



ASCCA Foothill Chapter 5  
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## President's Message:

September, 2021

Greetings,

I hope all is well with everyone.

If you know a shop that needs help, invite them to our next gathering. Or, just invite a shop that would benefit from this great organization.

We are hosting "Shop Night" at Gilbert Motors (see flyer on page 2) for a great night of food, training, vendors, and socializing.

Garage Gurus is donating their time and experience as they present a class on Moog steering and suspension. Bring your techs... it's all FREE!

Also coming up is Team weekend on September 11-12. It's in Fresno, so it's in driving distance and well worth going. Check it out at <https://www.ascca.com/events/team-weekend>.

There are rebates available for first timers, so get the info. I hope to see you on Tuesday at Gilbert Motors!

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





## Join us on Sep. 7, 6:00-9:00 pm for "Shop Night" at Gilbert Motors in Alhambra

Come see Darren's shop and learn from  
Garage Gurus as they present a class on  
MOOG Steering and Suspension Inspection.  
Bring your techs, too!  
**IT'S ALL FREE!!!**

Our presenter is Steve Lemnah: an ASE Master  
Automotive Tech since 1975 and Master HD/MedDuty  
Tech with over 20 years of training experience, 10  
years of management experience, 7 years as a Field  
Service Engineer for Jaguar/ Land Rover. He  
has worked for such diverse companies as Shell Oil  
and Hunter Engineering and Tenneco. He is  
currently a Technical Product Specialist for  
Garage Gurus, a division of Driv.



**A meal will be provided!**

There will be vendors present, as well.  
Come as early as 6:00 to hang out with other members, vendors  
and our presenter.

Bring a non-member shop owner to experience the greatest benefit of  
ASCCA Chapter 5: **"SHOP OWNERS HELPING SHOP OWNERS."**  
If they join, you get \$125!!!

Look around before you come and bring something to add to our  
education raffle prizes.

**Gilbert Motors, 2100 West Valley Blvd., Alhambra, CA 91803**

# The ASCCA Advantage

The ASCCA Advantage is alive and well in all of us.

Whether you're an old timer like me (38 years in ASCCA) or just new to our chapter, the ASCCA Advantage has become part of you. Before you became a member of Chapter 5, you were a hard working member of the aftermarket auto repair industry fighting the good fight by yourself, often making mistakes because you didn't know a better way. We've all done it and the school of hard knocks comes with a heavy tuition.

Do you still remember the first day you were introduced to Chapter 5? I do. It was an average day, A man by the name of Paul Reeder came by my shop (when I was 23 years old) and invited me to a dinner meeting of like-minded shop owners.

I will never forget that night. I came in to the Chapter 5 meeting and those in attendance made me feel very welcome as they invited me to sit with elders and leaders of the chapter that night. I was amazed at how much I wanted to be just like them: confident, knowledgeable and successful. That was the hook for me.

I never looked back.

Everyone has that "Chapter 5" moment, the moment you decided to embrace your brothers and sisters of ASCCA Chapter 5. Some join because of the camaraderie. Some join to learn something new at chapter meetings and events. Some join for our cutting edge government affairs committee. Others because you like the training and education available for chapter members. Some join because you just felt you couldn't manage all of the information coming at you from regulators, legislators, employee advocates or taxing agencies. Most of you have stayed because.... well, **it just makes sense** to have Chapter 5 in your office tool box of valuable resources.

Let's not forget the cherry on top. Joseph Appler, our Chapter Administrator in charge of cat herding, puts it all together and makes your membership meaningful.

Your Board of Directors applauds you, the members of Chapter 5, for making us the largest, most forward thinking group under the ASCCA banner.

"Shop Owners Helping Shop Owners," is what Chapter 5 is all about. Our commitment to your success is why we work so hard.

Thank you for being a member.

Glenn Davis,

ASCCA Chapter 5 Board of Directors, Membership Committee Chair

# Tax and Business Tips from Norm Blieden, CPA

## Give Your Business an End-of-Summer Check-up

As summer winds down, your business's financial statements may be due for a quick check-up. Here are several review suggestions to help determine the health of your business prior to year end.

- **Balance sheet reconciliations.** Reconcile each asset and liability account every quarter. A well-supported balance sheet can guide decisions about cash reserves, debt financing, inventory management, receivables, payables, and property. Regular monitoring can highlight vulnerabilities, providing time for corrective action.
- **Debt service coverage.** Do you have enough cash to adequately handle principal and interest payments? Calculate your cash flow to ensure you can handle both current and future monthly loan payments.
- **Projected revenue.** Take a look at your income statements and see how your revenue has performed so far this year versus what you thought your revenue was going to be. If revenue varies from what you expect, get with your sales and marketing team to pinpoint what has gone better, or worse, than expected.
- **Projected expenses.** Put a stop to disappearing cash by conducting a variance analysis of your expenses. What did you expect to spend so far in 2021 on salaries and wages compared to what you actually paid your employees? What about other big expenses like rent or insurance? Take the amount of money actually spent so far in 2021 in each of your major expense accounts and compare it to your spending forecast. Then create an updated forecast for the balance of the year.

A review of your financial statements now will help you be prepared if you need to navigate an obstacle or capitalize on potential opportunities to expand your business.

## The Busy Business Owner: Get Back 15 Minutes a Day

Meetings, phone calls, emails, text messages, and water cooler conversations with your employees constantly bombard you as a business owner. Freeing up even just another 15 minutes a day could dramatically improve both your workflow and peace of mind.

Here are some suggestions for getting back 15 minutes every day:

- **Use your phone.** Whenever possible, use your phone instead of an email. Oftentimes talking with someone directly is more efficient than spending the time to compose an email. Plus, email chains can fill your inbox and require precious minutes to read and decipher. Using the phone can also help avoid potential misunderstandings, as a person's tone of voice conveys information that may be lost or misinterpreted when shared via a written message.
- **Be brief with emails.** Tech entrepreneurs Mark Cuban and Jeff Bezos are known for their brief emails that consist of only a couple words. In situations where you do use email, consider crafting a response that is only several words in length. And remember the golden rule of emails: send fewer emails to receive fewer emails.
- **Plan your meetings.** Face-to-face time with colleagues, vendors, and customers is often productive and essential for growing a business. On the other hand, meetings can be a huge waste of time if not properly planned. Establish clear goals for a meeting in advance so your team can focus on priorities and get back to work.
- **Minimize distractions.** Business owners enjoy developing a rapport with their employees. These personal conversations, however, need to have boundaries so that both you and your employee can stay on task. Tell your team if there's a day you don't have time for small talk. Consider putting an old-fashioned **Do Not Disturb** sign on your door when you need to get things done.
- **Delegate when possible.** If you're a small business owner who built a company from scratch, you may be reluctant to relinquish control over day-to-day operations. But failure to delegate can sap time from more important tasks like planning, building relationships with key vendors, and growing your customer base. So develop a plan to train your employees to assume more responsibility over time.

Fifteen minutes may not seem like much, but a busy business owner can work wonders with just a little more time every day.

*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.*



Our August 3 meeting at Mijares with Wendy Lucko of PCC was well attended and informative. The best way to get good techs is to work with your community colleges and help train them. Bimmer PhD brought some of their techs who came to them via PCC as proof!



Join us on Sept. 7 for Shop Night at Gilbert Motors (see flyer on pg. 2)

# Bridging the gap between schools and shops

BY STAFF/WIRE REPORTS ON JULY 27, 2021

*ASE Education Foundation's George Arrants discusses why students are losing interest in the industry, struggles of being a new technician, and the importance of a successful mentorship program*



**Mount Horeb, Wis.**—In a recent episode of WrenchWay’s “Beyond the Wrench with Jay Goninen,” ASE Education Foundation Vice President George Arrants discusses why students are losing interest in the industry, the struggles of being a new technician, and the importance of a successful mentorship program.

The full episode can be viewed [here](#). The following are highlights and takeaways from the podcast:

## Why Students are Losing Interest in the Industry

- Forty-two percent of students entering the industry leave the industry within the first two years.
- If students get involved in the industry early, they are more likely to stay in the industry long term.
- We’re not lacking interest in the industry. The loyalty is there, but shops need to show they’re committed to entry-level techs.

**Thirty percent of technicians said the reason they took one automotive course and didn’t decide to take the next level course is because they didn’t see a defined career path in the industry.**

## Struggles of the Industry

- Not all shops want to hire an entry-level technician due to the lack of skills and training that comes with it.
- Technicians aren’t getting the proper training/support they need when starting in the industry — leaving them feeling lost and eventually losing interest in the industry.
- Employee retention is huge. The cost to constantly hire new employees is much more expensive than keeping the ones you have.
- The industry needs to remove the mentality that everyone is replaceable and if it doesn’t work out then you just hire someone new.
- It’s important to let technicians work and learn at a pace that allows them to be successful.

**As a manager, if you expect 100 percent from your technicians, then you have to give 100 percent back.**

## How to Run a Successful Mentorship Program

- If you’re going to have a mentorship program, make sure mentors are being compensated for the job they’re doing.
- Some people have the skills to be a good leader, but are less interested in raising their hand. However, if they see someone else doing it they’ll believe they can do it, too.
- Your best technician won’t necessarily be your best mentor. You want someone who has people

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# Grow Your Own Top Talent



[Aaron Stokes](#) This story was originally published in Ratchet+Wrench on August 5, 2021

**I know what you're thinking.** Not *another* article about the technician shortage. And I get it. It's hard to go a day without the issue coming up at least once. But there's a big piece of the issue that I'm not hearing enough about in those constant conversations at the industry level and one on one with shop owners.

We need to be putting a *much* larger spotlight on growing your own talent at the individual shop level. Sure, the shortage has been a problem for years, but it's hit an extreme level in just the last 10 months. That escalation's forced a lot of shop owners to go, "Shoot, I need to get a plan together." They're realizing that if they put a plan in place to start growing their own techs now, they could have some solid talent on staff five years from now—or not change a thing and be out of luck a few years from today.

I know a majority of shop owners grasp the value of training up new talent, but they're not taking it seriously enough to make a dent, mostly because they're too busy trying to put out today's flames than putting strategies in place to prevent future fires. They're letting everything become urgent instead of working ahead to eliminate those looming threats. There's also a mentality of "I'm going to just keep taking from the market, rather than give back to it," and that's the exact mindset that will not only exacerbate the problem, but keep those embers burning for years to come.

It's time to ditch that firefighter mindset and get to work on solutions in our own shops with training and apprenticeships. Those apprentices may stay with you, and they may not, but you'll be bettering their lives and building a stronger future for the industry in the process.

Right now I've got two apprentices in my shops who are working through a process we're always fine tuning. And I know what you're thinking. Yes, it is a lot of work. Lately my own shops have been slammed with work and it's hard to pour the time into those young men and women—but there's no quick and easy fix to build up an entire market share of skilled labor.

And for those shop owners who are ready to get started, I've got a few tips.

If you've currently got three technicians who are turning at least 500 hours each month combined, you can swing an apprenticeship program. If you're operating below that level, an apprenticeship will add a burden too great, wear down your team, ultimately slow your entire operation. But once you've got three or four techs holding their own, it's time to shift that priority to growing talent.

Like any other position in your shop, you want to be selective and aim to bring on an apprentice you think will go the mile. Some of our apprentices have actually been children of loyal customers and others have responded to our ads for technicians. They might not have the tools, but if they're smart, interested and excited to learn, that's something we can work with. We can train skills, not attitude, so if the attitude lines up, we'll figure the rest out.

You've also got to be ready to adapt that program. Chances are, you're not going to build the perfect program overnight. We've tweaked timelines and raise structures over the years, but with every tweak the program becomes more effective and productive. It's a work in progress, but it's built with opportunities for them to prove themselves and puts a good amount of the progress in their own hands.

Most importantly, you've got to build a set path for those apprentices. They need to know where the program will take them and that there's a future waiting for them through all of that hard work. It's the best way to motivate them to stick it out and succeed, and at the end of the day, that's how you'll make your mark and do your part for the industry at large.

*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.

# Tips to Keep Your Best Techs Happy

[Megan Gosch](#) This story was originally published in Ratchet+Wrench on August 12, 2021



Today's shop owner is no stranger to the shortage of skilled technicians facing the industry, and they certainly don't need any reminders. Those not actively working to fill an open bay are most likely scouting to build a deeper bench in preparation for the inevitable.

But hiring is just part of the puzzle. With retention becoming an increasingly vital part of the shop staffing equation, those with all-star talent are feeling the pressure to keep their teams happy—not just for shop morale or productivity, but to combat poaching and prevent their techs from looking elsewhere.

So, how exactly are shop owners keeping their best techs engaged and committed to staying put? Pete Xidias, general manager of Apex Auto Care in Michigan City, Indiana and Angela Garner, co-owner of R&D Automotive in Asheboro, N.C., weighed in with the measures that have made the biggest difference in staving off technician turnover.

## Consider new payment plans.

For years the R&D Automotive team was paid on flat rate commission, but those days have changed.

While the younger techs Garner has hired were looking for a salary and time off, one of her best techs prefers the commission model, so Garner's opted to be flexible in offering the payment structures that will work best for each tech, rather than pick one set path.

"He's old-school and he likes working 40 hours and getting paid for 50 while the younger guys prefer the stability of a salary," says Garner.

She admits that accommodating multiple payment structures has made payroll and the shop's taxes a larger chore, but finds the effort is well worth it knowing she's able to keep her talent happy.

"He's been with us for years and he's one of the best front-end men in three counties," she says. "We've had to learn to be flexible with our techs in order to keep them and we want to make sure we're accommodating him too as we make changes for the new guys."

## Schedule for flexibility.

Garner's found that offering flexibility in scheduling has helped her keep her team intact as well.

With one of her strongest techs often needed as an aid for his mother who has severe health issues, "If it's looking like we might have a busy week, we'll check in on him to see how things are going or if there might be any appointments he needs to help get her to," she says. Another skilled tech she hopes to hire also has a child with physical disabilities and would require flexible scheduling as well.

"We're just not in a position where we have many techs to choose from in general, let alone truly skilled, talented techs, so we try to work with them as much as we can to meet their needs where they are," says Garner. "Even just showing we're open to being flexible makes them feel like they're more than a number and that we want to take care of them and their families has gone such a long way in making them feel like they're valued and respected with us."

## Rethink your bonus program.

At Apex Auto, the shop's bonus structure is in transition, with the team's quarterly bonuses shifting to a monthly, weekly and sometimes daily opportunity. The reason? Xidias finds his older techs are still motivated by longer-term incentives, his younger techs are looking for shorter benchmarks.

"We've noticed that the larger the gap between bonuses, you start to lose the attention span of the younger

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skills and has been in the industry for a while.

- Recognize the hard work your mentors are doing for technicians and what they are doing for your shop.

**The main goal of a mentor should be to build confidence in the young technicians who are new to the industry.**

## **Generational Differences Within the Industry**

- Baby boomers live to work, while millennials work to live.
- Millennials want more than just a paycheck from their job — they need fulfillment.
- Every technician learns at a different rate in a different way, and it's important to recognize that.
- Millennials are looking for a job where they can be a part of a family and be a part of something bigger.

Submitted by Gene Morrill

Used before getting permission from Aftermarket Matters August 31, 2021.

For original article click [HERE](#).

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tech," Xidias says. "Migrating those bonuses is helping keep that drive up on a more consistent basis and the team is seeing that we're adaptable to making changes where it makes sense, which is something that matters to those techs and stands out when you're looking to stay somewhere long-term.

## **Invest in a brighter future.**

Both Xidias and Garner are also quick to help with training on an individual level.

Xidias works to hone in on each employee's needs and potential weaknesses to take a custom approach. And with a shop culture built on continuous learning—four past techs have gone on to launch their own successful shops after learning the business inside and out at R&D—Garner provides access to new training classes as they become available. She also sponsors any individual classes her team is interested in, whether it be welding, electrical diagnostics, or customer service strategies. One of her techs is in the process of becoming a Master-level tech and Garner will cover any classes within the shop's budget, but with the most costly classes Garner does require employees reimburse the shop for classes not passed.

"We try to give them as much experience and opportunity to learn as they're looking for," Garner says. "It's vital for them to know we're going to continue to invest in their growth and they're not getting stuck, or left behind, or missing out on anything by staying in one place with us."

## **Think outside the box.**

When faced with the question "What can we do to keep you here?" Xidias and his team have gone above and beyond traditional perks, including assistance with home financing, to keep the team's best on staff.

"It sounds extreme, but we're not extending something like that to just anybody," he says. "They need to have proven themselves over the years but a gesture that big shows we're serious about their future and solidifies to them that there's a family here to support them," he says.

The shop's leadership also regularly strategizes much smaller-scale, sustainable perks and Xidias is always on the lookout for new tangible ways he can lighten the load for his best techs. The Apex Auto team sets aside a portion of its yearly profits to fund everything from automotive loans to help with everyday expenses like phone plan bills and Hulu, Netflix or Apple TV accounts.

"The thinking is if we can help cut down on some of those recurring bills they're putting on their credit cards and probably paying interest on, we can take some of the stress off of their home budget," Xidias says. "It's taking some of that pressure off their hourly rate and helping them stretch that \$16 or \$19 per hour even further in a way they can immediately see and feel."

# **10 THINGS THAT REQUIRE** **ZERO TALENT**

- 1. Being On Time**
- 2. Making An Effort**
- 3. Being High Energy**
- 4. Having A Positive Attitude**
- 5. Being Passionate**
- 6. Using Good Body Language**
- 7. Being Coachable**
- 8. Doing A Little Extra**
- 9. Being Prepared**
- 10. Having A Strong Work Ethic**

Submitted by Gene Morrill of Certified Automotive Specialists in Glendora

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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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Email: [asca.05@gmail.com](mailto:asca.05@gmail.com); Website: [asca5.com](http://asca5.com)

## 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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# 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  
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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!

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

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## 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



# 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.)*



## 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!

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

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

# 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

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 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

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### Events Manager

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

### Communications Manager

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

### ASCCA Attorney

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

## Government Offices/Contacts

US Senator Alex Padilla ..... (D)  
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US Senator Dianne Feinstein..... (D)  
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 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)  
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CA Assembly Luz Rivas..... (D-39)  
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## Government Offices/Contacts

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Governor Gavin Newsom.....(D)  
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 Web.....<http://www.govmail.ca.gov>