



ASCCA Foothill Chapter 5
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A Word from Joseph: September, 2022

“You never get a second chance to make a first impression.”

This is true in every relationship we have, and certainly in our businesses. In our shops, the person or people most responsible for those first impressions are our service advisors. Whether on the phone or across the counter, our service advisors can make it or break it regarding acquiring new customers and maintaining current customers.

Because of this, we have made service advisor training available to our members.

The first class is this Tuesday, Sept. 6, at our monthly meeting at Mijares Mexican restaurant, taught by Tim Huddleston, long-time Chapter 5 member and excellent teacher. As a member, there is no additional cost to you.

However, for only \$35/each (the cost of the meal) you can bring your service advisors as well.

Don't miss this opportunity. RSVP today on the evite or email me at asca.05@gmail.com. (See the flyer on page 2 of this newsletter.)

The second training opportunity is a 5 hour seminar taught by Mike “Mikey B” Bauer, of BG Products. This will be at the Courtyard Marriot in Monrovia on **Saturday, November 5**, from 8:00-3:00. The cost is only \$75/person for the entire seminar, including a continental breakfast at 8:00 and lunch at noon.

If you've never heard Mikey B, you're in for a treat. He will capture your attention, keep you focused, and provide valuable training. Don't miss it!

Watch for more details and the evite which will be coming out this month. **We only have room for 40, so be quick to respond when you get the evite.**

I hope to see you this Tuesday and in November.

-Joseph



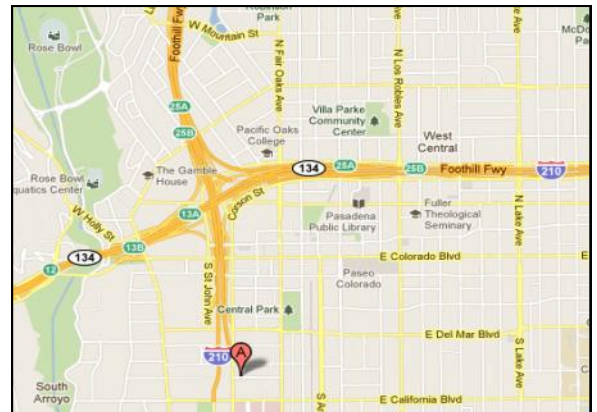
Join us on September 6, at 6 pm at Mijares Mexican Restaurant For a Service Writer Class by Tim Huddleston of Highpoint Distributing.

**Bring your service writer for
the cost of dinner— only \$35.**

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!!!



Directions

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

Menu:

Taco/Tostada Buffet
Soda & Coffee
Beer, wine, & spirits
available

When:

Tuesday, Sept. 6, 2022
6:00 PM – Social/Networking/Dinner
7:00 PM – Program
9:00 PM – Finish

Cost:

- No Charge to Regular or Associate Chapter Member, Business Partner, Spouse or Significant Other (**max 2 per member**)
- No Charge for Potential Members
- **\$35/ea.** for all others

Where:

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

UPCOMING MEETINGS & EVENTS

Sep 16-17 - ASCCA Educational Conference, Embassy Suites Ontario Airport
Oct 4 - TBA (Social Event?)

Nov 5 - Mike "Mikey B" Bauer of BG products - Service Advisor Seminar at Courtyard Marriott in Monrovia



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

2022 ASCCA EDUCATIONAL CONFERENCE

SEPTEMBER 16-18, 2022

TO ELEVATE & UNITE AUTOMOTIVE PROFESSIONALS & GIVE THEM VOICE

ASCCA Educational Conference September 16-18, 2022 Embassy Suites Ontario Airport

The ASCCA Educational Conference is back and better than ever! We are excited to bring this program back to life and engage in the ASCCA community. We have a strong line up of speakers with a focus on effective teamwork, communication and tech. At this year's conference you will gain tools and knowledge to better your social media skills, employee retention, increased sales, team productivity, and day-to-day management.

[REGISTER ONLINE](#)

[View Agenda](#)

[Attendee Brochure](#)

EVENT DETAILS

WHEN: September 16 – 18, 2022

WHERE: Embassy Suites by Hilton Ontario Airport

ROOM RATE: \$189/night

REGISTRATION: Member registration starting at \$199 with discounts for multiple registrations from one shop.

With an all-day Saturday technical track on:
“Network Nightmares: Solving the Diagnostic Distress”

As well as Four Management Classes,

There is something for everyone!!!

See the schedule on [Page 8](#)

To register, click the link or type it into your browser:

<https://automotiveservicecouncilsofcalifornia.growthzoneapp.com/ap/Events/Register/Dr6ZQOJr?mode=Attendee>

ASCCA 2022 September Educational Conference

September 16, 2022 3:00 PM - September 18, 2022 11:30 AM (PDT)

SCHEDULE

Friday, September 16

3:00pm – 6:00pm – Offsite Training
6:00pm – 7:30pm – Welcome Dinner

Saturday, September 17

7:00am – Exhibits Open
8:00am – 9:00am – Welcome Session
9:00am – 12:00pm – Business and Technical Sessions
12:00pm – 1:30pm – Lunch with Exhibitors
1:30pm – 5:00pm – Business and Technical Sessions

Sunday, September 18

7:00am – Exhibits Open
8:00am – 9:30am – Chapter Meetings and Elections
10:00am – 11:30am – Board of Directors Meeting

LOCATION:

Embassy Suites by Hilton, Ontario Airport
3663 E Guasti Road, Ontario, CA, 91761

SAVE THE DATE!!!! NOVEMBER 5, 8AM-3PM

Service Advisor Training Seminar with Mike, Mikey B, Bauer

Mikey B has been in the Auto Industry since 1976, from washing cars to Fixed Operations Director. Joining the BG Family in 2000 as a Sales Rep in the greater Los Angeles area, and presently a BG Products Corporate Trainer for 12yrs now. He now shares this experience among thousands of Shop Owners, Service Managers and Advisors in Seminars throughout the US, Canada and China.



Mikey B Says, “Most don't realize how stressful being a Service Advisor is, yet I see Advisors adding stress to an already stressful position by cutting corners. I help them learn to minimize that stress and be more productive in selling with confidence! Learning should be FUN and that’s what we do!!!

Where: Courtyard Marriott, Monrovia

When: Saturday, November 5, 8am-3pm

Cost: \$75 per Chapter 5 attendee, \$100 for other ASCCA members, \$125 for non-members

(Must be paid upon registration to secure place.)

Includes: Continental Breakfast and Lunch

Watch for emails and the evite with registration and payment links.

Bogi Lateiner's Six Keys to Lifelong Customers



Alex Van Abbema This story was originally published in Ratchet+Wrench on February 14, 2018

Bogi Lateiner has worn just about every hat someone in the automotive repair industry can wear, including television host of All Girls Garage, professional speaker, industry consultant and owner of Phoenix-based 180 Degrees Automotive. Over the years, she's become an expert on recruiting customers, even speaking about the topic at the 2016 Ratchet+Wrench Management Conference.

The No. 1 key to building loyalty and respect with your customer base, she says, is authenticity. Everything you bring up is going to be seen as a sales tool unless you genuinely care about your customers as human beings and work toward giving them a positive experience.

Lateiner gave Ratchet+Wrench six foolproof ways to not only get customers through the door, but also turn them into lifelong customers.

1) Create a welcoming space.

Whether we like it or not, Lateiner says, our world is a visual one, and customers may be on edge if they're uncomfortable in their surroundings. When new people walk into your shop, you need to be cognizant of what they may be thinking.

"While you don't need to have the Taj Mahal of shops, you need one that immediately speaks to the customer through all senses, that says we're not what you're expecting on the negative side of things," Lateiner says.

She says this means having a well-lit, attractive space. As soon as your customers walk in the door you should provide a personal approach, introducing yourself and offering to show them around the shop, listening to them and answering any questions they have.

Lateiner says that 180 Degrees Automotive is completely tailored around the customer experience, and displays amenities and fixtures that are [appealing to the eye](#). This includes comfy couches in the waiting room, art on the wall, a variety of snacks and flowers.

From the minute customers walk into the shop, she says they're greeted by a customer service rep who gives the customers all the information they'll need and holds their hands (so to speak). If someone misses an appointment or disappears, the shop gives them a call to reach out and make sure they're doing OK.

2) Stay organized.

Organization is also a key component, Lateiner says, both in your offices and throughout the rest of your shop. Customers are likely judging you based on how well you take care of your space—and they're assuming you're going to take care of them in a similar fashion.

"If you can't keep your desk clean, how are you going to stay organized enough to take care of my car?" Lateiner says the customer will think.

She says bathrooms should be cleaned regularly and kept neat, and your offices should be kept free of major clutter.

She recommends shop owners ask someone—not a customer or family member—to walk through the shop and give honest feedback on how it looks.

"We don't always see what customers see. We're in there every day, so we don't always notice it," she says.

3) Get Involved in the Community.

Getting the company out to local events, like local business groups or charity events, is another important aspect in building your brand and name recognition.

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(Continued from page 5)

“One of the biggest mistakes we make is to work too hard in our business,” Lateiner says. “One of the best things you can do from a marketing perspective is to be out and active in the community.”

She says that one of the best way to do this is to get other staff members involved with the efforts, especially service advisors and other customer-facing employees. If your employees are out making relationships with potential customers in the community, they’ll reinforce what your company stands for.

4) Partner with local businesses.

180 Degrees is located in a small, tight-knit community on the outskirts of Phoenix, and Lateiner says her area is all about supporting small businesses. Becoming a part of that close-knit community is vital for the shop’s brand recognition and future referrals.

Lateiner found that she can bring in referral customers while boosting the recognition of other nearby businesses. This is huge, as 80–90 percent of 180’s customer base comes through referrals.

“When a customer refers us to someone new, we give the new customer a discount for coming in, as our way of saying thank you for giving us a try and taking a chance on us,” Lateiner says.

This often comes in the form of coupons to local pizza shops, or gift certificates to cover a customer’s lunch at a local restaurant.

5) Follow the three rules of social media.

When using social media, Lateiner refers to the rule of threes: whether through Facebook, Twitter, Instagram or any other service, your shop’s account should be one part culture and personality, one part useful information, and one part shameless self-promotion.

“You earn the right to self-promote by sharing who you are as a shop and sharing information that people can actually utilize in their life,” she says.

A lot of times, she says, people just fall into advertising on social media with their business, sending out content based on what they do and what they offer. But, she says, you should really look at it as a kind of networking event where you can communicate, interact and engage with your customer base.

If you constantly broadcast how awesome you are, your followers are eventually going to get burnt out. With your social media accounts, you should strive for high engagement numbers where you start and maintain actual conversations with your followers.

“It doesn’t matter how many thousands of followers you have, if those people aren’t coming into your shop and turning into face-to-face relationships at some point, then what’s the point?” Lateiner says.

6) Advertise your shop’s personality.

Lateiner says that the “claim to fame” of many shops is that they fix cars right the first time—but, she says, this is simply advertising the bare minimum.

“That’s like saying, ‘I’m a restaurant and my food doesn’t make you sick.’ As an auto shop, the bare minimum is that we fix cars right,” she says.

What you really need to focus on in your advertising, she says, is to step beyond “fixing cars right” and communicate your personality as a shop and what you stand for. This means limiting the words in your advertisements and focusing on images and feelings you want to provide the customer.

That centers around creating a clear culture within the shop, and knowing to what you want to aspire. The staff at 180 Degrees makes a list of positive words she wants her shop to be described as, like “non-intimidating.” If, at any point in their visit, a customers says those words, she knows she’s done her job right in building a welcoming community.

A special thanks to UnderCarPlus for sponsoring our September dinner meeting and presenting to us the benefits of utilizing their Car Care Center Program. A special shout-out to Sandy Tooley, of UnderCarPlus, for her many years of service to the industry. This was her last official act before retiring. In the early 2000's Sandy served on the Board of Directors of Chapter 5. "Thanks, Sandy! May you enjoy retirement!"



Thanks, Sandy!



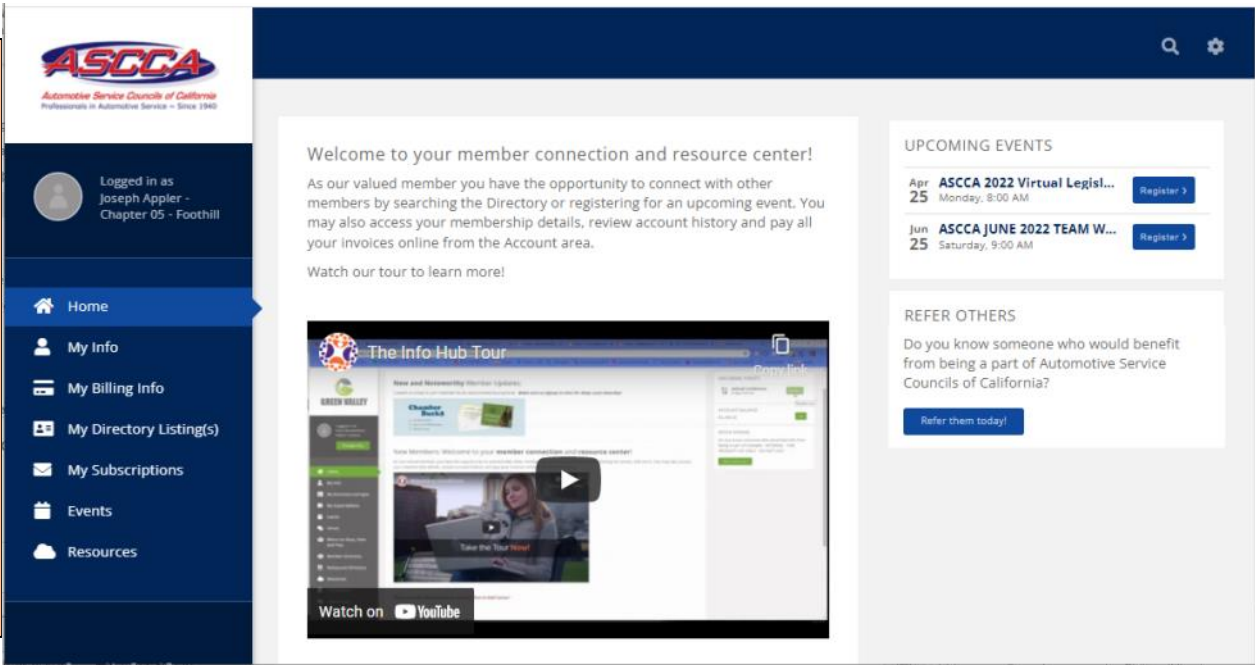
Shop Drawing

Vartanian on Wheels (VoW) was drawn in the Shop Drawing, and was not present to win the \$280! The prize will increase to \$300 for our **September** meeting. Remember, you must be present to win!

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!
 →→→



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Tax and Business Tips from Norm Blieden, CPA

New Electric Vehicle and Other Energy Credits

Tax incentives for purchasing clean (electric) vehicles and installing high efficiency home improvements are some of the featured provisions in the recently-passed Inflation Reduction Act (IRA). Here's a closer look at some of the bill's tax provisions regarding the new incentives.

Clean Vehicle Credit (formerly Plug-In Electric Vehicle Credit)

Here is a summary of the details surrounding the new Clean Vehicle Credit:

- The tax credit of up to \$7,500 for electric vehicles (EVs) is extended for 10 years until December 2032.
- Starting in 2023, used cars now qualify for up to a \$4,000 tax credit.
- Starting in 2024, you can take the credit as a discount at the time you purchase the vehicle instead of waiting to file your tax return.
- In the past, if a manufacturer had produced at least 200,000 EVs, you could no longer qualify for the tax credit if purchasing a vehicle from that manufacturer. The new bill removes this 200,000 vehicle cap starting in 2023.

On the other hand, there are significantly more hurdles you'll have to overcome to qualify for the new Clean Vehicle Credit:

MSRP hurdle

- New clean cars must have a manufacturer's suggested retail price (MSRP) of no more than \$55,000.
- New clean vans, pickup trucks, and SUVs must have an MSRP of no more than \$80,000.
- Used clean vehicles must cost no more than \$25,000.

Income hurdle

- For a new clean vehicle, your adjusted gross income must be less than \$150,000 if single, \$225,000 if head of household, or \$300,000 if married.
- For a used clean vehicle, your adjusted gross income must be less than \$75,000 if single, \$112,500 if head of household, or \$150,000 if married.

Domestic production hurdle

- The final assembly of a new clean vehicle must occur in North America as of August 16, 2022.
- Starting in 2023, at least 40% of critical battery minerals and 50% of battery components must be recycled, mined, or manufactured in the U.S.
- Many automakers are unsure whether they will be able to meet this criteria as the new law is currently written.

What you can do

Wait until 2023 to buy Tesla and GM vehicles. Because Tesla and General Motors have both crossed the 200,000 electronic vehicle threshold, any Tesla or GM vehicle purchased in 2022 won't qualify for the tax credit. Starting in 2023, certain Tesla and GM vehicles will once again qualify for the credit once the 200,000 limit is removed.

If you have any questions, please call Norm Blieden, CPA (626) 440-9511

CARB requires OEMs to provide service information for electric vehicles

BY STAFF/WIRE REPORTS ON AUGUST 31, 2022

Regulations require standardized tooling to reprogram ECUs and standardization for some vehicle tool data

Washington, D.C.—California Air Resources Board (CARB) has approved the Advanced Clean Cars II regulations. The Advanced Clean Cars II regulations are in response to Gov. Gavin Newsom’s executive order requiring that all new cars sold in California be zero-emission by 2035. CARB adopted the Advanced Clean Cars I regulations in 2012.

The Advanced Clean Cars II regulations include a variety of initiatives to set California on the path to zero-emissions by 2035. Most notably for independent repair shops, the Clean Car regulations require the same access and disclosure for zero-emission vehicles (ZEVs) throughout the California Service Information Regulation. This means that independent repair shops in California will be required to have access to the same service information and repair procedures from OEMs as they have with current internal combustion engine vehicles.

Additionally, the Advanced Clean Cars II regulations require standardized tooling to reprogram electronic control units (ECUs) and require standardization for some vehicle tool data. The regulations also require zero-emission vehicles to have a standardized data connector (such as an OBD-II port) and use standardized communication protocols.

Under these regulations, OEMs will be required to make “powertrain” service and repair information for all zero-emission vehicles available to independent technicians. Powertrain includes all components and systems related to refueling and propulsion. This mimics what is already done for conventional vehicles for service and repair information under CCR 1969.

The Alliance for Automotive Innovation, which represents automakers and automotive suppliers that produce over 95 percent of new vehicles sold in California, voiced their support for the Advanced Clean Cars II Regulations.

Steve Douglas, Vice President for Energy and Environment at the Alliance for Automotive Innovation, stated, “Independent repair shops conduct 70 percent of post warranty repairs. They are an essential partner for automakers. This does not change with the transition to an EV future. We have long supported and continue to support inclusion of EVs in the service information requirements in California and would support their inclusion in EPA’s Service Information regulations, so they apply nationwide.”

“It is essential that independent automotive repair shops continue to have access to the service information and repair procedures they need to effectively and safely repair vehicles,” said Automotive Service Association (ASA) Chairman of the Board Fred Hules II. “ASA is glad to see California charting a path for the rest of the nation for uninterrupted access to service information of zero-emission vehicles for independent repair shops.”

Read the CARB Advanced Clean Cars II Regulations [here](#).

What We Do For You:

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

Examples:

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

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

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

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

ASCCA has great benefit programs:

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

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

Free accounting review of profit and loss statement.

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

Super discounts on uniforms.

Discounts on Alldata and Identifix.

Camaraderie, fellowship, and life-long friends.

Network with top shops.

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

Get second opinions on cars that are giving you fits.

Education opportunities:

We periodically have free training for service advisors and technicians.

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

Why we need you:

Meet and network with top shops.

Monitor and fight harmful legislation.

Support our great partners and save money.

Support and give back to our industry.

All this for \$70.83 per month!



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ASCCA

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; Website: 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!



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P: (800) 810-4272
info@ascca.com | www.ascca.com



ASCCA Members Get Access to Corporate Partner Discounts and Benefits

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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

To learn more about ASCCA member benefits visit
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.)*



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 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	abec@petrospecsbg.com
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
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Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Mitchell 1 Software	John Rodriguez	951-840-7995	johnrod.mitchell1@gmail.com
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Provence Financial and Insurance	Steve Kopstein	818-606-7903	steve.kopstein@provenceinc.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Undercar Plus	Sandra Tooley	909-608-1446	sandy@undercarplus.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 Chapter 5 2022 Board of Directors

Executive Board

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 Darren Gilbert..... (626) 282-0644
 Johanna Reichert..... (626) 792-9222
 Craig Johnson..... (626) 810-2281
 Gary Papirian..... (323) 255-5566
 Kirk Haslam..... (626) 793-5656
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Seminars & Programs

Mike Bedrossian..(626) 765-6190

Government Affairs

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

Associate Member Board Rep.

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

Membership

Open

Chapter Rep

Tim Chakarian(626)792-9222

Chapter Staff

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ASCCA State Contacts

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Communications Manager

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

ASCCA Attorney

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US Rep Judy Chu..... (D-27)

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(D-28)

US Rep Adam Schiff..... (818) 450-2900

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CA Senator Susan Rubio..... (626) 430-2499

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

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

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