



ASCCA Foothill Chapter 5
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www.ascca5.com

PRESIDENT'S MESSAGE

FEBRUARY 2023



Ideas to align with in 2023.

As we go into February, we know the 1st quarter sets the stage for the rest of the year. In an uncertain economy, where is your focus or mindset: Reduction, or advancement and growth?

As we see our customers hold off on important decisions, like fluid maintenance, brakes and even tires, it compels us to ask ourselves as shop owners and leaders where is OUR focus?

Are you trying to cut back on expenses to reach prosperity? Reducing on marketing, coaching, expenses you may think you don't need? In a customer service driven industry we should be asking ourselves and our team, "How do WE stand out?"

Are we going the extra mile to better someone's experience or day? Not just fix their car...

How can we be DIFFERENT?

How about your most important customer? Your staff and team! Have you built easy to follow, systems and processes to make their experience to come to work

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better.. more meaningful? Remember happy employees have happy customers!

One simple way is reflecting time.

Make time to reflect on training courses you've taken.

What did you learn?

How did you implement it?

What result did it produce?

What will you change to adjust?

Set proper expectations with:

1-Yourself

2-Your team

3-Your customers.

Pay attention! Pay attention to your important things.

Sales Productivity.

Cost of Goods.

Margin.

Acquisitions costs.

Cash management.

Stay level headed and balanced. Use the resources of our association. Regularly visit the website to be educated and see what's new. Work with our associate partners. They're here to help and advance our industry. In essence, to make us more money.

Get to know your chapter leaders, coaches and trainers. Make the time for the important things and the rest will work themselves out.

Food for thought as you head into February.

I hope to see you all the next chapter meeting this coming Tuesday February 7th at Pasadena City College. Whether you are part of chapter 5 or any local SoCal chapter bring your love of our industry and marketing ideas, and enjoy associating with like minded people.

Learn how Brandon Thomas from Traffic Brat will give you three free ways you can take back to your shop and make money with.

Make time for the import things in business and help Elevate & Unite our industry and association.



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



Join us on
**Feb. 7, at 6 pm at PCC's
 Automotive Dept. for
 "Back to Business as
Unusual"**
Brandon Thomas of ReVoot
 (two classes: one for beginners or one
 for novices)

Are you getting the most out of your online marketing efforts? Are you paying for ads that may or may not work? How do you reinforce your *Organic* online presence?

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."



1570 E. Colorado Blvd.
 Pasadena, CA 91106

Park in lot 3 at Cordova and Hill. The Auto Tech. classrooms are behind and downstairs from the tennis courts.



Menu:
 Pizza and more

Where:
 PCC Auto Tech Dept
 1570 E. Colorado Blvd.
 Pasadena, CA 91105

When:
 Tuesday, Feb. 7, 2023
 6:00 PM – Social/Networking/Dinner
 7:00 PM – Program
 9:00 PM – Finish

Cost:
 • No Charge

UPCOMING MEETINGS & EVENTS

- | | |
|--|---------------------------------------|
| Mar 7 - Mijares: Mini-Workshops on Safety, Insurance, and Onboarding | July (not the 4th) - Social Event TBD |
| April 4 - Mijares: Garage Gurus (pending) | Aug 8 - Mijares (TBD) |
| May 2 - Shop Night / Vendor Fair at Hanson's | Sep 5 - Mijares (TBD) |
| June 17 - Irwindale Speedway – Scholarship recipients | Oct 3 - Social Event/ Okoberfest |
| | Nov 7 - Mijares (TBD) |
| | Dec 2 - Christmas/Holiday Party (TBD) |

Brandon Thomas (Traffic Brat CEO)

Bio:

Over 17 years of marketing experience, with over a decade focused on the automotive industry

Former Accounts Manager at Yelp HQ in San Francisco

Specializes in generating organic leads and first page placement **WITHOUT paying for ads!**



"Back to Business as Unusual"

This marketing class is designed for both beginners and novices alike. You will learn how to properly reinforce your ORGANIC presence online to ensure you are getting the most out of your marketing efforts WITHOUT PAYING FOR ADS!

Before you go throwing hundreds, or even thousands, of dollars at Google Ad Words or other paid advertising platforms, you should first test and reinforce your organic foundation to make sure your business is getting the exposure and steady flow of new customers you deserve.

Using the most popular consumer sites like Yelp and Google Business Profile. You will learn:

- Properly Setup your keywords, maps and services to immediately start increasing your business's online ranking.
- How to properly market your business online now that so much has changed in the world
- Use "unusual" methods to get "above usual" results
- Increase business while maintaining a modest marketing budget

At our January 3 dinner meeting, Wendy and Ani led a lively discussion on the new and recently enacted regulations that impact our businesses. One of the greatest benefits of membership in ASCCA is being kept informed of the legislation that is continually changing in California.
THANK YOU WENDY AND ANI!!!!



Shop Drawing

Trident Auto Performance was drawn in the Shop Drawing, and **was present to win the \$200!** Joseph immediately donated his prize to our education fund.

Thank you, Joseph!

The prize will re-set to \$200 for our **February 7** meeting.

Remember, you must be present to win!

Tax and Business Tips from Norm Blieden, CPA

Why You Should File Your Tax Return Early

Tax filing season officially began on Monday, January 23rd. Not many people file that early, but for some taxpayers it makes sense to do so. Here are common reasons to consider trying to be at the head of the line:

- You want to avoid identity theft. One of the more popular scams by identity thieves is to impersonate someone, file a tax return on their behalf and swipe their refund check. But once you've filed your tax return, the window of opportunity for identity thieves closes. If you've had problems with your identity being stolen in the past, or your information has been compromised, consider filing as early as you can.
- You want to avoid a dependent dispute. One of the most common reasons a tax return is rejected by the IRS is when you try to claim a dependent who has already been claimed by someone else. This often occurs when there is shared custody of a child.
- Someone needs a completed tax return from you. Completing certain transactions require your most recent tax return as evidence of your income, for example when you buy a house. Consider filing your tax return early so you can provide current tax information. This is especially important if you are self-employed and don't have regular salaried pay stubs to use as proof of income.
- You need the refund ASAP. Of course everyone would like their refund as soon as possible. One thing to remember, though, is that while the IRS started accepting returns in January, they won't begin processing them until mid-February. Returns that claim the Earned Income Tax Credit and the Additional Child Tax Credit will see processing of their returns start some time after Feb. 15. But otherwise, the sooner your tax return is in the queue, the sooner you should receive your refund.
- You just want to get it out of the way. Nothing reduces the stress of filing your tax return better than just getting it done. Instead of thinking about your return for several months and potentially running into a time crunch as the April filing deadlines gets closer and closer, you may want to just get it over with and file your return as soon as you are able.

Tips to Make Sure Your Tax Return Doesn't Get Stuck!

Here are several ways to make sure that your tax return is prepared and filed as quickly (and as accurately!) as possible.

- Keep tax documents in one place. Missing tax documents are one of the biggest reasons that filing a tax return gets delayed! If you receive documents via both physical mail and e-mail, it's even more important that you have one place to store all your documents once you receive them.
- Organize your tax documents by type. To help make filing your tax return as easy as possible, sort your tax documents in tax return order. Glance through last year's tax return and create a folder for each section including income, business and rental information, adjustments to income, itemized deductions, tax credit information, and a miscellaneous bucket.
- Create list of special events from the previous year. You receive a Form W-2 from your employer every year. If you're in business, you probably receive a Form 1099 from certain clients each year. But certain tax documents you won't see each year. Selling a home doesn't happen every year for most people. Likewise with getting married (or divorced) or sending a kid to college. So create a list of special events that have happened over the past year, as some of these occasions may affect your taxes.
- Don't forget your signature! You (and your spouse, if married) must sign and date your tax return if physically mailing it to the IRS. Forgetting your signature could delay the processing of your return (and potential tax refund!) by up to several months. If e-filing, don't forget to sign Form 8879. This form authorizes the e-filing of your tax return.
- E-file your return. The IRS has struggled over the past 3 years to process paper-filed tax returns. In 2021, this backlog reached more than 20 million tax returns. You can avoid getting your physical return potentially misplaced by the IRS by e-filing. Even better, you can typically receive any refunds within one to two weeks when e-filing.

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These are some of the more common reasons why the preparation and filing of your tax return may get delayed. Be prepared and file your return this year without a hitch!

Keys to Success as an Independent Contractor

The number of independent workers continues to soar in the U.S. According to MBO Partners, there were 64.6 million independent workers in 2022, an increase of 26% from 2021. The number of full-time independent workers increased to 21.6 million, up from 15.3 million in 2019.

Succeeding as an independent contractor, however, can be challenging because it requires understanding a different set of key success factors than being a full-time employee. Here are some tips on developing your skill set as an independent contractor and where to turn to if you need help.

Contract for companies with generous payment terms. The time required for companies to pay its bills to contract workers varies from business to business. Investigate a company's policy for paying its contract workers to make sure it's what you're expecting. Remember, cash is king!

Market your services by creating an online portfolio. If being a contract worker is your full-time job, you'll need to always be looking for your next gig. One great way to market yourself to prospective businesses is to create an online portfolio that showcases the work you can perform. You can choose to build a website using a do-it-yourself service or hire a developer to create a custom website.

Stick to a budget. As a full-time employee, you know the exact date you'll receive your paycheck and usually the exact dollar amount. As a participant in the gig economy, however, you could earn a bunch of money in one month and hardly any money the following month. Prepare a financial budget so you can use income earned during your good months to cover costs during low income months.

Stay one step ahead of the IRS. Paying taxes is now your responsibility. Participating in the gig economy requires more knowledge about how to meet your tax obligations, so ask for professional help. You can also find more information by visiting the IRS Gig Economy Tax Center.

Get advice from others. Working primarily by yourself can leave you isolated from fellow workers. Join a local group of self-employed workers that meets on a regular basis to network and learn what other workers are doing to be successful.

Save Your Business Time and Money by Getting Organized

Here are some suggestions to help you master the art of documenting and organizing your business now and in the future.

- Document policies and procedures. Write down daily responsibilities, skills needed to complete tasks related to these responsibilities, and the location of all paper and electronic files. Appoint and cross-train backup staff to ensure these daily tasks are done.
- Document your succession plan. It may not be for another 10 or 20 years, but documenting your succession plan is critical for both you as the owner and for your employees. Consider how much longer you plan on owning the business and who you have in mind to take over after you leave. If you currently don't have a successor in mind, document your plan to either train or find this person(s).
- Document your tax planning strategy. Be aware of possible tax incentives, such as credits for hiring certain workers and accelerated depreciation available for acquiring business assets. For example, for asset purchases, retain receipts and record the purchase details. These details include the type of equipment, the acquisition date, the amount of the purchase, the date you began using the equipment, and a schedule of related set-up costs.
- Organize your daily documents. Organize your desk by shredding documents with sensitive information and scanning older papers into computer files. The most efficient method is to scan, file, and shred as soon as you are finished with a document. If you don't have time, consider assigning document organization to specific employees and making it a task to be completed on a daily basis.

You're busy, and you may feel that organizing your records will take more time than you have available. But spend a minute and consider how using these organizational tips may save you not only time, but money as well.

As always, should you have any questions or concerns regarding your tax situation please feel free to call Norm Blieden CPA at (626) 440-9511

Simplifying Social Media



By [Tess Collins](#)

This story was originally published in Ratchet+Wrench on June 17, 2022

According to the 2022 Ratchet+Wrench Industry Survey, 20 percent, or one-fifth, of shop owners do not have social media accounts. Additionally, 23 percent of survey respondents reported not marketing at all. Even if you aren't using it, your customers are, which is a valid reason for giving it another go. While shop owners may argue that they don't have the time, if you're not making the most of social media,

you're losing out on a way to reach your customer base. And, running social media accounts doesn't have to be as overwhelming as you may think.

BACKSTORY

Jim Boudreau started fixing vehicles in the '60s and built his own shop, Jim Boudreau's Automotive Service Center, from the ground up in 1980. The \$1 million per year shop sees between 60 and 90 vehicles per week. Boudreau, who drag races in his spare time, originally got on Facebook to connect with his drag racing friends roughly six years ago. Boudreau, who laughs and says he's a part of an older generation, was not an early adopter of social media, but he didn't let that intimidate him. He got on social media, figured out how to create a Facebook ad, and started targeting customers within a five-mile radius of his shop. Soon after, he got his business on Instagram.

PROBLEM

Boudreau says he's been lucky and has figured out what type of posts work on his channels. As soon as he joined social media, he saw engagement, so that's never been a problem for him. But, it's all about trial and error. Experiment with different types of posts to see what gets the most engagement from your particular customer base.

The one minor issue he ran into was time. Many shop owners who don't make the most of their social media pages, or who are not on any platforms, say a lack of time is the issue. It adds one more task to an already full list of responsibilities for a shop owner, such as Boudreau's follow-up calls and thank-you letters.

SOLUTION

Boudreau's solution was simple—have someone else do it.

Autoshop Solutions was already managing Jim Boudreau's Automotive Service Center's website and Google listing, so Boudreau paid the company a little extra to help manage the social media accounts. Boudreau sends in content, such as videos, and the software company helps post and create rotating ads for him. Now, he doesn't have to worry about staying on top of Facebook ad bills, which he says were a hassle to keep up with.

"Autoshop Solutions has done it for a year and a half; it's easier," Boudreau says. "They don't charge much to do it or more than what Facebook charges."

AFTERMATH

As Boudreau continues to grow his communities on Facebook and Instagram, he says customers will often comment on his posts, so he knows he's reaching his target audience.

TAKEAWAY

"It's a new way to get out there. I think you have to do it," Boudreau says of being on social media

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platforms.

For a small fee, he's been able to gain likes and followers and draw in customers through ads by having his software company head up the task.

"I didn't mind paying someone if they knew how to do it right," Boudreau says.

And creating content is easy. Boudreau estimates it takes 45 minutes each week to gather the content and come up with some of his own organic posts.

"It doesn't take much to do it if you have a good camera on your phone," Boudreau says.

Facebook versus Instagram

A breakdown of what content you should post to which platform

Posting the same post to Instagram as you are to Facebook? This isn't the best strategy. A 2019 article by Sprout Social breaks down the two leading social media platforms and shares tips for what to post to each.

Facebook

More informative. For example, you can use this platform to post your company's hours of operation and contact information, just as Boudreau's Automotive Service Center does.

Text is most successful on Facebook. Boudreau's Automotive has posts reminding readers to come in for routine maintenance for their vehicles.

Facebook is the platform to use if you want to make an announcement, such as a closure for a holiday since it's more text-based.

Sharing curated content. Boudreau's Automotive recently shared the blog "How to Get Over the Fear of Driving in 6 Key Steps."

Instagram

Instagram is all about visuals, so behind-the-scenes photos and videos (such as the one described in the introduction) are the way to go on this platform.

If your company hosts a vehicle give-away or a Christmas party, posting images to your Instagram feed helps potential customers engage with your company and feel more connected.

According to Instagram, more than 500 million users publish and watch stories. With this large audience, adding a story, which is a way to share videos and photos that disappear after a day, is a great way to engage your customer base.

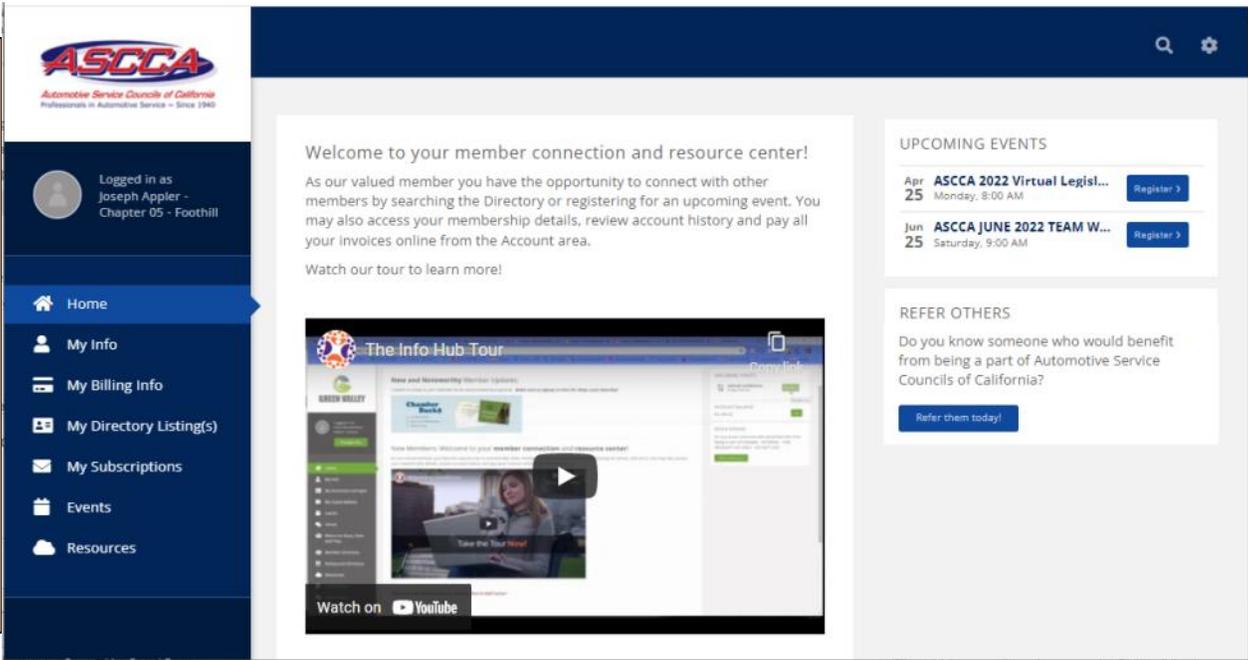
Reels, which allow users to put texts, stickers, and filters onto their photos and videos, are a unique way to connect with a younger demographic. Another bonus? If your shop is selling something, you can link to products. So, if you've added retail to your shop, Instagram can be a great way to promote it.

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.

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.

ASCCA Foothill Chapter 5 Member Benefits

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

- 1. A VERY LOUD POLITICAL VOICE.** Individually, there isn't much we can do to shape legislation which will affect our industry, but collectively, our united voices are STRONG, LOUD AND FOCUSED. Politicians and elected officials in state, county and city governments listen to ASCCA when we talk, because we represent hundreds of members (& thousands of voters!) statewide. Often, the Bureau of Automotive Repair discusses with ASCCA rules and regulations under consideration to see how they will fit in the real world of automotive repair.
- 2. SHOP TO SHOP NETWORKING.** Our members don't see each other as competition but as comrades in the industry, helping each other to succeed. If you have a problem you can't figure out, call one of our members who specializes in that area. They'll be glad to help you out.
- 3. INFORMATIVE MEETINGS.** We hold Dinner Meetings on the first Tuesday evening of each month. Our meetings offer great speakers, camaraderie, valuable information, and the latest news on what's happening in the automotive repair industry. You also get to network with other shop owners and exchange ideas, tips, techniques and short cuts. The monthly meal is included in your dues, plus we have a long-standing special where you can bring your spouse or business partner at no charge! Our Chapter Board of Directors schedules our programs and welcomes any suggestions you have on good speakers! Contact the chapter office with your suggestions. For the location and current speaker, look on the last page of this newsletter.
- 4. CHAPTER SEMINARS.** The Foothill Chapter Board of Directors keeps us informed on seminars on business management and technical subjects for our shop owner members and their technicians. **Cost is minimal and often free.** This is a tremendous member benefit for you and your employees! Give us your ideas and suggestions for seminars & we will try to schedule the seminars you want. Email the Chapter 5 office at asca.05@gmail.com.
- 5. MONTHLY E-NEWSLETTERS.** We send out an environmentally-friendly monthly email newsletter with helpful and informative articles, tech tips, contact lists and information, upcoming events, reports on recent events and vendor ads & information.
- 6. THE FOOTHILL CHAPTER WEBSITE.** This Foothill Chapter website at <http://www.ascca5.com/> lists members by city. It also lists upcoming seminars and meetings. Contact Joseph Appler at asca.05@gmail.com with questions or suggestions for the chapter web site.
- 7. CHAPTER JOB BANK.** The Foothill Chapter has established its own Job Bank Network for member shops. If you have a qualified applicant you can't use, or if you need to hire someone, send a summary email to asca.05@gmail.com & your information will be forwarded to the entire Chapter 5 membership.
- 8. CHAPTER ASE LENDING LIBRARY** Call Darren Gilbert at (626-282-0644) or email him at gilbertmotors@yahoo.com for more information.
- 9. CHAPTER SOCIALS.** Our “Planning Commission” arranges outstanding social events for us throughout the year. We've visited JPL, the J. Paul Getty Museum, had many “Day at the Races” at Santa Anita Race Track, toured the Autry Museum of Western Heritage, taken a murder mystery train ride including a delicious dinner, attended the races at Irwindale Speedway, had bowling dinner parties at Montrose Bowl, had several excellent parties, and toured the J. P. Nethercutt Collection of beautiful classic automobiles. We would like to hear from you with your suggestions for future social events.
- 10. ASCCA NET PRESENCE.** ASCCA has established a home page at <http://www.ascca.com/> The ASCCA web page has three target audiences: 1) ASCCA members now have a quick, easy reference on their computer to keep them abreast of what is occurring in the state association and within the automotive repair industry; 2) California shops that are not ASCCA members can learn more about the advantages of being an ASCCA member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASCCA members quickly and easily on the ASCCA web pages. All ASCCA members statewide are listed.
- 11. FREE CPA CONSULTS.** All ASCCA Chapter 5 members are entitled to a half-hour of free telephone consultation each month from chapter member Norm Blieden, CPA. The service is not limited to shop business though Norm has extensive experience in shop-related matters. This member benefit can save you a ton of money and a lot of headaches. Call Norm at 626-440-9511.

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

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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(626) 296-6961; ascca.05@gmail.com; www.ascca5.com

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.)*



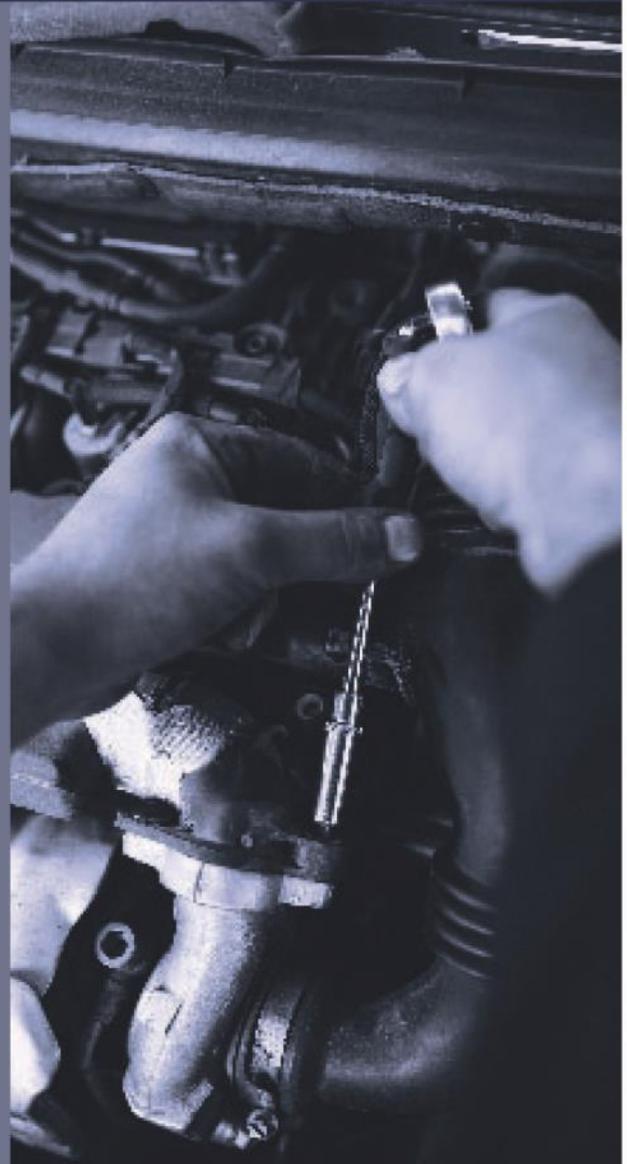


ASCCA Advantage

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

To learn more about ASCCA member benefits visit
www.ascca.com/memberbenefits

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

November 2021

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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***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 2023 Board of Directors

Executive Board

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 Kirk Haslam..... (626) 793-5656
 Greg Lipp.....(909) 260-2632

Committee Chairs

Seminars & Programs

Wendy Lucko.....(626) 340-9790

Government Affairs

Open

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

Membership

Open

Chapter Rep

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Communications Manager

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ASCCA Attorney

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(Not updated from 2022 elections yet)

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 US Rep Judy Chu..... (D-27)
 Phone (626) 304-0110
 US Rep Adam Schiff..... (D-28)
 Phone (818) 450-2900
 CA Senator Connie M. Leyva..... (D-20)
 Phone (909) 888-5360
 CA Senator Susan Rubio..... (D-22)
 Phone (626) 430-2499
 CA Senator Maria Elena Durazo..... (D-24)
 Phone (213) 483-9300
 CA Senator Anthony J. Portantino (D-25)
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