



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**

**MARCH 2023**



March brings our 1st quarter of 2023 to a close.  
Let's finish it well!

We'd like to welcome the team at Bash Autoworx to Chapter 5. Where shop owners help shop owners. Hratch, the owner, is a young and brilliant Porsche & BMW tech. He joined at our last meeting at PCC. "Welcome aboard, Hratch!"

It's nice when everyone helps each other through their experiences, which is one of the most popular answers that came up under the question "Why are you an ASCCA member?" at the last Team Weekend in January.

Camaraderie, networking and learning from each other is our greatest strength. The strength of our chapter comes in our numbers and the bonds and relationships we build with each other.

Let's use our strength in numbers to support ASCCA's legislative advocacy event in April, where we will meet with our legislators in their local offices. I encourage all our members to make plans now, and get involved. On April 10th, there will be a kick-off meeting on Zoom where we will learn what to expect and how we can help build a stronger industry. The flyer is on [page 4](#) of this newsletter.

*(Continued on page 2)*

*(Continued from page 1)*

Since you have your calendar out, save this date as well: September 8-10 is this year's Annual Training Conference here in Southern California, at the Crowne Plaza Costa Mesa. If you attended last year's Educational Conference, you know energized we all felt as we left. This year will be no exception. If you didn't attend last year, this year is your opportunity to bring your entire team. With technician training as well as sales and management training, we have prepared something for everyone. Bring a new shop and share your love for our industry. More information will be out soon.

I'd like to thank our planning commission for their hard work in preparing great meetings and events for our chapter and encouraging all members to GET INVOLVED! Go to the [ASCCA.com/committees](http://ASCCA.com/committees) page and see how many committees of shop owners like you are bettering our industry. You can visit a committee as a guest, just to get a taste. You will thank yourself and be enlightened as you learn and grow.

I hope to see you all at the next meeting, March 7th, at Mijares where will have 3 great presenters in our mini-workshops.

- Past state president and multi-shop owner John Eppstein will be sharing best practices for Standard Operating Procedures.
- Corporate Partner Glen Daily of Armstrong and Associates will help you see if you have appropriate and adequate insurance.
- David Fischer of California Employers Services will help you get prepared for the inevitable CAL-OSHA inspection.

For each of these, bring your concerns and questions. You'll rotate through the workshops for 20 minutes each.

Don't miss this meeting and bring a guest to grow our chapter.

If you have suggestions for training and education, please reach out to anyone of our 10 Board of Directors leaders for assistance. We are all listed in the newsletter on [page 20](#). We are here to serve you, our members.

Thank you for supporting the best association in California: ASCCA!



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



## "SHOP OWNERS HELPING SHOP OWNERS"

### JOIN US ON MAR. 7, AT 6 PM AT MIJARES MEXICAN RESTAURANT FOR THREE CRITICAL WORKSHOPS

(YOU WILL ROTATE THROUGH EACH OF THE WORKSHOPS)

- Are you prepared for the inevitable CAL-OSHA inspection? Bring your questions and concerns.
- Do you have adequate and appropriate insurance for your shop and your employees? Bring your questions and concerns.
- Is your shop operating at maximum efficiency and effectiveness? Bring your SOP and get an outside perspective.

**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**

### WHEN:

Tuesday, Mar 7, 2023  
6:00 PM – Networking/Dinner  
6:45 PM – Program  
9:00 PM – Finish

### WHERE:

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

### MENU:

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

### COST:

- One Free Dinner per Regular or Associate Chapter Member
- No Charge for Potential Members up to two times • \$36/ea. for all others



### UPCOMING MEETINGS & EVENTS

- April 4 - PCC: Garage Gurus (pending)
- May 2 - Shop Night / Vendor Fair at Hanson's June 17 - Irwindale Speedway – Scholarship recipients July (not the 4th) - Social Event TBD
- Aug 8 - Mijares (TBD)
- Sep 5 - Mijares (TBD)
- Oct 3 - Social Event/ Oktoberfest
- Nov 7 - Mijares (TBD)
- Dec 2 - Christmas/Holiday Party (TBD)



Automotive Service Councils of California  
Professionals in Automotive Service - Since 1940  
WWW.ASCCA.COM

# LEGISLATIVE ADVOCACY EVENT

## SUPPORT ASCCA LOCALLY

### MEET WITH YOUR LEGISLATORS AT THEIR LOCAL OFFICES

 **10 APRIL**  
**2:00 – 3:00 PM** **2023**

**Legislative Advocacy Kickoff Meeting**  
**Via Zoom**

- Open to all ASCCA members
- Agenda will include:
  - Overview of the bills highlighted for the legislative appointments.
  - Do's and Don'ts of meeting with legislators
  - Guest Speaker: Pat Dorde to give an update on the Bureau of Automotive Repair



 **14, 21, 28 APRIL**  
**& 5 MAY** **2023**

**Legislative Appointment Dates**  
**Locations: Local Legislative Offices**

Learn more at [www.ascca.com/events](http://www.ascca.com/events) or scan code to register:



**Brandon Thomas of Revoot/Traffic Brat gave us tips that are proven to increase traffic to your web site. He left us wanting more and we will try to schedule a “Part Two” in near future. Thanks Brandon!!!**



***Shop Drawing***

Mark Christopher Auto Center was drawn in the Shop Drawing, and **was present to win the \$200!**

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

Remember, you must be present to win!

# Tax and Business Tips from Norm Blieden, CPA

## New Tax Rules Mean Changes for Retirement Accounts

The SECURE Act 2.0, passed by Congress in late 2022, features numerous ways for you to save more money in your tax advantaged retirement accounts. Here are several of the bill's provisions and what they mean for you.

- **Money can continue to grow tax deferred.** If you turn 72 in 2023 or later, you can keep money in a tax-deferred IRA or 401(k) for another 12 months to help the account continue growing before starting to withdraw funds. This retirement benefit is now available thanks to the required minimum distribution age being raised from age 72 to age 73. The age will increase again from 73 to 75 in 2033. **Action:** *Review your retirement account distribution needs and use this extra time to help make your distributions more tax efficient. For example, if you must earn an additional \$10,000 before you hit the next highest tax bracket, consider pulling more taxable income out of your retirement account to take advantage of this lower rate. Or use the extra time to consider converting funds tax-efficiently into a Roth IRA.*
- **Be aware of auto enrollment.** The government wants you to save for retirement, so the new law allows businesses to automatically transfer a greater portion of your paycheck into their retirement plan. The maximum contribution that can now be automatically deferred into your employer's 401(k) plan increases from 10% to 15%. **Action:** *While saving more for retirement is a great idea, this automatic participation does not account for your particular financial needs. So be aware of the possibility that you will automatically be contributing to your retirement account and independently determine what you can afford to put towards retirement. Make any adjustments if necessary, as you are permitted to opt out of auto enrollment. Remember, you also need to build an emergency fund and pay your bills!*
- **Take advantage of higher catch-up limits.** Starting in 2024, the \$1,000 catch-up contribution for IRAs will receive an annual cost-of-living adjustment in increments of \$100, while the \$7,500 catch-up contribution for 401(k)s will increase to at least \$10,000. This higher 401(k) catch-up limit will also be indexed for inflation starting in 2025. The additional catch-up contribution is available if you're age 50 or older. **Action:** *Review the annual savings limit for your retirement savings account, including the catch-up amount if you are 50 years or older. Then make adjustments to your retirement savings plan as soon as possible to take advantage of the higher savings limits.*

## Attention Businesses: File on Time or Pay the Price!

March 15th is the tax-filing due date for calendar year S-corporations and partnerships. While this filing deadline does not require making a tax payment, missing the due date could cost you a hefty penalty.

### The penalty

The penalty is calculated based on each partial month the tax return is late multiplied by each shareholder or partner. So a tax return filed 17 days late with no tax due could cost a married couple who jointly own an S-corporation \$880 in penalties!\*

### Take action

Here are some ideas to help you avoid penalties:

- **File on time.** If you are a partner or shareholder of an S-corporation or partnership, file your company's tax return on or before March 15th. In addition to the penalties, filing late shortens the time you have to file your individual tax return and pay the taxes due by this year's April 18th filing deadline.
- **Consider an extension.** If you cannot file the tax return in time, file an extension on or before March 15th, which gives you an extra six months to file your business return. Remember, you pay the taxes for your flow-through business on your Form 1040 tax return at this year's April 18th filing deadline.
- **Your personal tax return may be delayed.** Do not file your Form 1040 tax return until you receive all your K-1s from each of your S-corporation and partnership business activities. But be prepared if your business files an extension, as it's possible you may need to extend your personal tax return while you wait for the

(Continued on page 7)

*(Continued from page 6)*

K-1. Remember that an extension to file doesn't mean an extension to pay your taxes. You may need to estimate how much you'll owe so you can make a payment by April 18th.

- **Challenge the penalty.** If your business does get hit with an IRS penalty for filing late, try to see if you can get the penalty abated. This is especially true if you file and pay your personal taxes on time. Kindly remind the U.S. Treasury it is still receiving the taxes owed to them in a timely manner. If you haven't filed your S-corporation or partnership return for 2022, there's still time to get it done or file an extension. Please call if you need assistance.

*\* The penalty calculation for 2022 S-corporations and partnerships is \$220 per calendar month late, multiplied by the number of shareholders or partners. So an S-corporation or partnership return filed on April 1 is considered two months late!*

## **Tips for Working Beyond Retirement Age**

You may be one of many Americans who plan to work into retirement. Some report they need to work because their savings declined over the past several years, while others say they choose to work because of the greater sense of purpose and engagement that working provides.

Whatever your reason for continuing to work into retirement, here are some tips to get the greatest benefit from your efforts.

- **Consider delaying Social Security.** You can start receiving Social Security retirement benefits as early as age 62, but if you continue to work it may make sense to delay taking it until as late as age 70. This is because your Social Security benefit may be reduced or be subject to income tax due to your other income. In addition, your Social Security monthly benefit increases when you delay starting the retirement benefit. These increases in monthly benefits stop when you reach age 70.
- **Pay attention to bracket-bumping.** Keep in mind that you may have multiple income streams during retirement that can bump you into a higher tax bracket and make other income taxable if you're not careful. For example, Social Security benefits are only tax-free if you have less than a certain amount of adjusted gross income (\$25,000 for individuals and \$32,000 for married filing jointly in 2022), otherwise as much as 85 percent of your benefits can be taxable. Required distributions from pensions and retirement accounts can also add to your taxable income. Be aware of how close you are to the next tax bracket and adjust your plans accordingly.
- **Be smart about health care.** When you reach age 65, you'll have the option of making Medicare your primary health insurance. If you continue to work, you may be able to stay on your employer's health care plan, switch to Medicare, or adopt a two-plan hybrid option that includes Medicare and a supplemental employer care plan.
- **Look over each option closely.** You may find that you're giving up important coverage if you switch to Medicare prematurely while you still have the option of sticking with your employer plan.
- **Consider your expenses.** If you're reducing your working hours or taking a part-time job, also consider the cost of your extra income stream. Calculate how much it costs to commute and park every day, as well as any other work-related expenses. Now consider how much all those expenses amount to in pre-tax income. Be aware whether the benefits you get from working a little extra are worth the extra financial cost.
- **Time to downsize or relocate?** Where and how you live can be an important factor determining the kind of work you can do while you're retired. Downsizing to a smaller residence or moving to a new locale may be a good strategy to pursue a new kind of work and a different lifestyle.
- **Focus on your deeper purpose.** Use your retirement as an opportunity to find work you enjoy and that adds value to your life. Choose a job that expresses your talents and interests, and that provides a place where your experiences are valued by others.

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

## The following article emphasizes the greatest benefit we have in ASCCA: Shop Owners Helping Shop Owners!!!!

### Friend, Not Foe: Fellow Shop Owners Can Be Your Most Useful Resource



By [Tess Collins](#) This story was originally published in Ratchet+Wrench on August 25, 2022

**Shop owners are proud creatures**, Lucas Underwood, owner of [L&N Performance Parts](#) in Blowing Rock, North Carolina, says.

Hubris is often an Achilles' heel, and shop owners are no exception to this when it comes to collaborating with others in the industry. Too often, shop owners look at one another as the enemy, when in fact, that person may have the answer they've been searching for.

Underwood struggled in the early days of being a shop owner. He was overwhelmed and wasn't seeing the results he wanted. He was this close to hanging up his owner's hat for good when he realized that he didn't have to reinvent the wheel. The answers he was looking for were right in front of him. All he had to do was ask.

#### Backstory

In 2007, Underwood opened L&N Performance Auto Repair in Blowing Rock, N.C. In the beginning, the shop was focused on diesel performance and pulled in roughly \$15,000 per month.

#### Problem

Right after Underwood opened his shop, the recession hit and people weren't spending money on pleasure items, such as performance vehicles and accessories. There was a change in the market, Underwood said. Along with a change in the market, Underwood had a major change in his personal life—the birth of his baby girl in 2011.

During that time, Underwood was extremely frustrated with his shop. It wasn't performing as he wanted and he said to himself, "I want to be better for her. I want to provide more than this life that we're currently providing."

Underwood felt defeated and was ready to give up the stresses of being a shop owner. He figured he could make just as much working as a technician somewhere else. So, he told his wife his plan, and she handed him a postcard she had received about technician training at the [Automotive Service & Technology Expo](#) (ASTE). Underwood decided to take the leap and sign up.

#### Solution

As soon as Underwood walked into the training, he was approached by Bob Pulverenti, executive director of ASTE.

"He said, 'I see you're a shop owner, why are you taking all these tech classes?' I said I was done [with being a shop owner]."

Pulverenti encouraged Underwood to attend a few management training classes. He agreed and took two. While there, he was introduced to other shop owners, and it became clear that he wasn't alone.

"It felt really good, knowing I wasn't the only one with this problem meant a lot to me," Underwood says.

When he returned from the training, he joined the [Auto Shop Owners' Group](#) (ASOG) on Facebook, where he continued networking with other shop owners. In the group, Underwood shares his problems, and he's able to get multiple solutions from shop owners around the country that have seen proven results.

"I was trying to reinvent the wheel when other people had already solved the problem—this was a wake-up call," Underwood says of the revelation of the benefits of working with others.

*(Continued on page 9)*



*(Continued from page 8)*

Underwood continues to use the Facebook group to his advantage, attends training, and even has his own podcast with fellow shop owner David Roman, where they share industry tips and interview others within the industry.

### Aftermath

Utilizing other shop owners as a resource rather than trying to solve every single issue on his own helped Underwood turn his business around completely. Underwood says the shop went from \$14,000 per month in the early days to averaging \$100,000 per month this year. This is with the same size staff and shop. Underwood says that within minutes of hearing people talk at the training, he heard solutions to his problems and his stress level went down because he knew he wasn't the only one with these issues. Within weeks of implementing the solutions, such as the way he answered the phone, he saw a difference in how his shop was running and how his customers viewed L&N Performance.

### Takeaway

"If you can work together and understand challenges, you can improve as a whole," Underwood says of the importance of collaboration within the industry.

Refusing to work together and viewing one another strictly as competition shuts down the lines of communication and doesn't do the industry any favors, Underwood explains.

"Changes and challenges are coming [to the industry] every day," Underwood says. "If we want to reach a level of professionalism, we have to do something different than we've always done."

And, if your argument for not working with other shop owners is that you're scared of losing clients, that's on you.

"If my client is willing to go somewhere else, I've not done a good job," Underwood says. "Is it possible that a shop owner hears what I'm talking about and implements those changes? Yes. If that puts me out of business, knowing that I've helped someone change for the better, I'm good with that. If they get to be a dad or a husband again, that's worth it."

### Finding Your Network

Looking to collaborate but aren't sure where to go? Here are some good places to start:

#### **Sign up for training.**

There's no shortage of management training. A great way to start and find shop owners from around the country that can help you is to attend one of the many held throughout the year.

#### **Join a group.**

Check out a 20 Group near you for a great way to connect locally. There are also larger associations that represent a larger number of shop owners.

#### **Browse social media.**

Although trolls are common, Underwood says joining Facebook groups was extremely helpful for him. Start with the Auto Shop Owners Group and go from there.

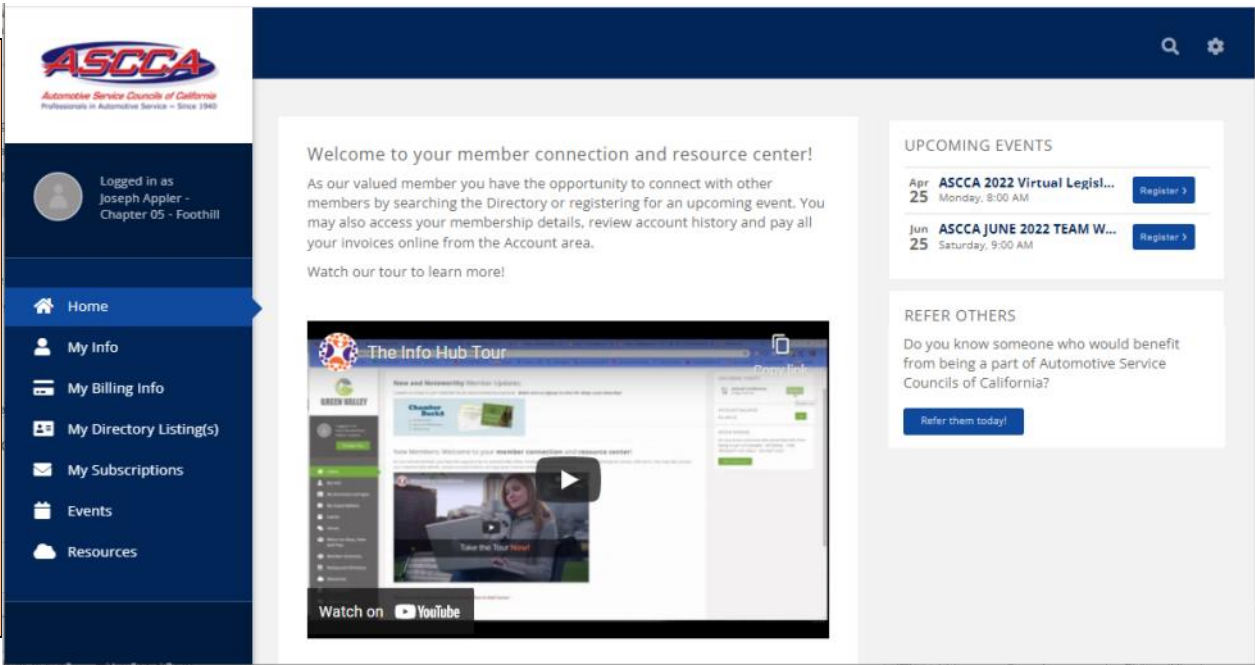
*Ratchet+Wrench* is the leading progressive media brand exclusively serving auto care center owners and operators through examining in-depth real world struggles, successes and solutions from the industry. It provides our readers and users the inspiration, tools and motivation to help them succeed in the auto care center industry.

**Use the training that we offer. Get active on TeamTalk to get help and help others. Serve on the ASCCA5 Board of Directors. Reach out to non-ASCCA members to get them involved. They're not your competition. They can become partners in the industry, making it better.**

# 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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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!



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)

# 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 Wain (949) 337-2484



ACAT Global delivers cost-effective and cutting-edge solutions that reduce Greenhouse Gases, meeting reliability and durability for all internal combustion engine applications worldwide. ACAT's proprietary catalytic converter technology is engineered for the most demanding of off- and on-road applications.

Chris Griebing (725) 231-4723  
chris.griebing@acatglobal.com



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 helps auto repair shops, quick lube, and tire dealers acquire and retain more customers with strategic weekly direct mail marketing. Our weekly mail marketing strategy provides the ultimate flexibility to customize a mailing and payment schedule that aligns perfectly with every shop's goals and 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 FulfillmentOrderingSystem 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  
mkroll@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 Massakli (800) 989-8094  
info@mechanicsmarketplace.com

## Education, Training & Business Coaching



ATI is the leading coaching and training company, with more than 1,700 active members who represent the best shops in the US and Canada. We help independent auto repair and collision repair shop owners improve their businesses and their lives, with proven, measurable, and field-tested strategies and practices.

Karen Dee (301) 575-9102  
contact@autotraining.net



ESI provides repair shops with up-to-date full facility training for management and personnel. ASCCA Members get: exclusive access to discounted training courses; \$700 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



CoreMark's team of highly qualified Employee Benefits Consultants offer ASCCA members their valuable support tools and resources proactively helping businesses be in compliance. CoreMark advises ASCCA members on how to make the best possible benefits investment decisions for their businesses as well as attracting and retaining the best talent to grow their business.

Mat Nability (916) 286-0918  
mnability@coremarkins.com



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

Jack Molodanof (916) 447-0313  
jack@mrgco.org

## Internet Marketing, Web Design & Search Engine Optimization



With Broadly, you can provide a 5-star customer experience with a responsive website, automated web chat, streamlined text and email communication, and flexible mobile payment option. Broadly makes it easy for customers to find you, work with you, and rave about you.

Zack Romero (602) 421-9225  
zackromero@broadly.com



The Kukui All in One Success Platform provides auto repair shops with a custom website, SEO reliability, robust CRM, PPC management, call tracking, online appointment setting, online payments, social media management, review management, and intuitive analytics. You can also take advantage of customer engagement and trust-building solutions like digital vehicle inspections as well as automated postcard, email and text marketing campaigns.

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



RepairPal has over 3,000 Certified shops in its network. These high quality shops offer at least a 12/12 warranty, have a high customer satisfaction rating, and guaranteed fair prices. Millions of monthly website visitors are matched with trustworthy shops in their area and the average customer spends \$600 on their first shop visit. Companies like USAA, CarMax, Consumer Reports, and Verizon send their members and customers to RepairPal Certified shops.

Darrin Baum (916) 826-7195  
dbaum@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



LeadsNearMe is known for its ability to get big results with Google. As experts at Google Ads and Local SEO, we build amazing websites and maximize your Facebook exposure. LeadsNearMe combines many years of experience, proprietary Google Ads software, and a thirst for getting better every day to blow up your phones.

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

## Merchant Service/Payment Platform



360 Payments is a payment solution designed specifically for automotive repair shops. With industry-leading customer service, you also get access to revolutionary features such as Text-to-Pay, Integrated Consumer Financing, and 360 Capital. By offering seamless integrations for most shop management systems, you can create a better customer relationship, offer more financing opportunities, and streamline the checkout process in your shop.

Doug Manske (720) 782-5783  
dmanske@360payments.com



DFG provides credit card processing, mobile payments, and text to pay options with great rates and personal service. ASCCA auto shops a \$350 savings or check rebate each year when processing all of their credit card payments with DFG.

Shannon Devery (877) 326-2799  
shannon@dis-sangabrielvalley.com





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.

Jess Elshere (530) 360-6085  
jess@facepay.io

## Software Providers



Shop-Ware shop management software is the #1 choice for multi-shop and single location operators. Cloud-based technology allows you to write repair orders in seconds and share them with your customers for instant approvals. Win back wasted time, increase shop profits, and get more 5-star reviews.

Roxanne Doche (949) 945-4310  
roxanne@shop-ware.com



Modern shop management system with an easy-to-use workflow and a modern approach to customer care. Tekmetric champions transparency, innovation, and above all, a service-mentality that puts customers first. Grow your business and still be there for the things that matter most in life.

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



AutoVitals offer the only complete shop success solution that drives profitable growth. Our digital platform offers a suite of tools that drive guaranteed results including Digital Vehicle Inspections and Workflow Automation.

Sales@autovitals.com  
(866) 949-2848  
www.autovitals.com



Shop Boss is a leading shop management software for independent auto repair shops. This software facilitates smooth day-to-day operations with its integrated features such as auto repair labor guide, estimating, parts ordering, markup calculator and customer self-check-in.

Luke Kushner  
(925) 997-4970  
luke.kushner@vehlo.com

## Uniform and First Aid 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.

Robert Faulkenberry  
(303) 591-4102  
faulkenberryR@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)

January 2023

## **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	<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:tim@irwindalespeedway.com">tim@irwindalespeedway.com</a>
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	<a href="mailto:rlewis@jasperengines.com">rlewis@jasperengines.com</a>
Mark Christopher Auto Center	Joe Gomez	562-221-6273	<a href="mailto:jggomez@markchristopher.com">jggomez@markchristopher.com</a>
Norm Blieden CPA	Norm Blieden	626-440-9511	<a href="mailto:norm@bliedencpa.com">norm@bliedencpa.com</a>
SC Fuels & Lubes	Dennis Giardina	310-722-3357	<a href="mailto:giardinad@scfuels.com">giardinad@scfuels.com</a>
Undercar Plus	Blake Avelar	310-350-3083	<a href="mailto:blake@undercarplus.com">blake@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 Chapter 5 2023 Board of Directors

## Executive Board

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

**Vice-President.....Wendy Lucko**  
 Phone..... (626) 340-9790  
 Email.....[wllucko@pasadena.edu](mailto:wllucko@pasadena.edu)

**Secretary.....Ani Papirian**  
 Phone .....(818) 512-3948  
 Email.....[ani.papirianlawoffice@gmail.com](mailto:ani.papirianlawoffice@gmail.com)

**Treasurer.....Thomas Maimone**  
 Phone..... (626) 676-0659  
 Email.....[Thomas.m@crowncitytire.com](mailto:Thomas.m@crowncitytire.com)

## Board of Directors

Randy Lewis..... (909) 717-9950  
 Johanna Reichert..... (626) 792-9222  
 Craig Johnson..... (626) 810-2281  
 Gary Papirian..... (323) 255-5566  
 Kirk Haslam..... (626) 793-5656

## Committee Chairs

**Seminars & Programs**  
 Wendy Lucko.....(626) 340-9790

**Government Affairs**  
 Open

**Associate Member Board Rep.**  
 Randy Lewis.....(909) 717-9950

**Membership**  
 Open

## Chapter Rep

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

## Chapter Staff

Administration & Membership .....Joseph Appler  
 Phone.....(626) 296-6961  
 Text/Cell.....(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/Cell: (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**  
 Lee Chesnin..... (310) 393-9889

**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**  
 Jacob Gray .....(800) 810-4272 x137 or [JGray@amgroup.us](mailto:JGray@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@mgrco.org](mailto:Jack@mgrco.org)

## 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>

**Find your US Legislator**  
[https://openstates.org/find\\_your\\_legislator/](https://openstates.org/find_your_legislator/)

**Find your California Legislator**  
<https://findyourrep.legislature.ca.gov/>

**Find Everyone in the Government Whose Decisions Impact You**  
<https://www.commoncause.org/find-your-representative/addr/>