



ASCCA Foothill Chapter 5  
1443 E. Washington Blvd. #653  
Pasadena, CA 91104-2650  
Phone (626)296-6961  
[ascca.05@gmail.com](mailto:ascca.05@gmail.com)  
[www.ascca5.com](http://www.ascca5.com)

## President's Message:

May, 2022

As we now have completed the first quarter of 2022, I like to look back to see if we accomplished our goals.

Beautiful spring weather brings opportunities to travel.

Will you be going on vacation this summer? Will you drive to your destination? Is your vehicle ready for a quick coastal or mountain get away? Post lock-down with so much attention to outdoor activities, planning for the future of our business is as important as our customers preparing their vehicles for spring fun.

Speaking of planning, we look forward to seeing everyone at the upcoming Team Weekend here in Sunny SoCal June 25 & 26, 2022.

*Hilton San Diego Mission Valley  
901 Camino Del Rio South  
San Diego, CA 92108*

<https://automotiveservicecouncilsofcalifornia.growthzoneapp.com/ap/Events/Register/xP2Y52Rp?mode=Attendee>

Attending a Team Weekend is not only enlightening & informative to the individual attending but supports the association. With new members signing up daily we would love to show them our support & encourage them to participate. Meeting in person has been so refreshing and welcoming that we want to keep reminding each other of our mission statement.

*"Elevate Unite & give voice."*

As our association thrives & grows we want to stay in tune using modern chan-

*(Continued on page 2)*



(Continued from page 1)

nels of communication, like YouTube. Have you been to the ASCCA YouTube channel? You should! Check out the video Carolyn & I made last month. We had so much fun, I can't wait to see the outtakes.

<https://www.youtube.com/watch?v=NoFSspPoME0>

So, if you are using video technology in your business, we want to see it. Send in your ASCCA video link & we will do all the editing for you. Tell us the name of your shop, the location, & how long you've been an ASCCA member. What you have learned from being a member & what advice would you give a new member who has just joined or is thinking of joining.

Don't forget our Shop Night on Tuesday, May 3 at Crown City Tire Auto Care #2. (Info is on pg.3)

Tim Chakarian  
President, ASCCA Chapter 5  
Bimmer PhD  
1539 E. Walnut St.  
Pasadena, CA 91106

**ASCCA Benefits**

*"Camaraderie and advice from fellow ASCCA shop own-*

*"Tim and I have taken advantage of the 30 minutes of free legal advice with Jack Mo-*

*"30 free minutes of professional business advice from Maylan*

*"DFG rebates back to me almost half my ASCCA annual dues."*

*"GK, now Cintas, saved me 40% on my uniform costs with my ASCCA discount."*

The graphic features a blue background with the title "ASCCA Benefits" in large, bold, red letters with a black outline. Below the title, several white, torn-edge paper notes are pinned with yellow pushpins. Each note contains a testimonial in italics and a small portrait photo of the member. The testimonials describe various benefits received from ASCCA, such as camaraderie, legal advice, business advice, rebates, and discounts on uniform costs.



## Join us on May 3, 6:00-9:00 pm for "Shop Night" at Crown City Tire Auto Care #2 in Pasadena!

Come hear from Valerie and Thomas Maimone about how they came to the point of opening a second shop!

"We set out to create a company to change the perception of automotive repair within our community. We understand that our customers want more than just high-quality repairs and fair pricing, but also a place where they can feel confident, not intimidated, and free to ask questions. It's what sets us apart.

At the core of our mission is our team. Our team prides themselves with providing our customers a different kind of experience that they may not be used to. An experience embedded with our core values of transparency, honesty, and pride. With our core values combined with our continuous investment in technology and training, we strive to be our community's go-to shop for auto repair needs."



Bring your techs, too!  
**IT'S ALL FREE!!!**

Come as early as 6:00 to hang out with other members.  
Bring a non-member shop owner to experience the greatest benefit of ASCCA Chapter 5: **"SHOP OWNERS HELPING SHOP OWNERS."**  
If they join, you get \$125!!!

Meal will be provided.

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

**Crown City Tire Auto Care #2**  
**3161 East Foothill Blvd. Pasadena, CA 91107**  
**Park on site, on the street, or in the PCC parking lot A or D.**

# Vendor Appreciation Night was a HIT!

Thanks go to all our associate members and corporate partners, and to Carolyn Coquillette, our ASCCA State President!



We welcomed three new members into our chapter!



## *Shop Drawing*

Montrose Automotive was drawn in the Shop Drawing, and was not present to win the \$200!

The prize will increase to \$220 for our **May** meeting.

Remember, you must be present to win!

# Facts About YOUR California Government at Work

## How Many Bills Can Be Produced in a 2-Year Session?

Submitted by Gene Morrill

There are 120 members of the California state legislator (40 Senators & 80 Assembly members),

You have one senator and one assembly member representing you in your district.

Here's how to find yours <http://findyourrep.legislature.ca.gov/>

(This is just our state, we also have congress people that represent us in Washington DC)

40 California Senators are able to produce 40 bills each per session,

80 California Assembly members are able to produce 50 bills each per session

A session is 2 years

40 bills X 40 Senators equals 1,600 bills every two years

50 bills X 80 assembly members equals 4,000 bills every two years

That's 5,600 bills that can be generated in a two-year session

A 2-year bill is a bill that is presented in year one and doesn't make it, so it will be considered the next year. In year two, if it fails, it dies.

A "gut and amend" is a bill like SB 522 (example only) that was started as the sales tax on labor but got no support, so the bill is gutted and amended and changed to an entirely different bill that covers something else and is still called SB 522, making it more confusing for us and most folks.

The reason so many bills are produced is for the gut and amend process, so the legislators can take an existing bill and make it something else quickly. I call it a "place holder" for bills that struggle to get support by-passing the introduction process.

### **Sad fact:**

Out of 5,000 Bills in Every Congress, Guess How Many Become Law?

With all of the dysfunction in Congress as of late, it should come as no surprise to that out of the 5,140 bills and resolutions before Congress, only 3-8% will ever be signed into law. With the volume of presented bills, most are not read or understood, but still voted on.

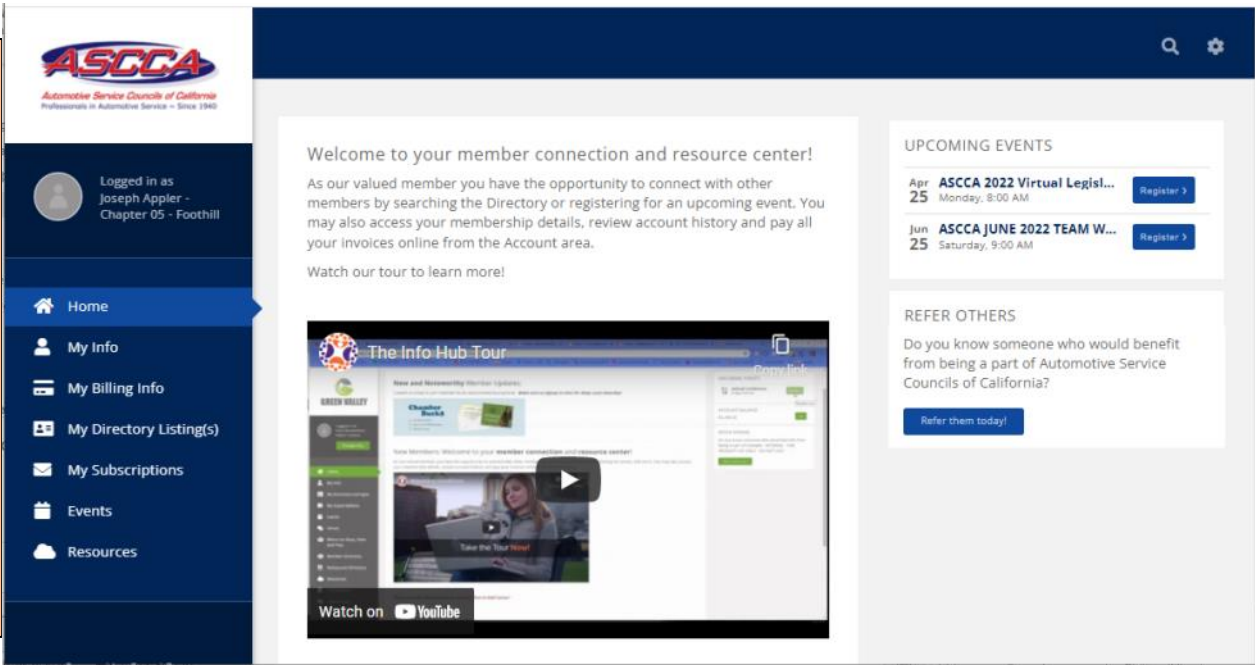
This is why your input to your legislator is critical, when you inquire about any bill, your legislator will pull it and have staff look into it.

**Please be involved, I know it seems futile at times but it really is not.**

# Now is the time to create your member login and profile. Stay in touch! Pay your dues online.

→→→  
 Have you created your member profile yet?

Go to ASCCA.com and click on “Member Login” to create your profile. From there, you can pay your dues, get info. and more!  
 →→→



### DISCLAIMER

The Automotive Service Councils of California, their officers, board members, employees, members and affiliates in no way warrant the quality, competency, or merchantability of any goods or services advertised in this publication. In connection with this disclaimer, the Automotive Service Councils of California in no way warrant or insure the goods or services described herein, and each and every individual contracting with these manufacturers shall do so at their own risk. Furthermore, individuals utilizing these services are forewarned that the Automotive Service Councils of California have conducted no investigation into any representations made in any advertising, literature, or ad distributed by the advertisers in this or any other publication. Additionally, please be advised that the opinions and comments expressed by the contributors to this periodical are those of the contributors alone and do not necessarily reflect the opinions of the Automotive Service Councils of California, or ASCCA Chapter 5, or their officers, directors, members or staff.

# WHAT IS TRAINING?

Great training does not have boundaries.

By [Andrew Markel](#)

I had a conversation with a shop owner after one of our webinars typically held on Thursdays at 2 pm EST. He was delighted we added a “certificate of completion” technicians could print as part of attendance. He said he started to require his technicians to engage in training or learning for at least five hours every month. He even pays them for time spent training.

According to the shop owner, the policy has boosted productivity among his technicians. He even tied the training to raises. If an employee wants more money, they must show how they have increased their value to the shop. It ended all arguments about who makes more and who deserves more.

But, one area the shop owner has been struggling with deciding is, what is training? Is it a formal event that is offsite? Does it need to be live? How long is the session? Is an article a form of training? This can be difficult to answer because there is no formal definition or accreditation for technician training. Yes, programs like the Automotive Training Manager’s Council (ATMC) and ASE’s Continuing Automotive Service Education (CASE) programs help set standards. But, a lot of excellent training falls outside of CASE and ATMC.

Great training does not have boundaries. No matter the training format or topic, we agreed that training needs to be engaging. Any technician can sit in the back of a classroom or in front of their computer and take a training course. But when the student goes back to their shop or bay, the training should continue, as they digest and use the information over days and weeks.

The training should spark curiosity and consumption of more training or research. For example, some courses had technicians reading more articles and watching more videos after an event. The shop owner said the best example was after the transmission fluid webinar one of his technicians started to look at their current fluid inventory to see if they had been using low-viscosity ATF for specific applications.

So, what is training? Great technicians have realized that training is the fuel for curiosity and experience. If you are not curious, you will never get training or train yourself. If you don’t have the training, you can’t gain the experience. If you don’t have experience, you will never grow.

*Used with permission of Babcox Media and ShopOwnerMag.com*

# Marconi: When Kindness Trumps Cash



This story was originally published in Ratchet+Wrench on April 22, 2022

[Joe Marconi](#)

**The story I'm about to tell you** happened exactly the way it's written. It's a story about an act of kindness for someone I didn't know. I'm not looking for praise or recognition. Each shop owner on this planet has a similar story. If there is one thing I've learned about the typical shop owner, it's their desire and passion to put others before themselves. As you read this story, I'll bet you'll reflect on something you did that went beyond any monetary reward.

A few years back, a woman who appeared to be in her late 70s walked into my customer service office. You could tell by her body language that something wasn't right. She told me she just filled her tank at the self-serve gas station on the corner, and when she got back into her car, it wouldn't start. She asked the person inside the C-store for help, and the store clerk said there was no one there who could help her. She then asked to use the phone, and he suggested she walk over to my shop, which was a few blocks away. It was a humid 95 degree August day.

I let her use my phone to call her roadside assistance company. After working through their phone prompts, I could see she was becoming increasingly more upset. After finally reaching a person, she was told that without an exact physical address, they could not dispatch a truck. She tried to give the address where the car was, but for some reason, she was not having any success.

***"There are some things in life that transcend money. I would argue that these acts of kindness are priceless!"***

By now, she was drained. I could see that this ordeal was taking an emotional toll on her. I asked her if she would like me to help. I grabbed the phone and after attempting to deal with this "customer service rep" on the other end of the line, I gave up and hung up the phone.

I walked the woman to a chair in my waiting area, told one of my service advisors to get her a bottle of water, and I sat down with her. I asked the woman for her keys and told her I would go to the gas station to see if I can find out what's going on with her car. She said she was on a fixed budget and did not have much money. I let her know all I wanted to do was see if I could find the problem, and for that, I would not charge her.

I took one of my technicians, jumped in my truck, and headed down to the corner gas station. The car was blocking the bays and, as I walked to the car, someone from the store shouted that I better get that car out of the way soon! I walked over to him and said, "If you had any sense, you would have helped the woman instead of making her walk a few blocks in this hot weather." Without a word, he turned and walked back inside the store.

The reason for the no start was a dead battery. I jumped-started the car, drove it to my shop, and asked the technician to check out the problem. A few minutes later, he informed me that the battery had failed. I told him to install a new one. When I updated the woman on what we were doing, she asked, "How much is the battery? Because I don't have any credit cards on me and only a little cash." I asked her what she could afford, and she said she had \$75. I told her to give me \$50. She cried and said she knew it cost more than that. I told not to worry, she's been through enough and deserves a little kindness today. She shook my hand and left.

The next day, her daughter arrived at the shop and thanked me for what we did. She offered to pay me the real cost of installing the new battery. I refused, letting her know it was our pleasure to help her mom. She told me she couldn't believe what she was hearing, thanked me over and over, and gave me a big hug.

As you read this story, did you reflect on an act of kindness you showed toward someone? I'm sure you did. How did it make you feel? There are some things in life that transcend money. I would argue that these acts of kindness are priceless!

*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.



# THE TWO BUSINESS LIES BUSINESS OWNERS TELL THEMSELVES

SHOPOWNER

These lies are destructive because they're widely believed.

By [David Rogers](#)

Lying to yourself is a terrible way to run your business. It leads to bad decisions, missed opportunities and the painful death of the shop...sometimes mercifully quick, sometimes excruciatingly slow.

Two lies in particular are dark, dirty and destructive. These two lies prevent good operators from becoming wealthy. They kill productivity, destroy efficiency and ensure that despite all of your hard work, your success will always be just beyond your grasp.

These two lies kill success, turn the faucet off on potential growth and hold you back from ever reaching your potential as a business owner.

So, what are they?

"I'm so busy I don't need to advertise."

"I'm too slow – I can't afford to advertise."

These lies are destructive because they're widely believed. They might even seem like common sense, or like good gut decisions to make throughout the year to better manage your cash flow.

Nothing could be further from the truth. Let's dig into why.

## **Lie Number One: 'I'm so busy I don't need to advertise'**

You might feel like your shop is here right now. After all, shops are living through a unique moment in history. A global pandemic forced bottom-tier shops to close and disrupted the normal driving habits of millions of Americans. In other words, car counts are artificially elevated for surviving shops.

The gut feeling here is that there's no benefit to advertising. Why spend money on something you're getting for free?

If you don't care about the fact that attrition is eating your customer base alive even though you can't feel it, your gut has a point. If you see increased sales as a sign of a healthy business without paying attention to what inflation is doing to your costs, your gut might be onto something.

If you're content to sit back and accept whatever slice of the pie you can get, this is a comforting lie. Running a shop is a lot of work and risk, and it probably feels good to save a few dollars when the opportunity seems to present itself.

But what if you want to grow and scale this year? What if you're smart enough to realize that those artificially inflated prices don't represent a growing business. Here's where you can use these lies to your advantage.

Most – maybe all – of your competition is probably buying into this lie. They're sitting back and settling for whatever comes their way. Their defenses are down, and they're not actively working to keep their best customers.

Which means you can take those customers for your shop. This is how top operators become successful. When your competition lets their guard down, you grab a bigger slice of the pie.

And if taking your operation to the next level by filling your pipeline with the best customers isn't enough of a reason to act now, consider what's on the other side of this customer boom.

Right now, we have no idea when the current car count trend will end. But we do know that it takes an average of seven marketing touches before a customer will act. If car count drops off a cliff today, how long will your shop sit idle while you turn that marketing faucet back on and build your way up to seven touches?

What's worse, when that happens, many shop owners tell themselves a different lie.

## **Lie Number Two: 'I'm too slow – I can't afford to advertise'**

Pulling back on marketing when you're slow demands a gambler's belief that everything will break your way. Number one, your competition must also stop marketing. Number two, your long-term customers must

*(Continued on page 10)*

*(Continued from page 9)*

never take their business elsewhere. Number three, your technicians (who are very hard to find right now!) must settle for fewer billed hours and smaller paychecks without deciding to move over to one of those top shops that knows the importance of keeping marketing going 24/7.

That level of optimism might give you a thrill at the casino but gambling your business away on that kind of misguided hope is nothing less than suicide.

Maybe this kind of buckling down is how your shop survived COVID lockdowns, and you feel that the only reason you made it through the lean times is because you saved money by cutting back on marketing.

But I'm here to tell you that "surviving" is a terrible way to run your business.

Shops that saw coming lockdowns and decided to increase their advertising – the same shops who see approaching seasonal slowdowns each year and spend more on advertising – are the shops that understand this truth:

When everybody else is pulling back and spending less, you have an opportunity to take more for yourself.

Some shops didn't just survive the last two years – they grew significantly. They saw that their competition was letting their guard down and knew they could capture a bigger slice of their market.

So, what's next? If you're ready to stop lying to yourself and preventing yourself from taking your shop to the next level, you're ready for a seasonal marketing plan.

### **Truth: Top Operators Plan to Succeed**

The common thread in this article is that gut marketing decisions are often catastrophically wrong. Operators that believe these lies and act on them put themselves in a position to fail.

That is why top operators give themselves a distinct advantage.

First, they do their research. They find a marketing company with a proven track record of consistently driving top-quality customers who are ready to buy. Second, they work with that marketing company to build a seasonal marketing plan to prepare and compensate for the yearly ups and downs of car count as well as the attrition that every business suffers.

While the unprepared shop owner is pulling back on their marketing during the summer months, the top operator is using their marketing to prepare for fall slowdowns. And when that unprepared shop owner is panicking in the fall and wondering how to drive customers, the top operator is using their marketing and advertising to take some of those neglected customers from the unwary, unprepared shop owners.

As an added bonus, that seasonal marketing plan also eliminates the deep valleys experienced by other shops – leading to a happier, more successful, less stressful shop, all year long.

The good news is, it's not too late. Even if you've been operating on bad instincts and losing market share, your situation can be fixed. You don't even have to wash your mouth out with soap for all the lies you were telling yourself. By acting now, you can join the top operators who are growing, scaling and taking a bigger share for their family and their future.

But be warned! It's critical you find the right marketing company that understands the critical job of marketing is finding quality customers who are ready to buy, and who can help you craft a seasonal marketing plan that puts your shop in a position to dominate for years to come!

David Rogers is the president of Auto Profit Masters and Shop4D, the industry's first AI-driven, all-in-one shop-management system that allows each component – from the point of sale to labor guides, inspections, marketing, estimating, parts ordering and even shop management – to talk to one another, improving efficiency and saving money. Learn more and register for a free webinar at [shop4d.com](http://shop4d.com). Reach David via email at [contact@shop4d.com](mailto:contact@shop4d.com) or toll-free at 866-826-7911.

## What We Do For You:

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

Examples:

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

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

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

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

ASCCA has great benefit programs:

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

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

Free accounting review of profit and loss statement.

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

Super discounts on uniforms.

Discounts on Alldata and Identifix.

Camaraderie, fellowship, and life-long friends.

Network with top shops.

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

Get second opinions on cars that are giving you fits.

Education opportunities:

We periodically have free training for service advisors and technicians.

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

## Why we need you:

Meet and network with top shops.

Monitor and fight harmful legislation.

Support our great partners and save money.

Support and give back to our industry.

## All this for \$70.83 per month!



1443 E. Washington Blvd. #653  
Pasadena, CA 91104-2650  
(626) 296-6961; [ascca.05@gmail.com](mailto:ascca.05@gmail.com); [www.ascca5.com](http://www.ascca5.com)

# ASCCA

## Keeping California Independent Shop Owners in Business Since 1940



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

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

Some of our Accomplishments:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ASCCA Chapter 5; Voice Call: (626) 296-6961; Text: (818) 482-0590;  
Email: [asca.05@gmail.com](mailto:asca.05@gmail.com); Website: [asca5.com](http://asca5.com)



# ASCCA Advantage

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

## The ASCCA Advantage is:

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



Automotive Service Councils of California, HQ One  
Capitol Mall, Suite 800, Sacramento, CA 95814  
P: (800) 810-4272  
info@ascca.com | www.ascca.com



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

### Business Supplies, Equipment & Services



AESwave specializes in sales and support of automotive diagnostic equipment.

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



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

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



Opus IVS empowers technicians to meet the challenges of today's increasingly complex vehicles through a range advanced diagnostic, programming, and remote assistance services. Our fully-integrated diagnostic support system combines dealer-trained technician expertise with diagnostic technology to ensure we make our customers more profitable, more accurate, and more efficient.

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



Provides maintenance services, equipment training & consumer education materials. Increase shop hours, parts and labor revenue, shop efficiency, and retention all while improving your customer's driving experience and vehicle performance.

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



ACAT Global delivers cost-effective and cutting-edge solutions that cut emissions, improve reliability and enhance horsepower for a broad spectrum of ICE applications worldwide. The company's proprietary catalytic converter and exhaust technology is engineered for the most demanding on and off-road applications.

info@acatglobal.com  
(231) 437-5000



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

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



Mail Shark approaches direct mail strategically by providing penetration reports and demographic analysis to make sure you're reaching the right people They'll make it easier for you to grow your car count and manage your budget.

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



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

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



Get access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform every day, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, early-pay discounts, electronic ordering discounts, and more.

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



WORLD PAC supplies automotive replacement parts directly from the most respected manufacturers in the industry. Their speedDIAL Parts Catalog and Fulfillment Ordering System can check real-time parts availability. Technical training, business management solutions, and other services for independent shops are provided by experienced professional instructors.

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



Mechanics Marketplace offers the Automotive industry 3 staffing solutions!

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

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

## Education, Training & Business Coaching



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

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



DRIVE is the premiere automotive and truck repair consulting and training company. With over 25 years of experience, their continuing aim is to provide shop owners with best-in-class training, organizational skills and management tools. The goal of DRIVE is to fully arm shop owners with every executive and management ability needed to win.

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



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

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

## Insurance & Legal Services



Armstrong & Associates provides ASCCA members with A+ rated property casualty company policy options and an exclusive workers' compensation program including comprehensive safety & claims services. You'll receive the utmost care and service along with the most competitive insurance programs. ASCCA members get a \$100 enrollment discount.

Customer Service (530) 668-2777



Competitive dental & vision plans exclusively available to ASCCA members.

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



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

Jack Molodanof (916) 447-0313  
jack@mgroco.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 revenue tracking. Kukui will help you manage details about new clients and your customer retention rate, and will help you monitor areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design.

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



RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. RepairPal shops gets 8-10 new customer contacts per month, with an average repair order over \$500. This creates estimated new business of \$48,000/year.

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



Optimize Social Media, Inc. provides professional Social Media setup, maintenance, and design for business and corporate entities.

customerservice  
@optimizesocialmedia.net  
855-676-1212



Known for their ability to get big results, the team at Leads Near Me are experts at Google Ads and local search engine optimization as well as building amazing websites. With clients in 40 states, Canada, and South America, Leads Near Me is uniquely qualified to help you dramatically grow revenue.

Ryan Burton  
ryanburton@leadsnearme.com  
888-953-2379

## Merchant Service/Payment Platform



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

Shannon Devery (877) 326-2799



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

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

## Software Providers



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

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



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

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



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

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



AutoVitals provides the most innovative and impactful products, a commitment to developing and instilling industry best practices and the industry's most thriving and collaborative online community.

Sales@autovitals.com  
(866) 949-2848

## Uniform Services



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

Jessica Essad  
(775) 813-8954  
EssadJ@cintas.com

## Additional Benefits of ASCCA Membership

### Government Affairs & Political Representation

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

### Member-to-Member Communications

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

### Local Chapter Events

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

### ASCCA Communications

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

### ASCCA Branding

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

### Educational Foundation

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

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

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

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

November 2021



# How ASCCA Dues work in Chapter 5

## Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$850/yr. Associate membership dues are \$945/yr.
  - \$400 goes to the Chapter
  - The remaining portion goes to the State Association
- When memberships are held in multiple chapters, only the original membership pays the full State Association dues. Additional members pay reduced State dues of \$300/yr. All memberships pay full chapter dues.
- Annual payment is due in the Sacramento office on January 1 of each year.
- Payment plans are available upon approval by the Chapter & State Association. With all payment plans, automatic credit card payments or ACH are now required. There is a \$2.00 transaction fee for these payments. (Chapter 5 will cover the transaction fees for our members.)
  - Semi-annually: Due: January 1 & July 1
  - Quarterly: Due: January 1, April 1, July 1, October 1
  - Monthly: Due the first of each month
- If payment is not received according to the agreed-upon schedule, dues immediately become delinquent.
- If a member reaches 90 days delinquent, their ASCCA membership may be cancelled.

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

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

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

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



## Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	<a href="mailto:abec@petrospecsbg.com">abec@petrospecsbg.com</a>
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	<a href="mailto:hansonmrktg@aol.com">hansonmrktg@aol.com</a>
Hawley Insurance Services	Bruce Hawley	714-865-2907	<a href="mailto:bruce@hawleyinsuranceservices.com">bruce@hawleyinsuranceservices.com</a>
Highpoint Distributing	Tim Huddleston	805-584-0030	<a href="mailto:huddle5@sbcglobal.net">huddle5@sbcglobal.net</a>
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	<a href="mailto:rlewis@jasperengines.com">rlewis@jasperengines.com</a>
Mark Christopher Auto Center	Steve Johnson	909-975-3919	<a href="mailto:sjohnson@markchristopher.com">sjohnson@markchristopher.com</a>
Mitchell 1 Software	John Rodriguez	951-840-7995	<a href="mailto:johnrod.mitchell1@gmail.com">johnrod.mitchell1@gmail.com</a>
Norm Blieden CPA	Norm Blieden	626-440-9511	<a href="mailto:norm@bliedencpa.com">norm@bliedencpa.com</a>
Provence Financial and Insurance	Steve Kopstein	818-606-7903	<a href="mailto:steve.kopstein@provenceinc.com">steve.kopstein@provenceinc.com</a>
SC Fuels & Lubes	Dennis Giardina	310-722-3357	<a href="mailto:giardinad@scfuels.com">giardinad@scfuels.com</a>
Undercar Plus	Sandra Tooley	909-608-1446	<a href="mailto:sandy@undercarplus.com">sandy@undercarplus.com</a>
Van de Pol Petroleum	Wes Powell	562-236-1000	<a href="mailto:wpowell@ineedoil.com">wpowell@ineedoil.com</a>

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

## **ASCCA CODE OF ETHICS**

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

# ASCCA Chapter 5 2021 Board of Directors

## Executive Board

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

**Vice-President.....Mike Bedrossian**  
 Phone..... (626) 765-6190  
 Email.....[mike@lexmastertech.com](mailto:mike@lexmastertech.com)

**Secretary.....Ani Papirian**  
 Phone ..... (323) 255-5566  
 Email.....[cjauto@verizon.net](mailto:cjauto@verizon.net)

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

## Board of Directors

Randy Lewis..... (909) 717-9950  
 Gene Morrill..... (626) 963-0814  
 Darren Gilbert..... (626) 282-0644  
 Johanna Reichert..... (626) 792-9222  
 Craig Johnson..... (626) 810-2281  
 Glenn Davis..... (909) 946-2282  
 Norm Blieden..... (626) 440-9511  
 Gary Papirian..... (323) 255-5566  
 Kirk Haslam..... (626) 793-5656

## Committee Chairs

### Seminars & Programs

Mike Bedrossian.....(626) 765-6190

### Government Affairs

Gene Morrill.....(626) 963-0814

### Associate Member Board Rep.

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

### Membership

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

## Chapter Rep

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

## Chapter Staff

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

## Chapter Contact Information

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

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

## ASCCA State Contacts

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

### President

Carolyn Coquillette..... (415) 875-9030

### Executive Director

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

### Deputy Executive Director

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

### Membership Services

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

### Accounting Executive

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

### Manager Digital and Social Media

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

### Events Manager

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

### Communications Manager

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

### ASCCA Attorney

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

## Government Offices/Contacts

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

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

US Rep Judy Chu..... (D-27)  
 Phone ..... (626) 304-0110  
 (D-28)

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

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

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

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

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

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

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

CA Assembly Chris Holden..... (D-41)  
 Phone ..... (626) 351-1917  
 Email ..... [Assemblymember.Holden@assembly.ca.gov](mailto:Assemblymember.Holden@assembly.ca.gov)

CA Assembly Laura Friedman..... (D-43)  
 Phone ..... (818) 558-3043  
 Email ..... [Assemblymember.Friedman@assembly.ca.gov](mailto:Assemblymember.Friedman@assembly.ca.gov)

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

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

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

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

## Government Offices/Contacts

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

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