



ASCCA Foothill Chapter 5 December 2019



President's Message:

Happy Holidays and MERRY CHRISTMAS!

We hope all is well and you are having a great time with your families over the holidays. The Christmas party is here; don't forget to buy your tickets early. See the flyer on page 2.

We will be giving donations to House of Ruth, so they can have a much deserved Merry Christmas also. Please donate or buy casino chips to play at our party.

Your winnings will be cashed in for tickets for many great donated prizes. Much thanks to those who have given or donated already

This is a good time to look back on our lives and freedoms and really thank those who have helped us along the way.

For those who missed last meeting, another great member who has done a lot for our chapter, Jack Scrafield, is retiring. (What, no jokes?) Anyone who would like to be more involved, we will be looking for another board member. The board meets on the second Thursday of the month.

Many thanks to the Board members and all those who are involved in our chapter and ASCCA.

We are planning out our programs and seminars for 2020. If there's anything you would like, let us know!

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

UPCOMING MEETINGS & EVENTS

Dec 7 - Chapter Holiday Party at the Monrovia.

Jan 7 - Maylan Newton at Mijares

Jan 25/26 - Team Weekend in Sacramento

Feb 4 - C3 Marketing at Mijares

Mar 3 - TBA at Mijares

Apr 7 - TBA at Mijares

Apr 28 - Automotive Aftermarket Industry
Legislative Fly-In Day ("Leg Day")

May 5 - Shop Night (Location TBA)



**ASCCA Chapter 5
2019 Casino Night
Christmas Fundraiser**

**All Proceeds go to support
House of Ruth
Assisting Families Victimized by Domestic Violence
Saturday, December 7 at 6 pm**

Location:

The Monrovia
534 S Myrtle Ave
Monrovia, CA 91016

Individual Tickets are

\$40 EACH (ctl-click to register & purchase)

OR, BUY THREE TICKETS, GET ONE FREE

FOUR FOR \$120 (ctl-click to register & purchase)

Includes, dinner, drinks, and casino night fun!

Sponsored by:

**Hawley Insurance Services
& DRIVE**

**This Event Is Open To Chapter 5 Members,
Friends, Family, Clients and Staff
Make It Your Company Holiday Party!**

Contact asca.05@gmail.com with questions
or to register and pay by check

A Special, “Thank you!” to Hawley Insurance Services for sponsoring our annual “Casino Night” Fundraiser

Hawley Insurance Services is a full service brokerage offering a wide variety of insurance products for businesses and individuals.

Please let us know how we can better assist you with liability insurance, workers’ compensation insurance, personal insurance, group/individual health insurance, and/or Covered California medical coverage.



2729 Saturn St., Suite B, Brea, CA 92821

Garage Liability - Workers' Compensation - Individual & Group Health - Life Insurance

License # 0G39707

A Special, “Thank you!” to DRIVE for sponsoring our annual “Casino Night” Fundraiser

SBA

SHOP BUSINESS ANALYSIS POWERED BY DRIVE

TAKE YOUR SHOP

TO THE NEXT LEVEL

With An In-Depth Analysis of Your:

- Website • Finances • Sales
- Social Media • Marketing • Production • Recruiting

ALL FOR \$395*

The **Shop Business Analysis (SBA)** will help you identify the strengths and weaknesses in your shop. In this complete analysis, we will walk you through every area of your business, from marketing and sales to production and profitability. You will also receive an in-depth visual inspection of your facility through the use of video clips and photographs. All of this information, including your marketing and your online presence, will be reviewed with DRIVE’s top team members. This service will leave you with a thorough understanding of your shop’s current condition and provide you with a plan to help take your business to the next level.



For more information visit

www.DRIVEShops.com/shopbusinessanalysis or call us at **(818)863-1077**

*Cost is tax deductible

Sell the Benefit



Joe Marconi - This story was originally published in Ratchet+Wrench on Nov 1, 2019

A few years back, my service advisor, Tony, was trying to sell a customer a new battery. Let's call this customer Ed Jones. Here's how the conversation unfolded; "Mr. Jones, my technician completed our 21-point inspection on your vehicle and everything checks out fine. However, I do want to discuss the battery. Your battery was tested with our Midtronics digital battery diagnostic tool, which is a very accurate piece of equipment. Your battery is rated at 575 cold cranking amps, and your battery tested at 300. Would you like me to replace the battery today?" Ed Jones looked at Tony, and three seconds later said, "Thank you for the information. Let me think about it."

I know Ed very well. The car we were servicing that day was his daughter's car, who was home from college for the Christmas holiday. Ed's daughter is in her first year at Plattsburgh University in upstate New York, which is about a five hour drive and near the Canadian border.

I could see the frustration on Tony's face, so I gave him a little advice; "Tony, ask Mr. Jones who drives the car. After he answers you, ask him what the car is used for. Listen to his answers and then use that information to sell safety and peace of mind, not a battery."

Five minutes later, Tony reported back to me excited and amazed; "Joe, great advice! He authorized the battery! I guess you knew he would buy the battery with the right questions?" I replied, "You were trying to sell Ed Jones a battery by pointing out the technical process we use to determine the health of the battery. What you need to do is reach the customer on an emotional level. The questions I recommended you ask made him realize that it's the welfare of his daughter he was really buying, not a battery."

Now, let's clarify something. Tony didn't say anything wrong with his sales presentation. But he got the process backwards. He was leading with logic. If you're trying to sell something by using logic alone, you are going to struggle. People make buying decisions based on emotions. To make a sale, you need to connect with the part of the brain where emotions reside, and *then* back it up with logic.

Bombarding the customer first with facts and features tends to confuse the brain as it tries to make sense out what you are saying. That can be difficult because the technical information is usually not fully understood by the customer and the confusion usually results in the customer saying, "No."

Let's review the conversation when Tony asked the right questions; "Mr. Jones, who drives this car?" Ed replied, "My Daughter." Tony continued, "And what does she use the car for?" Ed replied, "She uses it to go college at Plattsburgh. She's home for the holidays and goes back to school on Monday." At that point, Tony realized why I urged him to ask those questions, and continued with, "So, your daughter drives this car back to college, and leaves on Monday. She goes to Plattsburgh, which is near the Canadian border. Mr. Jones, it's wintertime and that's a long, lonely drive. Her battery tested weak and may fail without warning. For peace of mind and your daughter's safety, wouldn't it be in her best interest to replace the battery before she leaves?" Ed now makes the emotional decision, "Yes."

Here's the bottom line. First, know your customer. Build rapport during the write up process and find out all the details of why the car was brought in for service. Second, tone down the technical side of what you do. That's not to say it's not important. But, before you give the technical facts, reach your client on an emotional level. Ask questions to find out as much as you can about the customer, and then direct the conversation to the reasons why what you are trying to sell will benefit the well-being of the customer and/or the customer's family.

Remember, decisions are easier to make when it has meaning to them or a family member. In Ed's case, not replacing the battery would have been unsettling to him. Tony's recommendation to replace the battery is perceived as the right decision because it promotes the safety and well-being of his daughter.

Humans are driven by feelings and make emotional decisions, then justify it with logic. Next time you are trying to sell anything to a customer, ask yourself, "Why should the customer buy what I am trying to sell?" The answer may surprise you.

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.

Stick to Your Guns



Rissy Sutherland - This story was originally published in Ratchet+Wrench on Nov. 25, 2019

Every now and then, I like to look back on lessons that I've learned from the best in the industry. One powerful lesson that I've learned is about rules and why they're there in the first place.

I have always struggled with wanting to say 'yes' to everything and everyone. I want to say 'yes' to our employees, to our customers and to our vendors. I want everyone to be happy all of the time, which, of course, is impossible and I have learned will kill your business. There comes a time when you realize that saying 'yes' to some things hurts your business, employees, team and your ability to manage it all.

I learned this lesson from one of the most successful large automotive chain company executives in the U.S., who, for the purpose of this article, we'll call John (he wishes to remain anonymous). John told me that every day, a new warranty job question will come up. For example, "Can we do this job for free because this customer is two days out of warranty?"

Everyone around you will want you to pay the technicians, pay for the parts if you can't return them for refund, continue to warranty the car... The list of one offs and what if's goes on and on. John told me you have to make the rule that if it's out of warranty, it's out of warranty. It doesn't matter if it's by one day, five days or two months. The reason is, once you start to make exceptions, then when does it end? Does holding true to a rule make you bad at customer service or business? No—it's just the rule. So, follow it or else you will have these little bends that come up everyday. These little bends are what suck up all your time and make you question if you did the right thing. I can promise you that if I call up my parts vendor and it's one day out of warranty, they won't give it away for free. I may not like it that day, but it's not unfair.

Following the rules comes into play in other areas of the business as well. Here's an example: We have a lot of employees and say, for instance, one of them comes in and asks for a day off because of XYZ. Maybe they didn't take a lunch last week or they have another reason that you believe is valid enough to warrant a day off. You feel bad and let that one employee have the day off. Then, of course, another employee finds out and if you don't also give them the day off, you turn into the bad guy. You bend the rules for one and the word gets out and if you don't do it for the next employee they could both end up leaving.

Another example is when you do someone a favor, explains John. John gives the example of a customer leaving their car at one of the shops for over a month because they couldn't afford an engine repair. The manager then chooses to give the engine at cost and doesn't charge labor. One year later, the engine fails. The customer is now angry and demands you pay for all labor, the entire new engine and extend the warranty for another period because they "paid" for an engine one year ago (at cost).

The point of all of this is really simple. Just follow the rules that you lay out as the owner and you will never have to second guess yourself and your employees won't come and question you about their options because they will know your stance. This will result in happier employees because you won't disappoint anyone - they know the rules. You also won't have the added stress of someone asking you to bend our own rules. You won't have to worry about losing respect from others because you bent a rule.

At the end of the day, we all have to make decisions that are ethical, practical and what is best for our families, customers, employees and companies. However, always remember if you made a rule, it was for a good reason. So, if you choose to break it, make sure the reason is just as good or maybe it wasn't a good rule to begin with.

I'll leave you with one basic tenet: Bending the rules is a slippery slope. Once a person starts bending the rules, then it becomes easier and easier to break the next one. The fact is that bending the rules - even once - can get a person in trouble.

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Rissy Sutherland is an auto care industry lifer, having grown up in her family's automotive franchise business and later implementing the training and operational systems for all 300 auto repair franchise locations for Moran Industries—the automotive giant that purchased her family's shops. She has opened more than 400 shops in her career as the executive for nearly a dozen automotive brands. She is one of the industry's foremost experts in shop operations.

Trends In Online Customer Reviews: Dramatic Shifts In Online Visibility Impact Repair Shops

SHOPOWNER

Roger McManus - ShopOwnerMag.com November 2019

Over the last couple of years, some significant changes in consumer behavior regarding researching retail sources of everything – including auto service – have left some repair shops behind because they were not paying attention. Luckily, it is easy to catch up.

When Amazon started this review craze a dozen years ago, they encouraged people who read books they bought on Amazon to critique them. A few loquacious readers, and perhaps wannabe writers, would craft long and involved essays about the books they had read regardless of the reader's experience. Amazon did not need lots of reviews or professional reviewers to make their strategy work. The gambit drove book sales.

Roll the clock forward and two types of consumer opinion websites developed: sites created specifically for reviews like Yelp and TripAdvisor, and sites created for social expression like Facebook and eventually Google. But because Facebook and Google are almost universally ensconced in consumers' lives, the last couple of years have allowed them to dominate the market for consumer opinions.

Google's Dramatic Growth

While we all knew Google was growing in importance, the growth was even more dramatic in publishing consumer reviews than we thought. Since 2015, Google's share of the reviews "market" has grown by over 200% from about 16% in 2015 to 58% in 2017. During that time, Facebook stayed at about 20% share with all of Google's growth cannibalized from the other players.

The reason for this dramatic shift comes down to simple convenience. A huge percentage of the population has accounts with Google and Facebook. Google predominates because they have so many free, useful tools and services, and you must have a Google account to use them. If you own an Android phone you must have a Google account. Facebook holds its own because "everyone" is on Facebook and millions of people have decided that to be "in the know" they have to participate.

A vast majority of businesses now have a Google My Business page and a Facebook business page. Additionally, because each site makes it so easy to leave reviews, consumers are more inclined to do so.

Google is far and above the No. 1 place people go to research products and services they buy (63% vs. 37% for all other sources combined). Because Google started including reviews in the search results with the other information delivered about the company, it is easy to see why it has exploded in its predominance in delivering consumer reviews. Further, because Google delivers reviews in the search results, it tends to preempt people even going to other sites to read reviews.

This is of significant importance to repair shops. Google has moved into such a dominant position that to be anything less than fully optimized on Google is a huge wasted opportunity. For tips on how to do this, see the sidebar on the adjacent page.

Is it a Two-Way Street?

As consumers have gained greater access to systems designed to solicit their opinions, they have acquired a tendency to want to be acknowledged. According to a recent survey by ReviewTrackers, over half (54%) expect to have some sort of response from a business about which they have written online. This is even more prevalent when the review is critical of the business. Despite their expectations, 64% say they have never gotten a response from any review they have left, good or bad.

(Continued on page 8)

(Continued from page 7)

This would suggest an opportunity for tire dealers to break out of the retailer pack and give customers what they expect, but rarely get — engagement. It takes very little time but demonstrates a lot of awareness. There is a subset of people who intentionally look for reviews with one star to see what could possibly go wrong.

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Stars Matter

People avoid trouble. Over 94% of people say they will *not* do business with a company that has credible negative reviews. Yet, they are forgiving. Nearly half (45%) will change their mind if the negative review is accompanied by a response from the business further explaining the circumstances, expressing a sincere interest in doing the right thing and encouraging the disgruntled customer to have further dialogue with them.

On the other side of that coin, there is a subset of people who intentionally look for reviews with one star to see what could possibly go wrong. They also look to see how a business owner responded, if at all.

Other Significant Trends

Reviews are getting more positive. Even though negative experiences will stimulate a review 20% more often than a positive experience, this number has shrunk over the past few years. Reviews have generally shifted more to the positive as the whole review phenomenon has matured. In 2010, the average star rating for all businesses was 3.8. By 2017, the average star rating had moved up to 4.2.

Reviews are getting shorter. People are making their points more succinctly. In 2010, the average review used about 600 characters. In 2017, the number had shrunk by two-thirds to fewer than 200 characters. This phenomenon is more a function of where people leave reviews than anything else. Earlier reviews were left on desktop computers where time and space encouraged more prose. Today, many reviews are left on a cell phone, making the process of keying in long sentences and multiple paragraphs less convenient.

Consumer opinions used to be limited to the number of people with whom a business could come into contact. Today, one person can speak to thousands instantly. This can be of great benefit to those who understand the game and play it actively. It can also spell disaster for those who ignore the reality that every customer experience is a story, and every consumer can publish.

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Columnist and contributor Roger McManus is the author of “Entrepreneurial Insanity in the Tire Industry” (Amazon) directed at the owners of tire and auto service businesses who are trapped as the hub of their business wheel. The book can be ordered at www.TheTireBusiness.biz. He can be contacted via email at mail@rogermcmamus.com.

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At our November meeting we awarded anniversary pins and bowling trophies as well as learned about the evolution of coolants.



Toxguard sponsored our dinner and helped us understand the evolution of coolants and what is available today.



5 years of membership for Bimmer PhD and Lex Mastertech!



15 years of membership for Randy Lewis and Jasper Engines

We presented some of our bowling trophies from last month's Oktoberfest!



Shop Drawing
 RM Automotive was drawn in the Shop Drawing, and was not present to win the \$220 prize.
 The prize will increase to \$240 for our January meeting. Remember, you must be present to win!

Attracting the Next Generation



Abby Patterson - This story was originally published in Ratchet+Wrench on October 8, 2019

A new generation is starting to get out into the “real world.” Generation Z, or those born between 1997 and 2010, are becoming the new millennials—a generation growing up in the prime of the digital age, and whose lifestyles much of older society does not understand.

“Gen Z is unlike any other consumer segment before them,” Mark Beal, Rutgers University professor of public relations, says. “They are the most diverse cohort and have had technology in hand since they were infants.”

Instead of complaining about this new generation, Beal decided to investigate what makes Gen Z tick. He conducted his own research and utilized surveys to see what drives Gen Z in the workplace and beyond, which resulted in writing “Decoding Gen Z.”

Not only does his book dive into Gen Z’s workforce habits, but it also touches on their habits as consumers. As consumers, Gen Z has some major power. From his research, Beal estimates the generation has the spending power of about \$150 billion.

“This year, Generation Z has become the largest group of consumers—they are not a small piece of the pie,” he says.

And because of their spending power, Gen Z can either make or break your business. So, where should we go from here? Beal goes over his findings and gives tips on how to adapt your marketing tactics to attract the next generation.

What did your findings say about Gen Z?

There’s a quote that the chief marketing officer of MTV said in a conference a couple of months ago that I use all the time: “They are the first generation that learned to swipe before they could wipe.” That always gets a couple of chuckles, but the idea is that they have had technology in their hands since the age of 1.

As far as attracting Gen Z, they do not consume traditional media at all. Instagram is by far their favorite social media channel—not even close to others—and that is primarily due to the fact that they love Instagram stories. More than 20 percent of Gen Z is tuning in to Instagram Stories every one to two hours. Above all, 60 percent of my participants said their preferred social media channel was Instagram.

They also love YouTube; more importantly, they love DIY videos on YouTube for tutorial videos. 87 percent of Gen Z is consuming YouTube channels weekly for content.

They don’t use the “F word,” meaning they don’t use Facebook. They might have an account, but it is the lowest-ranking social media channel. Of all the Gen Z-ers I surveyed, less than 5 percent would say that Facebook is their preferred social media channel.

Breaking Down Gen Z Preference

What is your preferred social media platform? 60% - Instagram; 20% - Snapchat; 17% - Twitter; 3% - Facebook

Why is it important to pay attention to consumers of this generation?

The oldest Gen Z-ers are now making decisions on their own—leasing or buying a car; earning a steady paycheck to go and get that car repaired; and are turning to friends and family for advice on where to go to get the repairs. Over the next 15 years or so, personally, they will make or break a company with their influence. Those that understand them will succeed and those that refuse to pay attention will be out of business.

What is the best way to attract Gen Z to your shop?

The first thing I tell every company I speak to is to not make the mistake to market to Gen Z. Again, they do not consume traditional media. Actually invite them and engage them into your business to create a Gen Z “incubator.” From a survey I conducted, 61 percent of respondents said, “give me a unique experience that I can immerse myself in, respond to, and share on social media.” For auto repair shops, give them hands-on experience, let them try something out. It’s the idea of participating and sharing.

If I’m the owner of an auto repair shop, I’m not going to be an expert on marketing, especially to a generation that I don’t belong to. Don’t try to market to them using old media tactics.

First, identify Gen Z-ers in your neighborhood who like cars and/or repair, invite them in and collaborate. Have them be a part of a social group and pick their brains, asking, “What would you do to market your generation?”

And because Instagram is Gen Z’s platform of choice, brands can even start to sponsor and have content on their Instagram stories. Produce branded video content through social media and YouTube that is engaging.

To order a copy of Beal’s findings, visit the link [here](#).

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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**.

ASCCA Foothill Chapter 5 Member Benefits

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

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

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

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

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

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

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

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












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

The ASCCA Advantage

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










Corporate Partners - Increasing Your Membership Value

BUSINESS SUPPLIES, EQUIPMENT & SERVICES		
	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
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Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.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 evite electronic invitation to RSVP. If you didn't receive it, contact the Chapter 5 office at asca.05@gmail.com

ASCCA CODE OF ETHICS

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

Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

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

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

Executive Board

2016

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

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US Rep Adam Schiff..... (D-28)
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CA Senator Susan Rubio..... (D-22)
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CA Senator Maria Elena Durazo..... (D-24)
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