



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

ASCCA

Foothill Chapter 5

October 2019

President's Message:

Hello everyone,

It was rewarding to see a good turn-out at Team Weekend. There was a lot of helpful information for those who made it, and the food was good, too.

I hope to see you at "Oktoberfest" bowling in Montrose on Tuesday, October 1.

A big "Thank You" to Van de Pol Petroleum and BG Petrospecs who are helping sponsor it, thus making it free for all who attend.

Come for the great time and the deepening of friendships, even if you don't bowl. Everyone always has a good time. Bring your family and employees, and BE SURE TO RSVP on the evite or to asca.05@gmail.com.



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

UPCOMING MEETINGS & EVENTS

Oct 1 - Oktoberfest at Montrose Bowl

Nov 5 - To Be Announced at Mijares

Dec 7 - Chapter Holiday Party at the Monrovia.

Report From Team Weekend

From one man's perspective,

A standing room only crowd ascended on Gufstafson Brothers Automotive in beautiful Huntington Beach early Saturday Morning for the So-Cal Team Weekend. The Saturday morning session found all ASCCA Committees and their volunteers (Government Affairs, Education and Training, Revenue and Benefits, Membership and Public Relations) hard at work evaluating and moving forward on the action plans set forth by members of ASCCA.

The Afternoon Session was one of the most important training and information events ASCCA has presented to it's members this year.

Bob Cushing, President and CEO of WORLDPAC gave us a presentation on surveys and studies that Worl-Pac commissioned and shared the results and comments about the future of the automotive aftermarket with the audience.

Rob Morell, (WorldPac) presented the months long survey results from the ASCCA membership questionnaire. The results will give Chapter\State leadership the tools needed to respond to ASCCA Members who took the time to participate. Rob also got to give away the prizes for the members who participated. Prizes includes Amazon gift cards (\$100.00,\$500.00) and 2 I-pads.

Jenna Simon, (Broadly) Gave a great presentation on how to create 5 star reviews and social media presence.

John Gustafson, (Gustafson Brothers Automotive) gave us a presentation about a program he created to mentor and develop the next generation of automotive aftermarket employees\shop owners.

Kevin Fitzpatrick, (Autologic Diagnostics) and his team gave a very informative demonstration and explanation of ADAS and how we are going to address this new technology when it hits our shops.

Bob Klingenberg was awarded introduction into the ASCCA Hall of Fame for his work and dedication to ASCCA and our core purpose.

John Gustafson was awarded the ASCCA Member of the Year for his contributions to the ASCCA Advantage.

A very nice dinner was provide by an ASCCA partner-Drive. Thank You!

Sunday morning found the Chapter Reps and State Board of Directors hard at work evaluating and prioritizing all of the work\information disseminated during the Saturday sessions.

The Chapter Reps and State Board members were updated on the progress of the committees action plans, corporate partner involvement and special programs only available to ASCCA members, (Armstrong\Coreemark gives access to ASCCA members to their complete HR portal for FREE! Sexual harassment training, HR questions and policy manuals can be utilized by members.

The hard working volunteers of ASCCA (Shop Owners helping Shop Owners), both from a chapter and state level really out did themselves this weekend.

The ASCCA Advantage was alive and on display in Huntington Beach this weekend.

-Glenn Davis

Building An Environment Where People Do The Right Thing (Without Being Asked)

SHOPOWNER

Mark Miller Jr.

Thinking about overhauling your company's culture can be overwhelming and intimidating. Is that because culture is more of an intangible? Because it's something you can't see or touch? Something you can't write out a standard operating procedure for? Something you can't put in place over the weekend and have ready for your staff Monday morning? We like to fix things with our hands or with a written process or a set of rules, but we can't fix culture that way.

A Solid Foundation

I like to look at culture as the foundation your company will stand on. Without a solid foundation, we know what happens over time – the building will fall apart.

Culture is the nuts and bolts of why people will follow your lead. I don't like to look at culture as a management tool; it's more of a concept and system of core beliefs or principles that will cultivate a staff that everyone wants to be part of.

Building a culture in your company is not only a good thing to do for your business, it's the right thing to do for your people. Zig Ziglar – my favorite philosopher – once said, "You can have everything you want in life, if you can help enough other people get what they want." That means if you can help your employees achieve their goals and dreams, you'll in turn achieve your own.

How To

That was a lot of feel-good talk, but let's see if we can put these feelings into a "how-to" – or at least as close to one as we can get.

As I mentioned before, it's difficult to put an intangible concept into a "how-to," but we're going to give it our best shot. Fair warning, though: Creating a culture will take a change of heart to achieve. If you are not open to that, you may want to skip over this article.

I'm going to give you four baseline principles or ideas to help you create a great culture among your staff. All of these principles will drive a "lead," not "manage," philosophy. We always want leadership as opposed to management.

Grab your pen and paper, here we go:

1. Use employee input to create a vested interest in the overall success of your operation.

How can you get people to be as passionate about your company's success as you are? You most likely can't, but the next closest thing is something called "buy-in."

Are you more excited to implement your own idea or someone else's? Everyone wants to be heard. These folks are out on the floor and on the front lines every single day, dealing with insurance companies, writing estimates, turning wrenches, straightening panels, etc. Your staff feels the pain of daily issues, every day, all day.

This is a two-fold concept. First, the relief an employee experiences when someone listens to what they go through day in and day out is huge. We all know this feeling, it's called venting and it just feels good and is healthy. If they're venting to you, your manager or the staff in a healthy group setting, it will keep them from doing the negative kind of venting, also known as gossip, slander, dirty laundry, etc. Gossip and chatter about the company in a negative way is one of, if not THE greatest culture killers. We need to get rid of this by any means necessary. So why not do it in a healthy, meeting-style environment? These types of meetings need to be hosted regularly, about once per week to begin. I would not recommend cutting them back to any less than twice per month, if at all.

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The second part of this concept is listening to the problems that employees face on a daily basis and removing the problems or creating solutions. This should be familiar to those who practice lean concepts. You find a way to remove the waste, problems and distractions that keep people from doing their job as effectively as possible. (If you're practicing lean or Six Sigma, I recommend using the "5 Why" method in your meeting.) I call this throwing away the fire extinguisher. You know just how much that extinguisher is used in our line of business; it's just about a full-time position. These daily annoyances can kill employee morale and hinder productivity.

When a staff member offers an idea that isn't so great, or isn't something you can input, find another creative way to address their concern. If there is no way to do that, then have a quick, private meeting with them to explain why. If you find yourself shutting down employees' ideas often, take a step back and make sure you're addressing these ideas with an open and creative mind.

2. Communication

Communication involves listening with an open mind and communicating the goals you're working toward to your staff. People want to know more than just what; they want to know why. A lot of times, people are frustrated because they don't understand why you're having them do things a certain way.

Most of the time, a manager or owner of a company has put a lot of thought into the way things are going to be done at their shop. After all, this is one of the reasons why they're an owner/manager – they think through their processes and decisions carefully. (At least they should be! I bet some technicians may say different.) Technicians or lower-level managers are more doers than thinkers. So, do your best to let your staff know the why, not just the what. It can lower frustration levels and eliminate confusion.

Our workforce is getting younger as the baby boomers are retiring or finding other fields of work. They're just plain beat up from many years of wrenching on cars. Your millennial worker is a stickler for the why. You'll find that providing your younger employees with the proper information and explanation will go a long way toward achieving the outcome you're looking for.

This last thought is a nice segue into our next principle: leadership. Great leaders are known for great speeches. A great speech is a strong form of communication. Take some time to prepare for your staff meetings. Don't be afraid to share personal stories, trials and tribulations, or even some humor. You may look at it as just your staff you're talking to, but they're an audience that still needs to be captured. It can also be beneficial to start your meetings with hearing their side of things and what they have to say. They'll be more apt to hear what you have to say after they know you've listened to their concerns and ideas.

3. Servant Leadership

Get down in the trenches with your people! Spend time out on the floor with them. Go and see for yourself (known as "Genchi Genbutsu" in the Toyota Production System). If an employee is explaining something to you, ask them to show you. Always take this opportunity. You'll be amazed at the things you learn when you actually go and see for yourself. Toyota built an entire production model with this as one of the core concepts. (If you're not up on lean practices, that's where the Japanese came from earlier.)

This is a tough concept to get people to follow because it requires a little extra work and some humility. For example, if you're having the guys come in on a Saturday to clean the shop, be there. Show up in work boots and jeans and dig in with them (but be careful, this may cause some of them to faint!). You don't have to do this every single time, but from time to time, lend a helping hand. The next time there's an event like this, buy pizza and spend some time talking about their personal lives (if they're open to that). If you see someone is down in the dumps, reach out and ask if you can help them or just simply listen to them. If an employee's mother passes away, be at the funeral home.

Sometimes this step can take a change of heart. You want this to be authentic. The way it becomes authentic is through a spirit of appreciation for what they do for you on a daily basis. I've seen many managers and owners carry the attitude, "I give them a paycheck, that is my appreciation." However, there's a reason they're at your shop. There's a reason you chose them as opposed to another technician who's working up the street. Think about those reasons and appreciate them for that. If you can't think of any reasons, that may

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be a whole other topic!

The next idea I'm starting to see more and more of (maybe because of social media) is serving your community with your staff. This is one of the healthiest things a company can do together. If you don't believe me, try it and see if you can come home without a smile on your face. If it's on a weekend, listen to the positive chatter in the shop Monday morning. You'll notice an all-around lighter spirit. There is no better way for a company to be recognized than by serving their local community, whether it be through a food drive, car wash for single mothers, or presenting a car you voluntarily rebuilt to a less fortunate family. This will create a bond between your staff that few other things can.

Another terrific way to serve while leading is when you're interviewing or conducting an employee review. Instead of just telling them what you want or expect, ask them what their goals and aspirations are and what they expect from you. Then, find ways to help them achieve those goals. It must be a win-win for both sides.

Servant leadership is something I didn't practice in my early years of management. As I look back, I wonder how much farther along I would have been had I known this, both personally and in business. This step will take your culture farther than any other step we'll talk about.

4. Appreciation

This topic is short, simple and to the point. I cannot stress this one enough. This can be really simple. Take the time to notice when someone goes the extra mile or just does their job exceptionally well on a daily basis. Even when you see someone performing a rudimentary task, take a minute and thank them. If nothing else, just have a sense of appreciation because they're most likely performing a task you don't want to do! It can be that simple. The best way to get your team to go the extra mile is to appreciate what they do for you.

Summary

So why is a good culture so important to a company's success? Why should you create one in your company?

A culture creates the type of environment where people do things without being asked. It motivates employees to want to make the right decisions, to make decisions as if the company was their own.

It creates trust. It will brand a group of people who act and perform the same when you're not there as when you are. By involving the staff in decision making and process mapping, it will make them more passionate about what they're doing because it's their own creation. People drive harder for their own ideas; it's only human nature. If you appreciate 100% effort, you'll continue to get 100% effort.

It creates a culture of people who do the right thing even when no one is looking. Culture makes the workplace better for all participants. People want to be heard! Employees want to know that what they're doing makes a difference. Making the goals known by casting vision creates buy-in, as long as the vision is solid and beneficial to all.

There are many ways to build culture in your company. I hope I've given you a good sense of what culture is and how to help cultivate it. There is no "one way" to create a good culture in your company, so be creative and come up with some of your own methods.

I can tell you from experience that the concepts mentioned in this article work. They gave my business a competitive edge over others in my area when it came to finding and keeping good employees. We all know how hard it is to find good people, ask any business owner. Use these concepts to give yourself an edge and make your business, your people and yourself better today than yesterday.

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Tax & Business Tips from Norm Blieden, CPA

October 2019

October 15

- Extended individual and C-corp tax return filing deadline

Autumn's in full swing, meaning it's time to start preparing for the busy months ahead.

Another Year, Another New 1040

In 2018, the government attempted to "simplify" the tax-filing process by drastically shortening Form 1040. The result was six new schedules that created a lot of confusion. Now the IRS is attempting to ease some of that pain by revising the form and removing some schedules. Will it help? Here is what you need to know:

- More information on the main form. To make it easier for the IRS to match pertinent information across related tax returns, new fields have been added on the main Form 1040. For example, there's now a spot for your spouse's name if you choose the married filing separate status. In addition, there's a separate line for IRA distributions to more clearly differentiate retirement income.
- 3 schedules are gone. What was your favorite memory of Schedules 4, 5 and 6? Was it the unreported Social Security tax on Schedule 4? Or the credit for federal fuels on Schedule 5? While those schedules will no longer exist, those lines (and many others) have found a new home on one of the first three schedules. Less paperwork, but still the same amount of information.
- You can keep your pennies! For the first time, the IRS is eliminating the decimal spaces for all fields. While reporting round numbers has been common practice, it's now required.

Additional changes on the way. The current versions of Form 1040 and Schedules 1, 2 and 3 are in draft form and awaiting comments on the changes. Because of the importance of the 1040, the IRS is expecting to make at least a few updates in the coming weeks (or months) before they consider it final. Stay tuned for more developments.

- How to prepare for the changes: The best way to prepare is to be aware that 1040 changes are coming. The information required to file your taxes will remain the same, but some additional hunting will be necessary to find the shifting lines and fields on the modified form.

Remember, changes bring uncertainty and potential for delays, so getting your tax documents organized as early as possible will be key for a timely tax-filing process.

Bill collector calling? Know your rights

Maybe you're behind on paying your bills because of circumstances outside of your control. Or perhaps there's been an error in billing. Either way, these scenarios may lead to a run-in with a debt collector. Fortunately, there are strict rules in place that forbid any kind of collector harassment in the U.S. If you know your rights, you can deal with debt collection with minimal hassle. Here's what to remember:

- You have a right to details — without harassment. When a debt collector calls, they must be transparent about who they are. They need to tell you: "This is an attempt to collect a debt, and any information obtained will be used for that purpose." In addition, debt collectors cannot use abusive language, or threaten you with fines or jail time. The most a debt collector can truthfully threaten you with is that failure to pay will harm your credit rating, or that they may sue you in a civil court to extract payment.
- You don't have to put up with 24/7 calls. Debt collectors may not contact you outside of "normal" hours, which are between 8 a.m. and 9 p.m. local time. They may try to call you at work, but they must stop if you tell them that you cannot receive calls there. Keep in mind that debt collectors may not talk to anyone else about your debt (other than your attorney, if you have one). They may try contacting other people, such as relatives,

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neighbors or employers, but it must be solely for the purpose of trying to find out your phone number, address or where you work.

- You can tell them to stop. Whether you dispute the debt or not, at any time you can send a "cease letter" to the collection agency telling them to stop making contact. You don't need to provide a specific reason. They will have to stop contact after this point, though they may still decide to pursue legal options in civil court.

You can dispute collection. If you believe the debt is in error in whole or in part, you can send a dispute letter to the collection agency within 30 days of first contact. Ask the collector for their mailing address and let them know you are filing a dispute. They will have to cease all collection activities until they send you legal documentation verifying the debt.

If a debt collection agency is not following these rules, report them. Start with your state's attorney general office, and consider filing a complaint with the U.S. Federal Trade Commission and the Consumer Financial Protection Bureau, as well.

Reminder: Time to Start the Financial Aid Process

If you have a child in college or entering college during the next school year, you need to read this. You can now fill out your required Free Application for Financial Student Aid (FAFSA) for the next school year.

FAFSA application timeframe:

- The Free Application for Federal Student Aid (FAFSA) process opened on Oct. 1.
- The time to file is now

The earlier you file your application, the earlier you will receive aid packages from most participating schools. The application is used to receive grants, federal loans and work study awards. Here are some hints to ensure the application process works in your favor:

- Create your FSA ID. If you have not already done so, both the student and a parent will need to set up a Federal Student Aid (FSA) ID (username and password) within the FAFSA system. You cannot submit the FAFSA form without first doing this.
- File the FAFSA early! As soon as possible, fill out and submit your FAFSA. Filing early maximizes your chances of receiving aid. It also minimizes your chances of missing an unknown application deadline.
- Use your tax records. Because the year is not yet over, you can use last year's (2018) tax information when filling out the application. There are IRS tax return data retrieval tools within the online application to automate this process.
- Talk to your advisors. If you have a child ready to attend college, stay in touch with both your financial advisor and your school advisor. A financial advisor is used to help manage your assets to present a good financial picture starts before your student's junior year in high school. The school advisor is a great resource to help you find potential sources of money.
- Collect the right info. To fill out a FAFSA you will need the following:
 - o Social Security number
 - o Alien registration number (if not a U.S. citizen)
 - o Federal tax information
 - o Record of any nontaxable income (excluding retirement account balances)
 - o Balances of the following:
 - ✦ Cash, savings and checking accounts

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- ✦ Investment asset balances
- ✦ Other assets
- o FSA ID

Filling out the form can be a daunting task for the uninitiated, but with proper preparation you can get your form done in quick order.

5 Ways Payroll Services Boost a Business

Is a payroll provider right for you and your business? While it is an added expense, there are good reasons to add a partner to help with this service. Here are five things to consider:

1. Allows full attention on growing the business. If a portion of employees is focused on managing and processing payroll, business growth opportunity may be stifled. This is especially true if a key employee or owner is the one processing payroll. By outsourcing payroll responsibilities, the full workforce can concentrate on growing the business.
2. Improves accuracy and compliance. Most entrepreneurs didn't go into business to tabulate hourly time cards, calculate tax withholdings, or stay current with the constantly changing government filing requirements. Thankfully there are those who specialize in monitoring labor regulations, compliance updates and the number-crunching that payroll requires. This will invariably improve the payroll accuracy a business needs.
3. Lowers audit risk and increases peace of mind. Federal taxes, state taxes, local taxes, Social Security, Medicare, unemployment taxes and overtime requirements are long (and growing). Payroll services reduce audit risk on the front end and provide audit assistance on the back end.
4. Enhances internal controls. Separation of duties is an important internal control for all businesses. This is tough to do in a small company. Businesses with one or two-person payroll departments are susceptible to fraud or embezzlement. Adding an outside payroll service can provide the checks and balances a company needs to stay protected.

Save money. One of the key methods of reducing business costs is adding efficiency. Outsourcing payroll increases efficiencies because payroll professionals need fewer hours to get the job done. These time improvements, coupled with potential savings in penalties and interest, can have a positive effect on net income.

When laying out and understanding all aspects of using a payroll service, it may be time to review your situation.

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

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Take a few minutes and listen to other professionals in the Automotive Aftermarket Industry on the “Remarkable Results Radio.”
(Ctrl/Click on the photo below.)

– Recommended by Gene Morrill

We Talk the Business of the Automotive Aftermarket

Hi, I'm Carm

I'm connecting aftermarket professionals willing to share their wisdom so we all rise to new levels of success.

Invest in these long-form audio interviews, roundtables and summits and find solutions in the spoken word.

[Start Listening Here](#)

Conversations worth hearing.

"The Podcast is Like a 40 Minute 20 Group". Andy Bizub

Hi Aftermarketers: Carm Capriotto here.

I'm the founder and host of *Remarkable Results Radio*, the only podcast, or occasionally called 'On Demand Audio', that interviews today's most inspiring and successful automotive aftermarket professionals.

Entrepreneurs from the service sector share their continuing journey to remarkable results. Industry trainers share their perspective on the steep learning curve we have. Business coaches provide their insights on what challenges there are to leading a profitable business. Industry thought leaders share their vision for the current state and future of the industry.

There are always great take-a-ways from each podcast and so worthy of your time invested to learn all you can about the service professional. Our podcast theme is to "Listen To Learn Just One Thing". If something you learn inspires a new idea or thought and you implement or become a better leader then you are better for having listened each week.

My purpose is to bring like-minded people together that want knowledge in a way that is easy to digest in their day to day life. I'm connecting people that care about building a stronger aftermarket and I'm fundamentally changing the behavior of how aftermarket professionals get their information, insights, training and strategies.



Click [Here](#) for complete bio.



2020 Scholarship Application Now Open for the ASC Educational Foundation!

Applications are currently being accepted for the Automotive Service Councils Educational Foundation (ASCEF) 2020 scholarships! Each year, the ASCEF awards 18 scholarships ranging from \$500 - \$1,000. These scholarships provide assistance to current under-graduates who are in the automotive service field.

Overall Qualifications: You must be planning to seek employment in the California after-market/independent repair industry and be a:

- California high school senior who plans to enroll in post high school technical and academic training or
- California college under-graduate in the automotive service field.

Applications must be submitted by March 31, 2020.

To apply online visit:

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

The ASCEF is a nonprofit corporation dedicated to supporting and advancing the entire automotive industry through technical education and training, scholarships, and other industry inspired programs.

To learn more about the ASCEF, visit **www.asc-ef.org**.

Questions? Contact Kate Peyser at 916-290-5828 or **kpeyser@amgroup.us**.

Professional Business Development Southern California Schedule

Saturday morning 9 AM to 12 PM

March 30	Irwindale Speedway	Don't just sit there do something!	All the knowledge in the world cannot make it happen. You must get up and take the 1st step, write the 1st word, drive the 1st nail. Our world is paralyzed by great ideas but not the discipline to implement them. Knowledge is not the power we seek, implementation of the knowledge we already have is the key to success. The most successful business owners have had the discipline to take the 1st step . 4 Essential Steps to Successful Implementation	ENTIRE STAFF
May 25	Irwindale Speedway	Business 101 for Employees	Teach your employees about business, the ABC's of Cash Flow and Basic P&L interpretation. Ever heard of the "6 Minute Factor," the "Pitfalls of Discounting" and "The Missing employee." Join us in determining what it could cost you and your business. Learn how 6 minutes per tech per day could be the difference between making money or closing your doors.	ENTIRE STAFF
July 20	Irwindale Speedway	Service Advisors Roundtable	Sit down with your service advising peers to discuss the challenges facing service advisors in repair shops today. No subject is off the table! Phone shoppers, quoting prices, the internet customers, or owners and staff.	SERVICE ADVISORS
September 14	Irwindale Speedway	11.5 Ways to Massively Grow Your Customer Base in 30 days	Need to get some new business and do so quickly? Lost too many customers over the last few years? Want some new marketing ideas or maybe some new ways to use the old ones? In this workshop, you will learn the many tried and true ways to massively grow your customer base very quickly.	OWNERS/ MANAGERS
November 16	Irwindale Speedway	Owners Roundtable	Sit down with other owners and managers to have an open honest and frank discussion on the Good, Bad and the Ugly of shop ownership today	OWNERS/ MANAGERS



Irwindale Speedway
500 Speedway Dr. Irwindale 91706

ASCCA Foothill Chapter 5 Member Benefits

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

- 1. A VERY LOUD POLITICAL VOICE.** Individually, there isn't much we can do to shape legislation which will affect our industry, but collectively, our united voices are STRONG, LOUD AND FOCUSED. Politicians and elected officials in state, county and city governments listen to ASCCA when we talk, because we represent hundreds of members (& thousands of voters!) statewide. Often, the Bureau of Automotive Repair discusses with ASCCA rules and regulations under consideration to see how they will fit in the real world of automotive repair.
- 2. SHOP TO SHOP NETWORKING.** Our members don't see each other as competition but as comrades in the industry, helping each other to succeed. If you have a problem you can't figure out, call one of our members who specializes in that area. They'll be glad to help you out.
- 3. INFORMATIVE MEETINGS.** We hold Dinner Meetings on the first Tuesday evening of each month. Our meetings offer great speakers, camaraderie, valuable information, and the latest news on what's happening in the automotive repair industry. You also get to network with other shop owners and exchange ideas, tips, techniques and short cuts. The monthly meal is included in your dues, plus we have a long-standing special where you can bring your spouse or business partner at no charge! Our Chapter Board of Directors schedules our programs and welcomes any suggestions you have on good speakers! Contact the chapter office with your suggestions. For the location and current speaker, look on the last page of this newsletter.
- 4. CHAPTER SEMINARS.** The Foothill Chapter Board of Directors and our Seminar Committee Chair, Raul Salgado of Raul's Auto Repair in Azusa and Covina, keeps us informed on seminars on business management and technical subjects for our shop owner members and their technicians. Cost is minimal and sometimes free. This is a tremendous member benefit for you and your employees! Give Raul your ideas and suggestions for seminars & we will try to schedule the seminars you want. (626) 339-7566
- 5. MONTHLY & QUARTERLY NEWSLETTERS.** We send out an environmentally-friendly monthly email newsletter with helpful and informative articles, tech tips, contact lists and information, upcoming events, reports on recent events and vendor ads & information. Once a quarter you'll receive the newsletter from the State Association Office.
- 6. THE FOOTHILL CHAPTER WEBSITE.** This Foothill Chapter website at <http://www.asc5.com/> lists members by city. It also lists upcoming seminars and meetings. Contact Joseph Appler at asca.05@gmail.com with questions or suggestions for the chapter web site.
- 7. CHAPTER JOB BANK.** The Foothill Chapter has established its own Job Bank Network for member shops. If you have a qualified applicant you can't use, or if you need to hire someone, send a summary email to asca.05@gmail.com & your information will be forwarded to the entire Chapter 5 membership.
- 8. CHAPTER ASE LENDING LIBRARY** Call Darren Gilbert at (626-282-0644) or email him at gilbertmotors@yahoo.com for more information.
- 9. CHAPTER SOCIALS.** Our Socials Chairman, Jack Scrafield (818) 769-2334, arranges outstanding social events for us throughout the year. We've visited JPL, the J. Paul Getty Museum, had many "Day at the Races" at Santa Anita Race Track, toured the Autry Museum of Western Heritage, taken a murder mystery train ride including a delicious dinner, attended the races at Irwindale Speedway, had bowling dinner parties at Montrose Bowl, had several excellent parties, and toured the J. P. Nethercutt Collection of beautiful classic automobiles. Jack would like to hear from you with your suggestions for future social events.
- 10. ASCCA NET PRESENCE.** ASCCA has established a home page at <http://www.ascca.com/> The ASC web page has three target audiences: 1) ASC members now have a quick, easy reference on their computer to keep them abreast of what is occurring in the state association and within the automotive repair industry; 2) California shops that are not ASC members can learn more about the advantages of being an ASC member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASC members quickly and easily on the ASC web pages. All ASC members statewide are listed. Soon, your shop website will be able to have a link on the State site.
- 11. FREE CPA CONSULTS.** All ASCCA Chapter 5 members are entitled to a half-hour of free telephone consultation each month from chapter member Norm Blieden, CPA. The service is not limited to shop business though Norm has extensive experience in shop-related matters. This member benefit can save you a ton of money and a lot of headaches. Call Norm at 626-440-9511.

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

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

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

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

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

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












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

The ASCCA Advantage

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










Corporate Partners - Increasing Your Membership Value

BUSINESS SUPPLIES, EQUIPMENT & SERVICES		
	ASCCA members get access to Auto Care Association's publications, the Aftermarket Insider and the ACA Capitol Report, as well as member discounts on ACA publications and events. Call to see how you can save up to \$600 a year!	Kathleen Schmatz, (301) 654.6664 kathleen.schmatz@autocare.org
	AESwave specializes in sales and support of automotive diagnostic equipment. Each day, thousands of technicians, educators, trainers, engineers, and technical writers use products and strategies developed at AESwave.	Carlos Menchu, (877) 351.9573 info@aeswave.com www.aeswave.com
	This partnership provides Platinum level membership pricing, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more!	Jim Gray, (704) 301.1500 jim.gray@autozone.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 Waln (949) 337.2484 Eric Elbert (805) 490.6080, EricE@petrospecsBG.com www.petrospecsinc.com.
	Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit hotelstorm.com/ascca and use password Auto 1234 to get your discount.	conciierge@hotelstorm.com www.hotelstorm/ascca
	LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.	Steven Poole, (562) 320.2398 SJPoole@lkqcorp.com
	The leader in automotive thermostats; fuel, oil and coolant caps sold to the North American automotive aftermarket. Their line of thermostats is one of the most advanced in the automotive industry, using state-of-the-art manufacturing equipment, with strict quality control and functional testing, ensuring high quality and long-lasting products.	Sean Ruitenber, (618) 599.5196 sean.ruitenber@motoradusa.com
	Motul is the first lubricant manufacturer to pioneer the formulation of a 100% synthetic lubricant for automotive engines, the 300V, making use of Esters technology and issued from the aeronautical industry. Motul's 8100 line of 100% synthetic oils have OE approvals from manufacturers such as Porsche, Audi, BMW, Mercedes-Benz, and VW.	Nick Bagley, (909) 538.2042 n.bagley@us.motul.com
	NAPA Auto Care is the largest aftermarket repair network in the country with over 16,000 independently owned and nationally recognizes automotive, collision, and truck service centers. NAPA's mission is to help all member businesses increase their car count and sell more services.	John Hartman, (619) 300.4910 NAPA SoCal District Sales Manager john_hartman@genpt.com
	Streamlined business supply ordering process. Free delivery over \$50. Custom pricing and discounts for ASCCA members.	Michael Nitz, (855)-337-6811 Michael.nitz@officedepot.com https://business.officedepot.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.	ASCCA@oreillyauto.com

 Print & Direct Mail Made Easy	Mail Shark approaches direct mail strategically by providing penetration reports and demographic analysis to make sure you're reaching the right people They'll make it easier for you to grow your car count, manage your budget.	Josh Davis, 484-648-8626 josh@themailshark.com www.themailshark.com/ascca
	DFC is the leading manufacturer of award-winning automotive braking systems. They maintain a huge selection of brake parts for all domestic and foreign vehicle applications. Their engineers, product managers, and R&D staff work hard to give their customers first-to-market advantage.	Dan Biezonsky, 951-200-0953, danb@dynamicfriction.com , http://www.dynamicfriction.com/
EDUCATION PROVIDERS		
	The ACT Group is a partnership of long time automotive industry experts. Former Technicians, Service Writers, Managers, General Managers and owners of automotive facilities offer their expertise in a strong variety of industry training classes. Discounts are available to ASCCA members, including \$200.00 off our Service Advisor Classes.	Ray Kunz, 916-588-0775
	ATI has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years. <ul style="list-style-type: none"> • They are the industry leader in automotive business coaching providing expert management and consulting services. Get weekly business coaching from an industry expert and classes in marketing, hiring, finance, leadership and sales. 	Jim Silverman, (301) 575-9140, jsilverman@autotraining.net , www.autotraining.net
	Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel. <ul style="list-style-type: none"> • ASCCA Members have exclusive access to discounted training courses. • Save \$800 on every Service Writer course and \$55 on every seminar. (Space limited.) • FREE 30 minutes of business consulting advice per month. 	Maylan Newton (866) 526.3039, maylan@esiseminars.com .
	25% discount on all ASE exam study guides.	James Hwang (310) 857.7633
INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS		
	iATN is the world's first and largest online network of automotive service industry professionals. -Get discounted access to up to 5 premium access accounts, free job ad postings, a private forum for your shop, and unlimited access to the iATN Knowledge Base that allows you to search iATN's databases of in-use industry knowledge compiled over the last 20 years.	Greg Montero (651) 628.5706 greg.montero@iatn.com www.iatn.net
INSURANCE & LEGAL SERVICES		
	Includes an enrollment discount of \$100	Customer Service (866) 923.7767, www.armstrongprofessional.com
	Competitive dental & vision plans exclusively available to ASCCA members.	Mat Nabity, (916) 286.0918 mnabity@coremarkins.com
	FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!	Jack Molodanof, (916) 447.0313 jack@mgrco.org www.mgrco.org .
INTERNET MARKETING, WEB DESIGN & SEARCH ENGINE OPTIMIZATION		
	The Kukui All in One Success Platform provides solutions for custom online marketing tools, website design, customer relation management, search engine marketing, email marketing and customer retention, and revenue tracking tools. Kukui will help you track stats about new clients, your customer retention rate, and will help you track areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design.	Todd Westerlund (925) 980.8012 Todd@kukui.com or Patrick Egan (805) 259.3679 Patrick@kukui.com www.kukui.com

WWW.ASCCA.COM

	<p>Through internet marketing, Broadly gets great customer reviews on Google, Facebook, and other review sites. ASCCA members get a FREE account set-up (valued at \$200).</p>	<p>(800) 693.1089 marketing@broadly.com www.broadly.com</p>
	<p>Join the nation's largest network of elite auto repair shops. RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. RepairPal shops gets 8-10 new customer contacts per month, with an average repair order over \$500. (Estimated new business \$48,000/year)</p>	<p>Evan DeMik, (415) 595-3346 evan@repairpal.com www.repairpal.com</p>
<p>MERCHANT SERVICES</p>		
	<p>Receive up to a \$350 rebate on your ASCCA State dues when you use DFG to process your credit cards. Call for a free no obligation consultation.</p>	<p>Shannon Devery (877) 326-2799 www.digitalfg.com/</p>
<p>SOFTWARE PROVIDERS</p>		
	<p>A comprehensive cloud-based tool that offers simple solutions to workflow management, communication, digital vehicle inspections, and quality control.</p> <ul style="list-style-type: none"> Developed by a shop owner designed specifically for the challenges shop owners face, AutoText.me's software is easy to implement and will save you time while you solve common shop problems. Available as a benefit to all ASCCA shop owners.. 	<p>Chris Cloutier (469) 546.5725, chris@autotextme.com, www.autotext.me</p>
	<p>Members receive a promotional price for online diagnostic tool and telephone diagnostic services. New Identifix members received \$40 off each of the first 3 months and \$10 off every month after for annual savings of \$210</p>	<p>Customer Service (800) 997.1674</p>
	<p>The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. Ask for a special ASCCA member rate.</p>	<p>Matt Ellinwood, (415) 890.0906 x106 matt@shop-ware.com.</p>
<p>UNIFORM SERVICES</p>		
	<p>Nationally recognized supplier of customer and employee apparel & janitorial services with special ASCCA pricing.</p>	<p>Jessica Essad 775-813-8954 EssadJ@cintas.com</p>

ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

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

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

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

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



Scan here to learn more about your benefits
or visit <http://asca.com/resources/memberbenefits>

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

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



Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	abec@petrospecsbg.com
Dorman Products	Frank Alviso	951-206-7023	falviso@dormanproducts.com
Frederick Blum Insurance	Fred Blum	626-401-1300	blum4@pacbell.net
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Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
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SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Van de Pol Petroleum	Wes Powell	562-236-1000	wpowell@ineedoil.com

***Be sure to use the Anyvite electronic invitation to RSVP.
If you didn't receive it, contact the Chapter 5 office at
ascca.05@gmail.com***

ASCCA CODE OF ETHICS

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

Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

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

<p>C 1 - Automotive Consultant A 1 - Automotive Engine Repair A 2 - Automotive Trans/Trans Axle A 4 - Automotive Drivetrain A 4 - Automotive Suspension/Steering A 5 - Automotive Brakes A 6 - Automotive Electrical/Electronic A 7 - Automotive Heating/Air Conditioning A 8 - Automotive Engine Performance A9 - Diesel L 1 - Advanced Engine Performance L 2 - Med/H.D Truck Electronic Diesel P 1 - Parts Specialist Med/H.D Truck Dealership P 2 - Parts Specialist Automobile P 3 - Parts Specialist Truck Brakes P 4 - Parts Specialist General Motors P 9 - Med/H.D. Truck Suspension & Steering X 1 - Car/Light Duty Truck Exhaust Systems B 2 - Auto body Collision Repair - Painting/Refinishing B 3 - Auto body Collision - Non Structural Analysis B 4 - Auto Body Collision - Structural Analysis</p>	<p>B 5 - Auto Body Collision - Mech/Electrical Components B 6 - Auto Body Collision - Damage Analysis/ Estimating F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas M.M. - Engine Machinist Series E 2 - Truck Equipment - Electrical/Electronic Systems S 1 - School Bus - Body/ Special Equipment S 2 - School Bus - Diesel Engine S 3 - School Bus - Drivetrain S 4 - School Bus - Brakes S 5 - School Bus - Suspension/Steering S 6 - School Bus - Electrical/ Electronic S 7 - School Bus - Air Conditioning T 1 - Med/H.D. Truck - Gasoline Engines T 2 - Med/H.D. Truck - Diesel Engines T 3 - Med/H.D. Truck - Drive Train T 4 - Med/H.D. Truck - Brakes T 5 - Med/H.D. Truck - Suspension/ Steering T 6 - Med/H.D. Truck - Electrical/Electronic Systems T 7 - Med/H.D. Truck - Heating/ A.C. Systems T 8 - Med/H. D. Truck - Preventive Maintenance</p>
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ASCCA Chapter 5 2019 Board of Directors

Executive Board

2016

President.....Kirk Haslam
 Phone..... (626) 793-5656
 Email.....advancemuffler1234@gmail.com

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

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

Treasurer.....Jim Ward
 Phone..... (626) 357-8080
 Email.....jim@wardservice.com

Board of Directors

Randy Lewis..... (909) 717-9950
 Gene Morrill..... (626) 963-0814
 Darren Gilbert..... (626) 282-0644
 Johanna Reichert..... (626) 792-9222
 Jack Scrafield..... (818) 769-2334
 Mike Bedrossian..... (626) 765-6190
 Dave Label..... (626) 963-1211

Chapter Rep

Jack Scrafield.....(818)769-2334

Committee Chairs

Seminars..... Tim Chakarian.....(626) 792-9222
Socials..... Jack Scrafield.....(818) 769-2334
Programs..... Tim Chakarian.....(626) 792-9222

Associate Member Board Rep.

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

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

ASCCA State Contacts

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

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

Executive Director
 Gloria Peterson...(800) 810-4272 x104 or GPeterson@amgroup.us

Deputy Executive Director
 Karissa Groff.....(800) 810-4272 x116 or KGoff@amgroup.us

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

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

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

Government Offices/Contacts

US Senator Kamala Harris..... (D)
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 Email.....senator@harris.senate.gov

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

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

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

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

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

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

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

CA Senator Ling Ling Chang..... (R-29)
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CA Assembly Luz Rivas..... (D-39)
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 Email.....Assemblymember.Chau@assembly.ca.gov

Government Offices/Contacts

President Donald Trump..... (R)
 Phone..... (202) 456-1111
 Fax..... (202) 445-4633

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

OKTOBERFEST! ASCCA 5 Style!



Montrose Bowl



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

Join ASCCA 5 on Tuesday, October 1 2019 - 6-9pm

Bowling - German Buffet - Trophies - And Great Fun

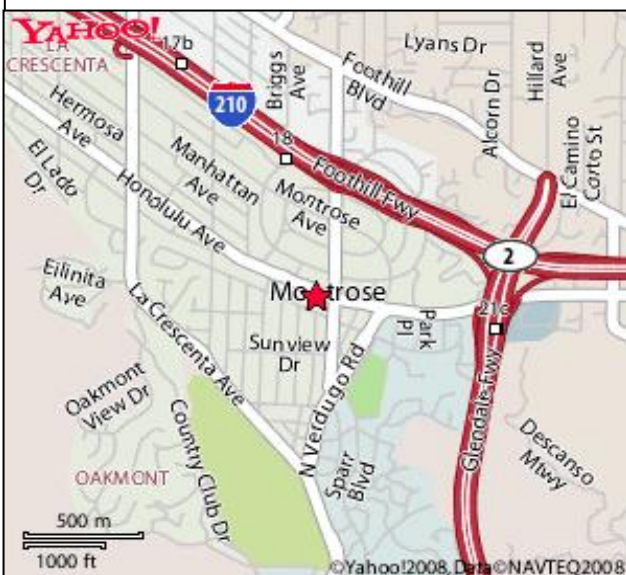
All at no cost to you!!!

Montrose Bowl - 2334 Honolulu Ave.; Montrose, CA 91020

Sponsored by BG Petrospecs & Van de Pol Petroleum

For many years, ASCCA Chapter 5 has celebrated "Oktoberfest" together at the Montrose Bowl. After all, it can't all be about business, can it?

Enjoy bowling in a private 50's style bowling alley.



Directions

From the 210 Freeway, just west of the 2, take Ocean View Blvd. South to Honolulu Ave. Turn right, and it's on the left.

Bring the Family - Feast at the German Buffet
See if you can win one of these trophies:
(High Score Male & Female; Best Backwards Bowler; Best Opposite Hand Bowler)

We will have a brief program, and our sponsors will be on hand to show us how their products can help us better serve our customers.

This is a great opportunity to bring a potential member to meet members of our chapter, and to get a taste of who we are!
Bring your employees, too!

RSVP via Evite or asca.05@gmail.com to reserve your place.