca.com/BAT](http://www.ascca.com/BAT)

To learn more about ASCCA member benefits visit  
[www.ascca.com/memberbenefits](http://www.ascca.com/memberbenefits)

Follow ASCCA on Facebook (@AutomotiveServiceCouncilsofCalifornia) and Twitter (@ASCCA1)

June 2021



## Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	<a href="mailto:abec@petrospecsbg.com">abec@petrospecsbg.com</a>
DRIVE!	Stephen Lemnah	818-863-1077	<a href="mailto:Stephen.Lemnah@driveshops.com">Stephen.Lemnah@driveshops.com</a>
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	<a href="mailto:hansonmrktg@aol.com">hansonmrktg@aol.com</a>
Hawley Insurance Services	Bruce Hawley	714-865-2907	<a href="mailto:bruce@hawleyinsuranceservices.com">bruce@hawleyinsuranceservices.com</a>
Highpoint Distributing	Tim Huddleston	805-584-0030	<a href="mailto:huddle5@sbcglobal.net">huddle5@sbcglobal.net</a>
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	<a href="mailto:rlewis@jasperengines.com">rlewis@jasperengines.com</a>
Mark Christopher Auto Center	Steve Johnson	909-975-3919	<a href="mailto:sjohnson@markchristopher.com">sjohnson@markchristopher.com</a>
Mitchell 1 Software	John Rodriguez	951-840-7995	<a href="mailto:johnrod.mitchell1@gmail.com">johnrod.mitchell1@gmail.com</a>
Norm Blieden CPA	Norm Blieden	626-440-9511	<a href="mailto:norm@bliedencpa.com">norm@bliedencpa.com</a>
Provence Financial and Insurance	Steve Kopstein	818-606-7903	<a href="mailto:steve.kopstein@provenceinc.com">steve.kopstein@provenceinc.com</a>
SC Fuels & Lubes	Dennis Giardina	310-722-3357	<a href="mailto:gjardinad@scfuels.com">gjardinad@scfuels.com</a>
Van de Pol Petroleum	Wes Powell	562-236-1000	<a href="mailto:wpowell@ineedoil.com">wpowell@ineedoil.com</a>

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

## ASCCA CODE OF ETHICS

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

## Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

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

<p>C 1 - Automotive Consultant            A 1 - Automotive Engine Repair            A 2 - Automotive Trans/Trans Axle            A 4 - Automotive Drivetrain            A 4 - Automotive Suspension/Steering            A 5 - Automotive Brakes            A 6 - Automotive Electrical/Electronic            A 7 - Automotive Heating/Air Conditioning            A 8 - Automotive Engine Performance            A9 - Diesel              L 1 - Advanced Engine Performance            L 2 - Med/H.D Truck Electronic Diesel              P 1 - Parts Specialist Med/H.D Truck Dealership            P 2 - Parts Specialist Automobile            P 3 - Parts Specialist Truck Brakes            P 4 - Parts Specialist General Motors              P 9 - Med/H.D. Truck Suspension &amp; Steering              X 1 - Car/Light Duty Truck Exhaust Systems              B 2 - Auto body Collision Repair - Painting/Refinishing            B 3 - Auto body Collision - Non Structural Analysis            B 4 - Auto Body Collision - Structural Analysis</p>	<p>B 5 - Auto Body Collision - Mech/Electrical Components            B 6 - Auto Body Collision - Damage Analysis/ Estimating              F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas              M.M. - Engine Machinist Series              E 2 - Truck Equipment - Electrical/Electronic Systems              S 1 - School Bus - Body/ Special Equipment            S 2 - School Bus - Diesel Engine            S 3 - School Bus - Drivetrain            S 4 - School Bus - Brakes            S 5 - School Bus - Suspension/Steering            S 6 - School Bus - Electrical/ Electronic            S 7 - School Bus - Air Conditioning              T 1 - Med/H.D. Truck - Gasoline Engines            T 2 - Med/H.D. Truck - Diesel Engines            T 3 - Med/H.D. Truck - Drive Train            T 4 - Med/H.D. Truck - Brakes            T 5 - Med/H.D. Truck - Suspension/ Steering            T 6 - Med/H.D. Truck - Electrical/Electronic Systems            T 7 - Med/H.D. Truck - Heating/ A.C. Systems            T 8 - Med/H. D. Truck - Preventive Maintenance</p>
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# ASCCA Chapter 5 2021 Board of Directors

## Executive Board

**President.....Kirk Haslam**  
 Phone..... (626) 793-5656  
 Email.....[advancemuffler1234@gmail.com](mailto:advancemuffler1234@gmail.com)

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

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

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

## Board of Directors

Randy Lewis..... (909) 717-9950  
 Gene Morrill..... (626) 963-0814  
 Darren Gilbert..... (626) 282-0644  
 Johanna Reichert..... (626) 792-9222  
 Mike Bedrossian..... (626) 765-6190  
 Glenn Davis..... (909) 946-2282  
 Norm Blieden.....(626) 440-9511  
 Gary Papirian.....(323) 255-5566

## 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

### Membership

Glenn Davis..... (909) 946-2282

## Chapter Rep

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

## Chapter Staff

Membership & Administration.....Joseph Appler  
 Phone.....(626) 296-6961  
 Text.....(818)482-0590  
 Email.....[asca.05@gmail.com](mailto: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](mailto:asca.05@gmail.com)  
 Website: <http://www.ascca5.com>

## ASCCA State Contacts

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

### President

Rory Balmer..... (909) 337-0082

### Executive Director

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

### Deputy Executive Director

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

### Membership Services

Benjamin Ichimaru.(800) 810-4272 x137 or [Blchimaru@amgroup.us](mailto:Blchimaru@amgroup.us)

### Accounting Executive

Nito Goolan.....(800) 810-4272 x103 or [NGoolan@amgroup.us](mailto:NGoolan@amgroup.us)

### Manager Digital and Social Media

Sarah Austin.....(800) 810-4272 x110 or [SAustin@amgroup.us](mailto:SAustin@amgroup.us)

### Events Manager

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

### Communications Manager

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

### ASCCA Attorney

Jack Molodanof .....(916) 447-0313 or [Jack@mrgco.org](mailto:Jack@mrgco.org)

## Government Offices/Contacts

US Senator Alex Padilla ..... (D)  
 Phone ..... (202) 224-3553  
 Email ..... [www.padilla.senate.gov](http://www.padilla.senate.gov)

US Senator Dianne Feinstein..... (D)  
 Phone ..... (310) 914-7300  
 Email ..... [senator@feinstein.senate.gov](mailto:senator@feinstein.senate.gov)

US Rep Judy Chu..... (D-27)  
 Phone ..... (626) 304-0110

US Rep Adam Schiff..... (D-28)  
 Phone ..... (818) 450-2900

CA Senator Connie M. Leyva..... (D-20)  
 Phone ..... (909) 888-5360

CA Senator Susan Rubio..... (D-22)  
 Phone ..... (626) 430-2499

CA Senator Maria Elena Durazo..... (D-24)  
 Phone ..... (213) 483-9300

CA Senator Anthony J. Portantino..... (D-25)  
 Phone ..... (818) 409-0400

CA Senator Josh Newman..... (R-29)  
 Phone ..... (714) 671-9474

CA Assembly Luz Rivas..... (D-39)  
 Phone ..... (818) 504-3911  
 Email ..... [Assemblymember.Rivas@assembly.ca.gov](mailto:Assemblymember.Rivas@assembly.ca.gov)

CA Assembly Chris Holden..... (D-41)  
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CA Assembly Laura Friedman..... (D-43)  
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CA Assembly Jessie Gabriel..... (D-45)  
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CA Assembly Blanca E. Rubio..... (D-48)  
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 Email..... [Assemblymember.Rubio@assembly.ca.gov](mailto:Assemblymember.Rubio@assembly.ca.gov)

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

## Government Offices/Contacts

President Joe Biden.....(D)  
 Phone .....(202) 456-1111  
 Fax.....(202) 445-4633

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



***We are back at Mijares!!!!***

***August 3, 2021***

***Buffet opens at 6:15***

***What's the best way to get Techs?***

Join us IN-PERSON at Mijares Mexican Restaurant on Tuesday, August 3 to hear from Wendy Lucko of PCC, ASCCA Chapter 5, and ASCEF. She will help us understand how you can work with Community Colleges to get qualified graduates that you can put the "finishing touches" on.

**Menu:**

- Taco/Tostada Buffet
- Soda & Coffee
- Beer & wine available

**Where:**

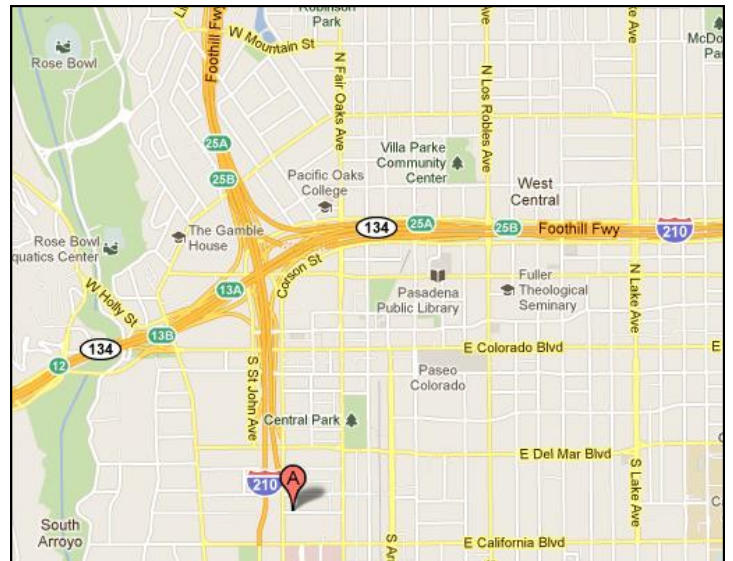
Mijares Mexican Restaurant  
 145 Palmetto Drive  
 Pasadena, CA 91105  
 Phone: (626) 792-2763

**When:**

Tuesday, July 6, 2021  
 6:00 PM – Social/Networking/Dinner  
 6:45 PM – Program  
 8:45 PM – Finish

**Cost:**

- No Charge to Regular or Associate Chapter Member, Business Partner, Spouse or Significant Other (***max 2 per member***)
- No Charge for Potential Members
- **\$30/ea.** for all others



**Directions**

From the 210 & 134 Junction in Pasadena: Go South on the 210/710 Spur towards California/Del Mar/110; Exit on California, turn left; Left again at the first light; Pass Palmetto (the first street on the right) & turn in to the Mijares parking lot; If the lot is full, park on the street

**UPCOMING MEETINGS & EVENTS**

Sep 7 —Garage Gurus (tentative)

Nov 9 —TBA

Oct 5 — Shop Night/ / Vendor Fair at Hanson's Distributing in Azusa

Dec ? — Christmas Party