

East Bay Chapter 16



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

www.ascca.com

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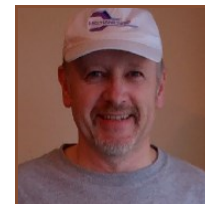
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Chapter 16 President's Message - November 2017

I hope your bays are full, and you are finishing the year with gusto! If you did not attend October meeting at Doral's, you missed out on some fun, and useful OSHA information. Dave Fischer, of California Employer's Services, did a shop walkthrough and pointed out areas where violations are commonly found.



OSHA inspections (and fines) can ruin one's entire day, and don't forget that bureaucrats and politicians in Sacramento need your money more than ever.

If you have any OSHA related questions, Dave can be reached at 888-358-2221.

At Art's behest, and due to scheduling issues, we will not hold meetings in November or December. However, come January, 2018, we will meet monthly, and will have a full slate of speakers. So reserve the third Tuesday of each month for chapter meetings.

Happy Thanksgiving!

Kamil



Osha's Dave Fischer at Doral's 'Extravaganza' meeting on October 24th, with Dave pointing out fire extinguisher tags (right) and Roy explaining the proper use of a Hunter (below)



Membership Recognition Corner

August Anniversaries!

17 years!

Roy Doral
Doral's Auto Repair
Member since 2000

5 years!

Walt Commans
ASE
Chapter 16 Honorary Member

September Anniversaries!

19 years!

Marty Segarini
Marty's Metrix
Member since 1998

3 years!

Kamil Targosz
Mechanic Grid
Member since 2014

October Anniversaries!

13 years!

Art Ratner
Art's Automotive
Member since 2004

2 years!

John Bridgewater
Wright's Auto-
motive
Member since 2015



Chapter 16 Spotlights

Art Ratner

Art's Automotive - Berkeley, CA



Art Ratner, owner of Art's Automotive, Inc. in Berkeley these last 38 years, has been a member of Chapter 16 ASCCA since 2004. The original motivation was the opportunity to bring most of the technicians of the 14 person crew to a hybrid class at Chabot College with the promise of many more educational offerings in the future at discounted costs to ASCCA members. Art was informed there were chapter meetings and decided to attend those, eventually joining the board of directors for a number of years before being elected chapter president and serving in that role for 5 and 1/2 years. Art expanded the role of the fledgling newsletter and produced a vast number of chapter meetings before Kamil Targosz succeeded him.

Art's story is a classic of the American Dream which might have been cut short in a jungle or rice paddy in South East Asia from May of 1970 through April 1971. Art was raised in a blue collar family in Flushing, Queens of New York City, graduating from high school in 1966 and spent a great deal of energy in the 1960's being a hot rod motorhead in love with Chevrolet muscle cars. He entered two careers, one on Wall Street with JP Morgan and another as a teamster with United Parcel Service. He tried to stay in college several times before the US Army draft notice arrived in May of 1969.

An entire year of training delayed the order to proceed to Vietnam till just days after the Kent State, Ohio protest that led to the shooting deaths of four students. Art joined his company in Cu Chi, Vietnam as they returned from invading Cambodia and endured months of tropical warfare before President Nixon sent word out to institute what he called the "Vietnamization" of the war, which meant we were to turn over operations to the South Vietnamese Army and reduce the death count of American soldiers on the nightly news.

Spotlight on Art Ratner - continued

The US still suffered over 10,000 casualties in 1970/1971. Art rose to the rank of Sergeant and was responsible for the lives of men both as a squad leader and platoon sergeant. His discharge took place on April Fool's Day 1971, 39 days short of a year, so Nixon could say he was cutting tours short and bringing the boys home. Art was so happy to get back home and become a hippy that people came up to him and asked where he got the drugs that made his pupils so enlarged and he told them that was natural joy they were seeing, not drugs!

Art became an active member of the Vietnam Veterans Against the War in 1972. Art stayed "off the grid" for years by attending free colleges and applying for GI Bill money taking art and consciousness courses, while now toiling on VW Buses and Ford vans, touring the country and falling in love with Northern California. He started a business making hand made leather goods and worked on the East Coast with a female partner Gabriella Duncan, who happened to be a professional auto mechanic from the Bay Area and in 1976 relocated to a shop just off Piedmont Ave in Oakland. He worked on automobiles on the street until finally landing in the College of Alameda automotive program in early 1977. That education led to a two year apprenticeship at Motor City Automotive in Berkeley from 1978 to 1980 under the guidance of legendary Don Cartwright, his first auto shop teacher.

At first Art would attend classes and then come to work in the afternoon eventually working full time. Art combined the skills of professional training, the tutelage of the just retired teacher and the experience of self employment and opened Art's Automotive on June 10th, 1980. That first shop was a real challenge because it was in the driveway of a rent controlled four unit apartment house where Art lived, where he rented first one garage and eventually four garages. To keep the surrounding residential neighbors happy he used no compressed air but trucks from Snap On, Safety Kleen, etc stopped by. After 4 solid years of dueling with the landlord and growing a brand name, a customer offered to buy him a proper commercial property on San Pablo Ave and installing Art's Automotive as a sweat equity tenant. From June through Sept 1984 Art developed the original workshop and added equipment and opened to great fanfare in October, 1984.

Suddenly hiring staff, buying insurance, expanding the bookkeeping with the very first employee, Ann Brocato, the wife of his best friend in California and facing all the overhead costs and challenges that didn't exist in the back yard shop, Art went into overdrive and nearly lost his mind. By late 1986 the sweat equity landlord offered to sell and months of wrangling led to a miraculous Dec 28 close. There was no money for a down payment, it had gone into the fledgling business, so Art's friends chipped in and Don Cartwright lent the first mortgage.

Everyone was paid back and plans to add a newly constructed workshop came to completion in Oct 1989, just one day before the Loma Prieta earthquake tested the walls just a few miles from a collapsed freeway and broken Bay Bridge. In 1993 Art's Automotive expanded into a second address two doors down and took over the entire building in 1997, calling these the annexes 1 & 2. In 1996 a two story office was completed in the original location. In 2000 Art purchased the building right nextdoor and rented most of it to the existing tenant - La Loma 7 body shop. In 2007 the crazy landlady tried to triple the rent on the annexes and Art reminded her that the lease ran out in June and since he wrote the lease next store to expire two months earlier La Loma moved out and Art's vacated the third building only to rent it back in Sept for a reasonable price, only to wind up purchasing it in Dec 2007, just to turn it into a parking garage because all the equipment had been moved or sold. Now the empire was complete and the workshops were adjacent making production more efficient. With an additional parking lot rented from Flooring Alternatives, the total size of the business is 21,000 square feet.

Art's Automotive specializes in Japanese brands and was the first in the East Bay to get deeply into hybrids. The office wall is exploding with Best of the Bay and various other awards. After becoming an S Corporation in 2015 Art semi retired and moved out of the main shop, building an office in annex 2 and uses a DMV license to purchase cars at the dealer only auction Manheim's in Hayward. The very next phase involves selling corporate shares to long time employees Lute Farnsworth and Paul Cortes and stepping deeper into retirement while remaining the landlord for as long as possible. Art and his wife Marty have traveled all over the world and have a few more pins to add to the map. Art likes to bicycle and hopes to get back into painting. ☺

From: Matthew Peralta, ASCCA Deputy Executive Director ...



ASCCA Committees... What are They Up To?

The **Chapter Representatives Committee**, Chaired by Rich Lezcano, discussed the upcoming Team Weekend, as well as the impending annual affiliation agreement notice. The ASCCA office will be distributing the agreements for signature, so please keep an eye out for this information so that you can review the agreements with your chapter board of directors.

ASCCA's **Public Relations Committee**, chaired by Jerry Kubitsky, discussed ideas on increasing participation in the countertop display contest, for which the current score is 105 (SoCal) to 63 (NorCal). During their recent meeting, the committee decided to continue the contest in 2018 in the same way as 2017. They also discussed ways to encourage chapters and shops to promote ASCCA, and encouraging the large Corporate Partners to help in these efforts.

The **Revenue and Benefits Committee**, chaired by John Eppstein, exceeded their goal of \$60,000 in revenue for the 2017 year. The committee has diligently worked throughout the year to secure new partnerships and maintain current partnerships. Starting this November, the committee will also be spotlighting a Partner of the Month. David Cherney of Digital Financial Group (DFG) was selected as ASCCA's first-ever Partner of the Month. Each month, an ASCCA partner will be recognized for their steadfast support of ASCCA, its members, and the automotive repair industry, and their commitment to ASCCA's Core Purpose: To elevate and unite automotive professionals and give them voice.

The **Membership Committee**, chaired by Mitch Mendenhall, has begun onboarding individuals who have been approved for ASCCA's membership liaison program, and is working to develop new collateral materials to be used by the liaisons and ASCCA in recruiting new members. The committee is always looking to enroll new liaisons. If you or someone you know is interested in learning about the requirements and details of becoming an ASCCA Liaison, please visit <https://www.ascca.com/articles/ascca-launches-new-membership-liaison-program>.

The **Education, Training & Information Committee (ETI)**, chaired by Jack Scrafield, has developed a training outline to provide training to chapters on how to run effective meetings and the roles and responsibilities of chapter officers. The training sessions will be recorded and be made available on demand via the ASCCA website. Until those are available, Jack Scrafield, ETI Committee Chair, has offered to visit chapters who may have an interest in learning tools and tips to make your meetings more successful. You can reach out to Jack directly at (818) 769-2334 or jacknhar@yahoo.com.

The **Executive Committee** recently met to establish ASCCA's 2018 budget. We are pleased that decisions made over recent years by leadership have given the association and opportunity to reinvest in projects and initiatives that will grow the association. We will continue with a positive bottom-line budget, while reinvesting in the association. An example of that reinvestment is our website redesign project and the Membership Liaison program.

ASCCA Website Redesign -- earlier this year, the Board of Directors approved the redesign of the ASCCA website. The Executive Committee is working directly with staff and the web developer to insure a new site design that is easier to navigate and conveys our Core Purpose: *To Elevate and Unite Automotive Professionals and Give Them Voice.*



CHAPTER REPS REPORT

The **Board of Directors** have been working hard over this past year to diversify the Board by incorporating industry experts such as retirees, educators and associate members. A bylaws amendment was approved to allow for one director seat for each of these categories. In the spirit of this effort, the Board of Directors during its recent meeting confirmed the appointment of Todd Westerlund from Kukui to a vacant director seat. Additionally, in preparation for the new year, ASCCA President Dave Kusa and President-Elect Rocky Kahmenian have been working closely with the Board of Directors to establish goals for 2018.

The **Bylaws Committee**, chaired by Steve Vanlandingham, had its work cut out for it this year, with reviewing and updating policies and bylaws amendments to allow for different member types to serve on the Board of Directors. One change that also made a positive impact was the change to our terminology with respect to our Corporate Sponsors. It's the help and support of our vendors that help us achieve our goals while keeping costs down to our members. That's why the leadership agreed that our vendor supporters are our partners. The Bylaws Committee worked to change this throughout the policies that are also referenced in the Chapter Affiliation Agreement.

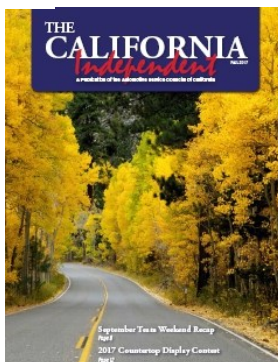
The **Nominating Committee**, chaired by Past President Dennis Montalbano and succeeded by David Kusa in 2018, is off to an early start by identifying potential new leaders from amongst our Chapters. **If you have someone in mind who may have an interest or you would like to encourage to volunteer, please invite them to a Team Weekend event. It's a great opportunity for them to learn more about ASCCA and how they can be a part of a great group of professionals who make a difference.**

The **Government Affairs Committee**, chaired by Tracy Renee, reported that the Legislative session is completed for the remainder of the calendar year. The Committee has been working with Legislative Advocate, Jack Molodanof to review bills that will carry over to the second year of this two-year session. The Committee also continues to participate in the Bureau of Automotive Repair Advisory Group (BAG) and give input to proposed regulations. The BAR will go through a sunset review hearing during 2018, which is a hearing before a legislative committee that monitors the effectiveness of licensing board and bureaus. The Committee is preparing its testimony for that hearing.

On the national front, Craig Johnson is on the final slate of candidates for a board position on the National Automotive Service Task Force (NASTF). Allen Pennebaker previously represented ASCCA on the NASTF Board, but will be terming out after serving as their President.



**The Fall
2017 issue of
California
Independent
is here!**



<https://www.ascca.com/articles/ascca-california-independent-fall-2017-issue-available-now>

ASCCA Members Join Efforts to Help Victims of the California Wild Fires

SACRAMENTO – As communities throughout Sonoma, Napa, and other Northern California counties begin the long process of rebuilding after the devastating wildfires, the Automotive Service Councils of California has identified four of our members who have tragically lost their homes.

In response, ASCCA's Executive Committee established the ASCCA California Wildfire Relief Fund. Thanks to their generous support, and the contributions of ASCCA members across California, the fund has raised \$17,000. ASCCA President David Kusa stated, "I am honored and humbled to be part of an association and industry that has shown so much support, both time and treasure, for our fellow shop owners that need help."

The Executive Committee has decided to distribute all but one-fifth of the money to the members known to have been impacted by the fires. The remaining money will be reserved in case there are other members impacted that have yet to be identified.

To make a donation, visit: <https://www.gofundme.com/ascca-california-wild-fire-relief-fund>



STOP WORKING CARS!

Courtesy MyersPublishing.com



Yes that is correct - stop working cars and start working with the people who own the cars. We've all done a great job at keeping up with the technological changes in the automotive repair business. We spent countless thousands of dollars on training, new specialized equipment, advertising to let people know of our expertise and, in my opinion, we were missing the most important part of small business today. That is the relationship. There are literally hundreds of thousands of people who repair cars every single day. Why are some so much more successful at it than others? It's not always the ability to fix the cars but I feel it really lies in their ability to build a relationship with the client. In my opinion one of the major components missing in today's small business world is the importance of developing and maintaining a relationship with our best clients. Take a moment and think about who you do business with who you buy your parts supplies and tools from. In most cases it's going to be about the person representing the company, not the company itself. In other words it's about the relationship you have with the salesperson. If you really examine the reasons you purchase what you purchase from who you purchase, it boils down to one simple thing - "People"!

We are so focused on fixing the car that we forget how important having a relationship with the customer is. Every client wants to feel special, to be remembered, along with being a valued part of the relationship. Unfortunately, in many cases everyday across the United States there are clients that are treated like an interruption, a pain, something or someone we have to deal with to get to the fix or the car part.

A question I ask clients all the time is - why should I bring my car to you to have it repaired? In many cases there are thousands of places to get my car repaired in my local area. Your client makes a decision based on a personal relationship with you whether you're the owner, the service advisor, or the technician. From my own experiences as I travel across our United States training, coaching, and consulting, I think of my own purchasing experiences with hotels, airlines and the rental car companies I'm loyal to. They all provide the most basic services. An airline provides a ride. So why choose one company over another? In my case it's always about happy people. Traveling can be stressful or difficult; if I can surround myself with people who enjoy their job, smile and laugh, it adds to the overall experience... Remember, when your client comes to you, in many cases they are not having a good day; they have a problem that is unexpected, unplanned, and creates hardship for them.

Losing the car means losing their freedom. When they walk through your door, if you show you're angry, tired, upset or just don't want to be bothered they sense and see that, which in turn has them wanting to go elsewhere. When a client walks through your door smile at them. Greet them!! Let them know they've come to the right place and you're going to take care and follow through! You don't have to be the cheapest repair shop in town, but if you're the friendliest they beat a path to your door.

Simple things like reading your client, properly answering the phone, being polite and courteous, letting them know how important they are to you, will go a long way towards their having you repair their car. In many cases it is not price that drives them to buy from you, but the experience of how you made them feel. Some of the best service advisors I've ever hired have not come from the automotive industry but from the hospitality industry (hotels and restaurants). The reason is they understand good customer service and developing a relationship. I would venture to guess that you go to the same restaurant over and over again, not because of the great outstanding food, but because of how the staff makes you feel when you show up. It's the little things like remembering your name, what you like to drink, or your favorite item on the menu. Most of us don't pick a restaurant based on price; we base our choice on the level of service and the relationship we have with that facility.

In countless shops I have watched service advisors and owners display negative behavior, both in verbal and body language. When an oppressed tense customer walks through the door the reason that person is there is because we spent money for advertising and we've actually shooed them away, told them we are not interested in helping simply because we were upset they walk through the door or, even worse, that they dared to call us and ask us their silly questions. Remember they know very little about auto repair and what information they found on Google or YouTube is wrong. Customers are looking for us to help them make a good informed decision.

The fact they called you is already something in your favor, now help them understand the complexity of their car and why you're the place to have the vehicle repaired at. Fixing cars is what we do to get paid.

Continued on next page



STOP WORKING CARS! - continued from page 6

In order to have cars to fix we have to work very hard on building relationships with our customers and their families so they feel both physically and psychologically secure in bringing their vehicle to you.

I have told customers for over 20 years we don't fix cars, we provide safe dependable reliable transportation that you and your family can depend on and, in most cases they answer to me that is exactly what they are looking for at my shop. Establishing the relationship in the beginning. When I do call and talk to them about the cost of repairing their vehicle it becomes less of an issue because they understand that they are more than just a car repaired to me... They are family. People who depend upon me to provide freedom so they can do what they want and can go about their lives. For me, Relationship is the most important part of sales. In fact, without relationship, sales are virtually impossible.

Customers don't want to buy from strangers - they prefer to buy from people they know. That starts with answering the phone properly, taking the car in correctly, communicating better with our client base and being genuinely happy to see them when they walk through our door. So how do we do this? First, have a smile on your face and in your voice when you answer the phone or they walk through your door. Remember things about them like the name of the car or their names, any bits of information that say: hey I really paid attention the last time I talked to you. Treat them as a good friend - you can never go wrong by calling them by name. Listen intently, don't be the know it all, ask questions to help you understand their concerns, not just their problem but their concerns, and solve their concerns. Remember the only people that understand what good customer service is are the customer because it's a different experience for every customer. What I feel is important may be different than what you feel is important. The only way I know what you feel is important is to have a conversation, ask questions such as what you use this car for, how long you have had the car, or who drives this car?

By asking the right questions you gather information about how your customer uses the car, how they feel about the car, and that is the basis for relationship. Think about this when you meet somebody for the first time - you are learning about each other; now that you understand each other's likes and dislikes you can have conversations about it. If the customer hates the car it's going to make your conversations different than with the customer who loves their car, but if you don't know that you can sell the wrong services.

In class for many years I've talked about my airport car - it was a very high mileage Toyota Camry but it had a very specific job - to take me to the airport and return me home. It wasn't pretty to look at but it did its job; you understood that car's job and you approached me in the right way. I would spend virtually any amount of money to make that car do its job. For example, if you did maintenance inspection and the battery was weak and you came to me and said Maylan, that battery is weak and I don't want you to be stranded at the airport on a Friday night late when you get home; we need to replace that so your car always starts for you. Boy, that would hit home and I would buy that battery with no questions asked. But the only way you are going to know how to sell to me is to have a relationship with me, to talk with me to understand what I use the car for and to satisfy my service needs, not yours. Fixing the car is a very important part of what we do, but more important is helping the customer solve their problems, which is safe dependable reliable transportation not only for them but their family. Focus on that and you'll make more money with less work.

Everyone in your business should be building relationships with the customers every time they see them. Also, don't just market to them and ask them for money. Find ways of contacting them in what I call non-sales points of contact. Look for a reason to let them know you're thinking about them without asking them to buy something. Some ideas would be a happy Fourth of July, happy Thanksgiving card; everybody sends end of the year holiday cards. Contact your customers for other reasons, even St. Patrick's Day - let them know you're thinking about them. You might be surprised how effective that marketing could be for you!

In closing, let me sum this up with this: Customers do business with people who value them and have a relationship with them! Make your shop different than everyone else's by developing relationships with your customers, and then fix their cars.

Because of the complexity of most products and services today, especially hi-tech products, the relationship is actually more important than the product.

John C. Maxwell Business Author

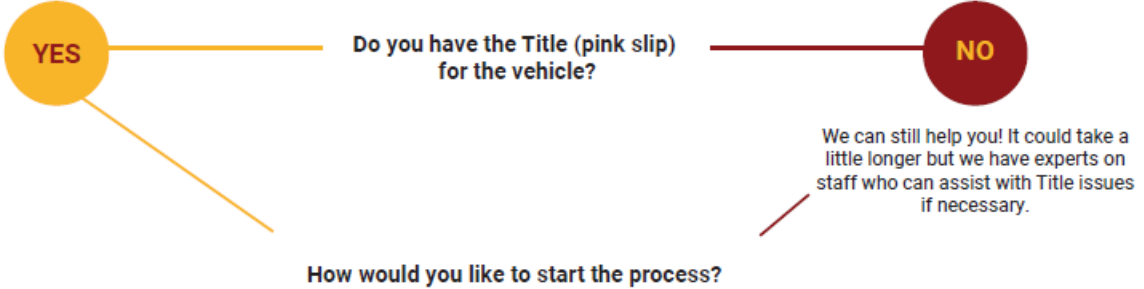
Educational seminars Institute has rolled out a new service. We have available a fill-in service advisor. This experienced service writer can come in and write service for you if you or service advisor is on vacation.

Please contact me for additional information. my email is maylan@esiseminars.com or give me a call at 866-526-3039

So you want to donate your car?

THANK YOU!

We have staff available 7 days a week to accept donations and answer donor questions!



We can still help you! It could take a little longer but we have experts on staff who can assist with Title issues if necessary.

Phone **Call 1-800-745-6121**

A Customer Service Representative (CSR) will take all the necessary information regarding the donor and/or donation center and the vehicle, verify the Title, discuss the condition of the donated vehicle and walk through the process of signing the appropriate paperwork.

OR

Internet **Go to asc-ef.org/vehicle-donations**

Submission of the online form will trigger a call back from a CSR who will take all the necessary information regarding the donor and/or donation center and the vehicle, verify the Title, discuss the condition of the donated vehicle and walk through the process of signing the appropriate paperwork.

Depending on the condition of the vehicle a pick-up may either be scheduled immediately or you may receive a call back directly from the auction house to schedule a pick-up.

Individual Donor

Who has possession of the vehicle?

ASCEF Donation Center

Make sure you have your original Title and the appropriate Bill of Sale form (*Form 262* for vehicles less than 10 years old that require odometer reading OR Form 135** for vehicles over 10 years old and do not require an odometer reading*) filled out and ready to turn over.

The donor will provide the CSR with contact info for the donation center to coordinate the pick-up. The donor should provide you with the original Title and complete the appropriate Bill of Sale form (*Form 262 for vehicles less than 10 years old that require odometer reading OR Form 135 for vehicles over 10 years old and do not require an odometer reading*) for you to turn over.

Make sure the donor removes all personal effects from the vehicle.
Present the keys, Title and Bill of Sale to the tow truck driver.

THANK YOU FOR YOUR SUPPORT OF ASCEF!

* The Vehicle/Vessel Transfer and Reassignment Form (REG 262) is a single-page multipurpose form that combines odometer disclosure, bill of sale, and power of attorney. The REG 262 is not available online because it is printed on security paper, which makes it compliant with federal odometer disclosure regulations. To obtain a REG 262 form, call DMV's Automated Telephone Service at 1-800-777-0133 (available 24 hours a day, 7 days a week) to have a form mailed to you.

** Download Form 135 (Bill of Sale) at <https://www.dmv.ca.gov/portal/wcm/connect/b04d574c-a959-4160-953b-faf62a66c-d3a/req135.pdf?MOD=AJPERES>

If you are working with an ASCEF Donation Center, they will provide you with the appropriate forms.

See Page 13 for easy link

December is the final in the *ESi* series for 2017!



Educational Seminars Institute
Automotive Management Specialists

Professional Business Development

2017 Northern California Schedule

What is Good Leadership?

Join Maylan and Team ESI as we take you through the steps to becoming a good leader while avoiding the pitfalls of the wrong moves. Start 2018 off with different leadership style!

Call or email your RSVP today (805)526-3039 or
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Concord

December 4, 2017 Monday

Auto Electric and Fuel

6:00 PM to 9:00 PM

2655 Monument Blvd. Suite B

Pricing: 149.00 per person or 249 for two or more. Pizza dinner included.

ESi PBD clients are NO CHARGE* (*Enrolled & Billed In The Monthly Education Program)

Spouses attend at NO CHARGE

OR....go to <http://www.ascca.com/> for ASCCA member discount - see February 16th email from Mary Putterman



Hans Hiller's Training Resources

ESI – Maylan Newton - Service advisor and Owner management training 888-338-7296

Worldpac Training – worldpac.com/training – Offers both management and technical training, local classes available

Car Quest CTI - Offers technical training 1 class every 2 months, contact your sales representative for more details.

Techelp - Doug Mueller offers longer term training to bring your people up to speed with late model electrical systems and classes for smog update and new licensing. Contact Doug: 888-747-8888. Or see his schedule at www.tec-help.com

ATG – Automotive Training Group www.atgtraining.com – Advanced training various topics. 800-233-3182, Advanced Circuit Diagnosis class available on March 2, 3 2016, instructor Dean Parsons @ Tec-Help Training Center 6:30 to 10:00 pm. Contact ATG for details.

RLO Training/Bottom Line Impact Groups www.rlotraining.com

ATI – Autotraining.net – Offers coaching services for shop owners

Elite – Eliteworldwidestore.com – On line and service advisor training

SSF offers European training topics (MZB, BMW, Porsche) <https://www.ssfautoarts.com/> Contact Hans Hiller for details.

The ASCCA Advantage

The ASCCA Advantage provides a comprehensive summary of the value of ASCCA membership. We are proud to be able to offer a number of discounts and intangible benefits that are uniquely provided by our association. Please review the following benefit categories and be sure to make the ASCCA Advantage your first stop when looking for products and services you can trust.



Endorsed Vendors and the Value They Bring to Us

INSURANCE & LEGAL SERVICES

- EE & MB ASC Insurance Services** – Includes an enrollment discount of \$100. Customer Service (866) 923.7767, www.armstrongprofessional.com
- EE & MB CoreMark Insurance Services** – Competitive dental & vision plans exclusively available to ASCCA members. Mat Nabity, (916) 286.0918, mnabity@coremarkins.com
- MB FREE LEGAL Service** – 30 minutes of free legal advice per month for all ASCCA members. A \$225 monthly value. Jack Molodanof (916) 447.0313, jack@mgrco.org, www.mgrco.org.

EDUCATION PROVIDER

- CP & MB CompuTrek** – Automotive Coaching & Training with PROVEN automotive system solutions coupled with implementation & accountability coaching, of individuals & teams, typically yields \$200,000+ in NEW GP Dollars in 12 months! ASCCA Members will receive a complimentary, Level 1 Business Evaluation. Purchase of a full Stage One Training Package includes your next year's annual ASCCA Dues! A \$400/year value. Dave Schedin, (800) 385.0724, dave@computreksystems.com
- CP & MB Educational Seminars Institute (ESI)** – Since 1984 ESI has been the forerunner in providing the independent repair shop with up-to-date full-facility training for the management team and personnel. ASCCA Members have exclusive access to discounted training courses as well as 30 minutes free business consulting advice per month. Save \$55 on every seminar registration and \$800 on every Service Writer course registration. (Space limited.) ESI services include personal coaching and consulting, service writer's school of America, educational programs and temporary fill-in service writer services. Contact Maylan Newton (866) 526.3039, maylan@esiseminars.com. Proud ASCCA members for over 30 years.
- MB Motor Age Training** – 25% discount on all ASE exam study guides. James Hwang (310) 857.7633

MERCHANT SERVICES

- EE, CP & MB Digital Financial Group (DFG)** – Credit card processing company. DFG pays \$350 for each ASCCA members state dues annually. Special member only rates. Call us for a free no obligation consultation. David Cherney and Shannon Devery (877) 326.2799

SOFTWARE PROVIDERS

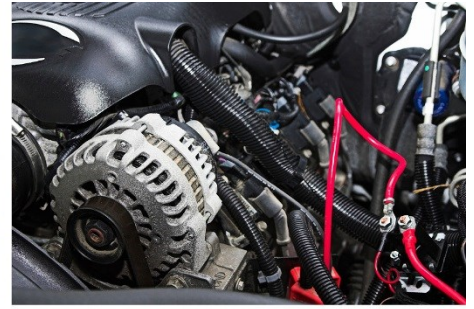
- CP Autotextme** – A comprehensive, cloud-based tool that offers simple solutions for workflow management, improved communications, digital vehicle inspections, and quality control. autotext.me was created by Chris Cloutier of Golden Rule Auto Care to solve communication gaps that cause workflow delays and waste valuable rack time. Because autotext.me is created and developed by a shop owner, the company is uniquely positioned to understand what owners and shops go through and their need for continual process improvement. autotext.me has been proven to be an easy-to-implement, timesaving solution to common industry problems and is available to benefit all shop owners. Chris Cloutier (469) 546.5725, chris@autotextme.com
- MB Identifix** – Members receive a promotional price for online diagnostic tool and telephone diagnostic services. New Identifix members received \$40 off each of the first 3 months and \$10 off every month after for annual savings of \$210. Customer Service (800) 997.1674
- CP & MB Shop-Ware** – The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. Scott Alton at (415) 890.0906 x106, contact_us@shop-ware.com. Ask for a special ASCCA member rate.

UNIFORM SERVICES

- EE & MB G&K Services** – Nationally recognized supplier of customer and employee apparel with special ASCCA pricing. Thomas Dunne (619) 399.6078, DunneT@Cintas.com

INTERNET MARKETING, WEBSITE DESIGN & SEARCH ENGINE OPTIMIZATION SERVICES

- CP & MB Broadly** – Through internet marketing, Broadly gets great customer reviews on Google, Facebook, and other review sites. ASCCA members get a FREE account set-up (valued at \$200). Call (800) 693.1089, write marketing@broadly.com or visit www.broadly.com
- CP & MB Kukui Corporation** – The Kukui All in One Success Platform is combined solution of custom online marketing tools, websites designed for higher conversion rates, customer relation management, search engine marketing, email marketing and customer retention, and revenue tracking tools. The Kukui solution empowers each of Kukui's clients with quantitative data showing their return on investment, the number of new clients based on their POS system, statistics revealing their customer retention



rate, and areas to improve their business through the tracking of phone calls, appointment forms, and feedback from customer reviews. ASCCA members receive special pricing on custom website designs.

Todd Westerlund (925) 980.8012, Todd@kukui.com,

Patrick Egan (805) 259.3679, Patrick@kukui.com, www.kukui.com

CP & MB Repair Pal – Join the nation's largest network of elite auto repair shops. RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. Our website gets millions of visitors each month from Google searching for "car repair estimate" and other phrases. In turn, each of our shops gets 8-10 new customer contacts per month, with an average repair order over \$500. (Estimated new business \$48,000/year.) We also get shops additional business through our partner program, CarMax, The Warranty Group, and USAA.

Russell Miller, rmiller@repairpal.com, www.repairpal.com

INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS

MB iATN – The International Automotive Technicians Network (iATN) is the world's first and largest online network of automotive service industry professionals providing resources to members worldwide. ASCCA members enjoy a \$9-per-month discount off of the regular price of iATN Business+ premium membership, a savings of \$108/year. (Regularly \$45-per-month, ASCCA members \$36/month.) This membership provides your shop with up to 5 premium access accounts, free job ad postings, a private forum for your shop and unlimited access to the iATN Knowledge Base allowing one to perform research within iATN's databases of in-use industry knowledge collected over the past 20+ years. Scott Brown, (714) 257.1335 x3807 or cell (909) 257-9497, scott@iatn.net, www.iatn.net

BUSINESS SUPPLIES, EQUIPMENT & SERVICES

MB ACA– Access to Auto Care Association's publications, the Aftermarket Insider and the ACA Capitol Report, as well as member discounts on ACA publications and events. Call to see how you can save up to \$600 a year. kathleen.schmatz@autocare.org, (301) 654.6664



CP Automotive Electronics Services, Inc (AESwave) specializes in sales and support of automotive diagnostic equipment. Each day, thousands of technicians, educators, trainers, engineers, and technical writers use products and strategies developed at AESwave.

Carlos Menchu, Toll Free (877) 351.9573, info@aeswave.com, www.aeswave.com

CP & MB AutoZone – This partnership provides Platinum level membership pricing, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more!

Jim Gray, (704) 301.1500, jim.gray@autozone.com

CP BG Products – Provides maintenance services, equipment, training & consumer education materials. BG Products have been shown to increase shop hours, parts and labor revenue, shop efficiency, and retention all while improving the customers driving experience and vehicles performance. Exact revenue estimates will vary from store to store, but the statement above is a universal truth. Eric Waln (949) 337.2484 / Eric Elbert (805) 490.6080, EricE@petrospecsBG.com, www.petrospecsinc.com.

CP & MB BP/Castrol – An innovative company that markets high-performance engine oils and business-building programs directly to independent workshop owners. For over 23 years, Castrol has been the only major marketer to manufacture its own premium, custom-made additives for its leading passenger car motor oils. They use the best combination of components rather than rely on commercial engine oil additive packages. Their patented, multi-functional additives combat against engine deposit build-up. Contact Castrol at (310) 699.5212 or Mackenzie.Merz@BP.com, <http://bit.ly/2qsuKiQ>.

MB HotelStorm– Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit hotelstorm.com/ascca and use password Auto 1234 to get your discount.

concierge@hotelstorm.com, www.hotelstorm.com/ascca

CP & MB LKQ Corporation – LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.

Sean Lawson, (661) 301.6014, SLawson@LKQCORP.com

CP Motul – A recognized specialist in synthetic lubricants, having been the first lubricant manufacturer to pioneer the formulation of a 100% synthetic lubricant for automotive engines, the 300V, making use of Esters technology and issued from the aeronautical industry. Motul's 8100 line of 100% synthetic oils have OE approvals from manufacturers such as Porsche, Audi, BMW, Mercedes-Benz, and VW. Nicholas Bagley, (909) 538.2042, n.bagley@us.motul.com



CP NAPA Auto Care— An integrated banner program that unites everything an independent repair business needs to prosper. Since 1984, the NAPA AutoCare family has grown to over 16,000-plus independently owned and nationally recognized automotive, collision, and truck service centers, making it the largest single aftermarket repair network in the country. NAPA's mission is to help all member businesses increase car count and sell more services.

John Hartman, NAPA SoCal District Sales Manager, cell: (619) 300.4910, john_hartman@genpt.com

MB Office Depot — Streamlined business supply ordering process. Free delivery over \$50. Custom pricing and discounts for ASCCA members.

Michael Nitz, 855-337-6811 Ext.12809, Michael.nitz@officedepot.com, <https://business.officedepot.com/>

CP & MB O'Reilly Auto Parts — O'Reilly has been dedicated to the Professional since 1957. ASCCA members that choose to partner with O'Reilly have access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform everyday, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, early-pay discounts, electronic ordering discounts, and more.

ASCCA@oreillyauto.com

MB Phillips 66 — Special pricing on Kendall GT-1 Motor Oil available to ASCCA members. Kendall Installers may be eligible for annual rebates.

Howie Klein (SCAL), (951) 903.8466, howie.klein@p66.com
 Jeff Landon (Central CA), (805) 296.0170, Jeff.A.Landon@p66.com
 Keith Westbrook (Valley/NCAL), (707) 448-8279, Keith.R.Westbrook@p66.com



Updated 10/24/17

ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

Proudly Display Your ASCCA Affiliation — Use of ASCCA sign, code of ethics, and logo for use on invoices, customer forms, etc.

Communications — The ASCCA Independent newsletter, fax broadcasts, email broadcasts, special news alerts, member benefit flyers and our website.

Member-to-Member Communications — The ASCCA TeamTalk list serv provides members to communicate directly with their peers on a broad range of topics facing shop owners throughout California.

Education Programs — Attend ASCCA's Annual Summer Conference for educational opportunities for Shop Owners and Technicians. From business management to industry updates attending the Annual Summer Conference will keep you and your staff informed.

Government Affairs & Political

Representation — Bill tracking, reading and analyzing constantly changing information and tracking bills via our website. Representation at government meetings, lobbying, etc. Hugely beneficial because it ultimately affects your bottom line.

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

Mission Statement/Core Purpose/Code of Ethics

MISSION STATEMENT: To provide business resources for our members and to advance the professionalism of the Automotive Repair Industry.

CORE PURPOSE: To elevate and unite automotive professionals and give them voice.

CORE VALUES: Integrity, Compassion, Professionalism, Unity

BHAG: Make the public aware that ASCCA means skilled professionalism and inspired customer trust.

CODE OF ETHICS:

1. To promote goodwill between the motorist and the automotive industry.
2. To have a sense of personal obligation to each individual customer.
3. To perform high quality services 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 an advertisement, which is false or misleading or likely to confuse, or deceive the customer.



CARS is a 501(c)(3) nonprofit.
We make it easy to make a difference.
<https://careasy.org/nonprofit/asc-educational-foundation-inc>



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jack@mgrco.org

ASCCA State Office's contact information:

One Capital Mall, Suite 800, Sacramento,
 CA 95814
 Telephone: (800) 810-4272;
 Fax: (916) 444-7462
Gloria Peterson - Executive Director, Ext 108,
GPeterson@amgroup.us
Mary Putterman - Membership Services, Ext
 133, mputterman@amgroup.us



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

ASCCA MEMBERSHIP LIAISON PROGRAM

Purpose

ASCCA is proud to officially announce the launch of its Membership Liaison Program.

Initiated by ASCCA's Membership Committee, and approved by the Board of Directors, the purpose of this new endeavor is to gain and retain new members by cultivating relationships, emphasizing ASCCA membership value and advocacy efforts, and to provide business resources.

Those who are interested in applying must complete an online application and submit at least one referral from an ASCCA member or corporate partner.

ASCCA's Executive Committee will review all potential candidates, and make the final decision on eligibility.

Training

Before being able to recruit new members, Liaisons must participate in message training either in person (to be held on select dates), or via webinar. Travel costs are not reimbursable.

Compensation

- ➔ Monthly Compensation: Recruit 1-8 new members per month, and receive \$124 per member. Recruit 9 or more new members per month, and receive \$201 per member
- ➔ Receive a \$50 bonus for any recruited members who renew, once you meet a minimum recruitment of 30 members a year
- ➔ Receive a \$100 bonus for any recruited members who renew, once you recruit a total of 60 new members a year

ASCCA Core Purpose

Through our ASCCA Liaison Program, we hope to advance ASCCA's Core Purpose to Elevate and Unite Automotive Professionals and Give them Voice! Do you have the skills and the drive to help us grow our industry? Then visit ascca.com and apply TODAY!

Questions?

ascca.com ➔ (800) 810-4272 ➔ mperalta@amgroup.us