

THE CALIFORNIA

Independent

FALL 2009

**What ASCCA's
Government Affairs
Committee Means
to You**

pg 11

**A Letter from
Automotive
Service Excellence**

pg 12

OPPORTUNITY IN A CHALLENGING MARKET

Reasons to partner with WORLDPAC



Your Shop + WORLDPAC =
A Successful Team

SUPPLIERS / TRAINING
Expo
2009

Enter to WIN
a trip to the
WORLDPAC
Suppliers/
Training EXPO
in Orlando, FL!

worldpac.com/2009



Automotive Service Councils of California
Professionals in Automotive Service
Since 1940

Volume 33 • Issue 3

One Capitol Mall, Suite 320
Sacramento, CA 95814
(916) 924-9054
(800) 810-4272
Fax: (916) 444-7462
E-mail: mhensley@amgroup.us
Web site: www.ascca.com

How to Submit Material to *The California Independent*

Material must be submitted in writing to Melissa Hensley
E-mail: mhensley@amgroup.us
Fax: (916) 444-7462
Mail: One Capitol Mall, Suite 320
Sacramento, CA 95814

ASCCA Staff and Associates

Jackie Miller, Executive Director
(916) 924-9054 ext. 108

Gloria Peterson, Assistant Executive Director
(916) 924-9054 ext. 104

Paul Simmons, IT & Membership
(916) 924-9054 ext. 113

Connie Payne, Accounting Manager
(916) 924-9054 ext. 103

David Gregory, ASCCA Attorney
(951) 781-9091

Chuck Coppage, ASCIP-Manager
(916) 679-2951

Lorraine Stevens, CPCU
(916) 609-8396

Deserée Carter, CISR
(916) 609-8402

The California Independent is published by Innovative Publishing Ink.



Innovative Publishing Ink specializes in publications for businesses and associations. To find out how your association or company can have its own magazine, contact Aran Jackson at ajackson@ipublishing.com or 502.423.7272.



CONTENTS

President's Message..... 5
Executive Director's Report..... 6
Staff Profile..... 7
ASCCA Welcomes the Following New Members! 7
Key Tax Changes from Budget Agreements..... 8
Phishing: Identify Fraudulent E-Mail..... 9
Secure Customer Credit Card Data 10
ASC Insurance Program Introduces Exclusive Medical Plans for ASC Members..... 10
Legislative Section..... 11
TeamTalk News..... 12
A Letter from Automotive Service Excellence 12
ASCCA 2009 Annual Conference Photo Wrap-Up 13
ASCCA Chapter Network 14
Industry and Endorsed Vendors Contact List..... 14
ASCCA Buyer's Guide..... 15
Scholarship Recipient Expresses Gratitude 16

2009 BOARD OF DIRECTORS

Glenn Davis
President
G.D.A. Enterprises
1801 West Arrow Route
Upland, CA 91786
Tel: (909) 946-2282
Fax: (909) 946-4172
gdaent@dslextre.me

Allen Pennebaker
Immediate Past President
Orinda Motors
63 Orinda Way
Orinda, CA 94563
Tel: (925) 254-2012
Fax: (925) 254-5821
omotors@aol.com

Ann Melton
Director
Car Clinic
2655 Monument Boulevard
Concord, CA 94520
Tel: (925) 676-5590
Fax: (925) 676-8786
car_clinic925@hotmail.com

Stuart Terry
1st Vice President
Stuart Terry Auto Repair
4858 El Cajon Boulevard
San Diego, CA 92115
Tel: (619) 287-6158
Fax: (619) 287-6158
stuartterry@sbcglobal.net

David Baerg
Director
Precision Auto Repair
22701 Granite Way, #B
Laguna Hills, CA 92653-2218
Tel: (949) 855-9981
Fax: (949) 855-4742
david@precisionauto1980.com

Les Morris
Director
P & S Automotive
6301 South Main Street
Los Angeles, CA 90003
Tel: (323) 750-0511
Fax: (310) 856-1546
lmorris11@ca.rr.com

Dennis Montalbano
2nd Vice President
German Auto Repair Inc.
6652 North Blacksone
Fresno, CA 93710
Tel: (559) 438-6508
Fax: (559) 438-8651
dbenzdr@aol.com

Kevin Donohoe
Director
Pacific Motor Service
550 East Franklin Street
Monterey, CA 93940
Tel: (831) 375-9571
Fax: (831) 375-1084
kevind@redshift.com

Andrew Pollino
Director
Pro Care Automotive
7277 Pacific Avenue, #2
Stockton, CA 95207
Tel: (209) 472-9866
Fax: (209) 472-9867
procare@sbcglobal.net

Jack Crawley
Secretary
Fisk Automotive
147 West Santa Fe Avenue
Fullerton, CA 92832
Tel: (714) 526-3603
Fax: (714) 526-3603
jackcrawley@sbcglobal.net

Mary Kemnitz
Director
D&H Enterprises
2689 Monument Boulevard
Concord, CA 94520
Tel: (925) 356-0683
Fax: (925) 356-2530
mak300z@aol.com

Tracy Renee
Director
Gene's Auto Repair
37 Tennessee Street
Vallejo, CA 94590
Tel: (707) 642-1900
Fax: (707) 645-1900
tracyreneet@aol.com

Declan Kavanagh
Treasurer
D. Kavanagh Motors, Inc.
13428 Ventura Boulevard
Sherman Oaks, CA 91423
Tel: (818) 788-3375
Fax: (818) 788-0516
jkavan1497@aol.com

Bob Klingenberg
Director
Eye Street Automotive
2429 Eye Street
Bakersfield, CA 93301
Tel: (661) 631-5765
Fax: (661) 328-0821
eyestreet@igalaxy.net

John Villa
Director
Villa Automotive
34 South Street
San Luis Obispo, CA 93401
Tel: (805) 781-3925
Fax: (805) 781-3184
jvilla@villa-automotive.com



AIRDRAULICS

AUTOMOTIVE & HEAVY DUTY FLEET SHOP EQUIPMENT
SALES • INSTALLATIONS • REPAIRS • FACILITY PLANNING



WANT MORE BUSINESS? NEED MORE PROFIT?

OFFER MORE SERVICES!

- Alignments
- Lubrication Services
- Coolant Services
- Transmission Services
- Tire Services
- Exhaust Services
- Brake Services
- Air Conditioning Services
- Nitrogen Services

WE OFFER

- Automotive & Heavy Duty Lifts
- Air, Oil, Water & ATF Reels,
Pumps & Tanks
- Air Compressors, Lift Inspections
- Lubrication Equipment
- Alignment Lifts & Instrumentation
- Air Line & Lubrication Piping
- Procut On Car Brake Lathes



Give Us a Call! (818) 982-1400

13261 Saticoy Street • North Hollywood, CA 91605-3401 • (818) 982-9322 fax
www.airdraulics.biz • State Contr. Lic. #590459

ATI Nose Profits

At ATI, we specialize in making struggling shops successful and taking successful shops to the next level. Our passion is helping the owners of independent auto repair shops reconnect with those once bright dreams that have been worn away by the daily grind of running a business.

Voted the #1 Automotive Management Company in America by Frost & Sullivan.

Attend the next
Automotive Training Institute Cash Profits Boot Camp
workshop and turn things around today!

Call 866-389-7999 for more info or to register.

ATI Automotive Training Institute
Driving Profits and Dreams Home





Glenn Davis
ASCCA President

67, 68, 69...

Sixty-nine years and counting ... I wonder if the founding fathers of ASCCA (back then, it was IGO-CA) sitting around the shop floor, writing out the 10-point code of ethics, ever envisioned the size and success ASCCA has become.

As I sit at my desk pondering my final President's Message, I look back at the men and women who have forged this great Association. The proud badge of "Independent Garage Owner" only exists within the walls of our shops. When faced with perils coming from outside the family, our members form a powerful group defense. From defeating the likes of the Trevor Law Group, to pushing back sales tax on labor, to smoothing out overly aggressive regulations, to getting a favorable judgment repealing 10-year/120,000-mile warranties, our members show that we know how to effectively work together to achieve our goals.

"*The ASCCA Advantage*" is alive and well. Through my travels around the state this year, I have had the privilege of witnessing the bond we share for the mission and purpose of ASCCA. The hundreds of members and the countless shops I've visited gave me a profound view that our business and member concerns aren't really very different from one another. We have much more in common than geographic/business models would indicate.

If I had to pick out one thing that makes ASCCA so unique, so successful and so relevant to standing the test of time would be ... OUR VOLUNTEERS! Each and every member plays a vital role in the overall success of ASCCA. The ASCCA membership has enjoyed the unique position of being able to contribute any level of participation they feel compelled to give. It starts by attending a chapter meeting and being exposed to "*The ASCCA Advantage*" close up. Then on to joining chapter leadership, stepping up to be a chapter representative or state committee volunteer or serving on ASCCA's Board of Directors. Our vast array of volunteers serving to "*Elevate and Unite Automotive*

Professionals and Give Them Voice" makes ASCCA the model for other trade associations.

Our role of industry leader does not stop at the California border. From ASCCA's own Jack Heyler (father of the OBDII Connector), to the nation's first right-to-repair act (SB 1146), to our founding position on the National Automotive Service Task Force (NASTF) guaranteeing shop owners access to factory information, ASCCA members have been forging new ground for the entire industry for more than 69 years!

I would like to say a few words about the amazing people I've had the privilege of getting to know over the years. From my first meeting, I met the likes of people such as Chet Stillbower, Dick Cash, Ron Dyrness, Tom Ward, Larry Moore, Carol Bartels, Milt Seropan, Mike Mahneke, Jim O'Neill, Robert Salerno and many, many more. My evolution from a guy who fixes cars to a successful businessman would have taken much longer if not for the influence these men and women had on the way I conduct my professional life.

So ... as my tenure as president comes to a close, I begin to look toward the new leaders in our association to take ASCCA into the future. Our industry and the batch of new shop owners coming up bring new challenges to our organization. We must embrace the cultural, socio-economic diversity that has rapidly changed the way we look at the Automotive Aftermarket. We must continue to give our members the cutting-edge information needed to develop successful business models in this changing environment.

We must have the tenacity to embrace this change and to provide our members the tools needed to actively pursue their goals.

Starting right now ... and culminating at the December Team Weekend in Sacramento, ASCCA's members are being asked: "What's important to you, your business and your future?" Questionnaires are being circulated to

solicit feedback about your businesses and your concerns, so that ASCCA can most effectively begin this journey into the future. Please take a few minutes to fill them out. We need your input.

2010 brings a celebration of 70 years representing the Automotive Aftermarket Industry. Stuart Terry, our incoming president, has an impressive line-up of committed volunteers. They are a talented group of committee volunteers, chapter representatives and Board of Directors who will move ASCCA into the future. The renewed energy and sense of purpose these all-stars possess makes me proud to be an ASCCA member. The future of ASCCA and the challenges we face are in good hands.

I can't conclude my presidency without thanking those who make ASCCA seem so fluid. Let me start by giving kudos to Jackie Miller, our executive director, who has assembled perhaps the very best staff ASCCA members have ever had. Her leadership has given our members the tools and information needed at a moment's notice. Jack Molodanof, our legislative advocate, who works incredibly hard keeping ASCCA members on top of the legislative/regulatory minefields we face on a day-to-day basis. David Gregory, our members' legal counsel, who has been protecting us from legal peril for more than 25 years. And let's not forget our impressive list of ASCCA vendors who give their time, energy and resources to add that extra layer of icing on the cake.

I would also like to thank all of you who invited me into your chapters, into your shops and into your lives for teaching me the real face of our association.

Lastly, let me say THANK YOU to the state Board of Directors who embraced my vision of celebrating "*The ASCCA Advantage*" and for bringing our members the very best in service to our industry. I look forward to our future and the success of all of our members. 69, 70, 71 ... still counting! ■



Jackie Miller
ASCCA Executive Director

Be Prepared: Create a Disaster Plan – You Never Know When You'll Need It!

Recently, a small fire on a sunny Sunday afternoon in the Sierra foothills town of Auburn east of Sacramento brought home to me the fact that it is critical for small businesses to create a disaster plan. And while that fire was small, 370 acres, it destroyed or damaged not only 66 homes but six small businesses as well.

And while we generally think of wildfires as burning, for the most part, unoccupied land, the Auburn wildfire started near a residential area and rapidly burned a subdivision and businesses surrounding that area. Emma and Carol Lujan, owners of C&E Auburn Victor-Twin, a motorcycle business, reported that their building, worth at least \$1 million, and their inventory, were total losses. Ms. Lujan also reported that a moneybag at the gutted business, in which she had earlier placed \$5,000, had been unzipped and was destroyed.

While business owners are typically fewer in number than residential victims of disasters that plague California, their losses can quickly add up into the millions of dollars, particularly if they are underinsured or uninsured. And this does not just apply to wildfires but also floods, mudslides, earthquakes or any of a myriad of disasters that can happen in a moment.

Businesses that are not physically damaged can still be hurt if they lose customers due to closures or other circumstances, according to the U.S. Small Business Administration's Office of Disaster Assistance. So, if you don't have a disaster plan, the following pointers from the SBA will help get you started. The time it takes could prove well worth it.

Prepare Your Business

- Start the disaster plan by identifying what your operation needs to do to protect itself in the face of a natural disaster. Even if you don't own the building where you do business, take steps to protect your assets.

- Determine what production machinery, computers and other essential equipment are needed to keep your business open. Store extra supplies offsite, and make a plan for a temporary location if your company is forced to relocate after the disaster. Be ready for utility disruptions with a portable generator.
- Find escape routes from the business, and establish meeting places. Make sure everyone understands the emergency plan. Designate a contact person to communicate with other employees, customers and vendors.
- Review your insurance coverage *carefully* to make sure you understand what is and is not covered, which could be included under different parts of the policy.
- Consider business interruption insurance. It covers operating expenses, like utilities, and compensates you for the income lost after a temporary closure.
- Make backup copies of all tax, accounting, payroll and production records and customer data on computer hard drives, and store the records at an offsite location at least 100 miles away. Important documents should be saved in fireproof safe-deposit boxes.
- Develop a post-disaster communications strategy. Keep current phone numbers for your suppliers, employees, customers, utility companies, local media and emergency agencies. Appoint a spokesperson to get the word out that your company is still open and on the road to recovery to dispel rumors of business failure.
- More preparedness tips for businesses are available on the SBA's Web site at www.sba.gov/disaster_recov/prepared/getready.html. The Institute for Business and Home Safety (www.ibhs.org) also has information on protecting your business. The federal government's preparedness Web site www.ready.gov is another helpful resource.

Don't be caught unaware! ■

Staff Profile



ASCCA's New Membership Services Coordinator

by Heather Vigil



I would like to introduce myself as your new ASCCA membership services coordinator. I am very excited to be on board and am making it my personal mission to help each individual chapter to continue to grow and to fully take advantage of all the great benefits available through ASCCA membership.

A little about me: I grew up in the Sacramento area, and right out of high school, I joined the U.S. Navy, where I was fortunate to travel to many countries throughout the world. After completing my military service, I attended Humboldt State University, where I earned my bachelor's degree in art history. Then it was off to more traveling and working to help Sacramento-area small businesses get their accounting systems and daily operations standardized and in a full working order. After a few years in the job force, I decided to go back to school full-time while working as an accounting manager for a firm in San Francisco. In March 2008, I earned a master's degree in business administration.

I have always loved the work that I do, and my position with ASCCA falls right in line with my skills and abilities. I have the experience and the drive to be an effective member of the ASCCA organization. It was wonderful to meet so many members at the annual conference in beautiful Indian Wells.

I welcome any and all thoughts, suggestions, helpful hints and handshakes of hello.

In closing, I'd like to encourage members to recruit their local non-member shops. This increases our strength with legislation and earns you \$75 to put toward your own association dues. I look forward to serving you! ■

This business owner is getting fleeced by his card processor.

Are you being taken advantage of, too?
Make sure you're not being taken advantage of by your card processor.

ASCCA Association members should stop getting fleeced on the fees they pay. At no cost, we'll walk you through your statement, show you what you are really paying and how you may be able to save money. Just contact Heartland at 888.798.3131 extension 2238.

Heartland
PAYMENT SYSTEMS®
The Right Processor. The Best Priced Processor.
HeartlandPaymentSystems.com

You have rights!
Don't let your card processor take advantage of you.

ASCCA Welcomes the Following New Members!

AAA NCNU
All Wheel Alignment & Brake
American Hardware Insurance
B.G. Products
Casey's Automotive
Chino Hills Automotive
Dave's Auto Truck & RV
European Auto Repair
General Motors
Golden West College
JT's PRO Smog
Pro On-Site Fleet Service
Rick Cox – Amsoil Distributor



Key Tax Changes from Budget Agreements

Reprinted from the *California Chamber of Commerce Alert*
October 2, 2009



The California Chamber of Commerce is urging businesses to review the important tax changes resulting from this year's budget agreements.

Changes include estimated tax payments, income tax withholding and use tax registration and reporting. The information is technical in nature and may require additional assistance from a tax professional or accountant.

Following is a look at some key tax provisions.

Estimated Taxes

Instead of paying 25 percent of the annual required payment each quarter, both corporations and individuals must make accelerated estimated tax payments for the 2009 and 2010 taxable years (see left side of chart).

The budget also creates a new non-conformity provision to the federal exception to the underpayment penalty. The annualized installment method, or full payment spread throughout the year, allows taxpayers to compute estimated taxes based on annualizing actual taxable income earned over the months in the taxable year ending before the due date for the installment over any amount paid in prior installments.

These percentages have changed as well. When using the annualized installment method, taxpayers must use an accelerated payment scheme for both the 2009 and 2010 taxable years (see right side of chart on page 9).

Income Tax Withholding

The budget increases withholding for certain payments made on or after November 1, 2009:

- Withholding on wages increases by 10 percent
- Withholding on supplemental wages increases from 6 percent to 6.6 percent
- Withholding on stock options and bonus payments increases from 9.3 percent to 10.23 percent

The Legislature revised the state's withholding tables once already in April 2009 to reflect the February 2009 budget changes — a 0.25 percent across-the-board increase and a reduction in the dependent exemption credit of about \$210 per dependent.

The 10 percent increase in withholding on wages is "optional," meaning employees may file a new Form DE 4, Employee's Withholding Allowance Certificate, with their employer to change their

withholding. An employee may change his/her withholding at any time and as often as needed.

Backup Withholding

The budget also conforms, with modification, to Internal Revenue Code Section 3406 federal backup withholding rules. For payments made on or after January 1, 2010, the budget requires:

- Backup withholding at a rate of 7 percent for California whenever required for federal purposes
- The Social Security number of other taxpayer identification number of the recipient of income to be furnished on demand of the person paying the income

For purposes of backup withholding, the budget requirement includes only payments of income defined in California's withholding-at-source statute, with respect to rents, prizes, compensation for services and other fixed or determinable annual or periodic income.

The budget specifically excludes from California's backup withholding rules interest and dividends and any release of loan funds made by a financial institution in the normal course of business.

California's backup withholding provisions supersede any other withholding provision required under the administrative provisions of the Revenue and Tax Code. Also, the payer required to withhold must notify the payee of the withholding in the form and manner prescribed by the Franchise Tax Board (FTB).

The FTB made more information available at the beginning of October through its Web page, www.ftb.ca.gov, and its *Tax News* newsletter. The backup withholding obligation will begin January 1, 2010.

Use Tax Registration/Reporting

The budget requires qualified purchasers to register with the Board of Equalization (BOE) and report and pay any use tax owed for purchases made in the preceding year. The first use tax returns will be due on April 15, 2010, for untaxed purchases made in 2009.

A qualified purchaser is a business that meets all these tests:

- Is not required to be registered and is not otherwise registered with the BOE
- Is not a holder of a use tax direct payment permit (see Revenue and Tax Code, Section 7051.3)
- Receives at least \$100,000 in gross receipts per year from business operations worldwide

The primary change under this new budget is the requirement to file with the BOE. Before this law, only retailers selling tangible personal property were required to register.

The BOE planned on mailing notification letters to businesses potentially subject to the new registration requirement starting in September 2009 using data from 2007 IRS tax returns to target its audience.

Once a business replies to the letter, the BOE will send the business an account number and log-in code for e-filing purposes (which the BOE expects to be available in March 2010).

If a business fails to respond to the letter, the BOE will register the business automatically and mail it an account number. Once registered, the BOE will ask for 2007 and 2008 tax returns. The BOE is likely to waive any penalties on unpaid use tax, but businesses must pay interest.

Registered businesses must file a sales-and-use-tax return with the BOE, and may not report any use tax liability on their income or franchise tax return filed with the FTB. All businesses required to register with the BOE under this new program must file a return with the BOE, even if there is no use tax liability.

Applicable Percentage: Regular Method		Applicable Percentage: Annualized Method	
2009		2009	
First Quarter	30 percent	First Quarter	27 percent
Second Quarter	30 percent	Second Quarter	54 percent
Third Quarter	20 percent	Third Quarter	72 percent
Fourth Quarter	20 percent	Fourth Quarter	90 percent
2010		2010	
First Quarter	30 percent	First Quarter	27 percent
Second Quarter	40 percent	Second Quarter	63 percent
Third Quarter	0 percent	Third Quarter	63 percent
Fourth Quarter	30 percent	Fourth Quarter	90 percent

Companies face no penalty for not registering with the BOE or for failing to file when no use tax liability exists. If payment is late, however, a business may owe a penalty equal to 10 percent of the use tax liability.

It is important to note that the use tax has been in effect in California since 1935 and applies to purchases made from out-of-state sellers. A taxpayer may have a use tax liability when making purchases from an out-of-state retailer if the seller does not collect California sales or use tax or if the buyer uses, gives away, stores or consumes the item in California.

Information presented should be relied upon for business and tax planning decisions only after obtaining appropriate accounting, tax and/or legal advice. ■

PHISHING: IDENTIFY FRAUDULENT E-MAIL

by Lewis Leung, Martin Werbelow LLP

Reprinted with permission

Fraudulent e-mail messages have become a major source of identity theft problems for many individuals and businesses. Techniques for creating deceptive e-mail messages and Web sites are getting more sophisticated. Perpetrators have become extremely adept at disguising their “phishing” expeditions to resemble legitimate inquiries.

Please be on the lookout for phrases representative of the following:

- Requests for personal information in an e-mail message – phrase used includes “verify your account”

- Urgent wording – “if you don’t respond within XX hours, your account will be closed”
- Fake links – “click the link below to gain access to your account”
- Vague address – “Dear Valued Customer”

The IRS logo has been used in several “phishing” campaigns that incite a response regarding stimulus checks and tax refunds, electronic payment issues and delinquent filing threats. Many people find the federal income tax filing process complicated and confusing, so the idea that they might have unclaimed refunds or payments waiting

from them to claim seems plausible. The IRS says the following about such e-mails:

The IRS does not initiate contact with taxpayers through e-mails. In addition, the IRS does not request detailed personal information through e-mail or ask taxpayers for the PIN numbers, passwords or similar secret access information for their credit cards, bank or other financial accounts. ■



YOUR BUSINESS

Attracting New Customers with Your Online Reputation

Reprinted with Permission from Comstock Magazine

When thinking about attracting new customers, building and managing your online reputation should be at the top of your to-do list. You may be asking yourself, "What is my online reputation, and how is it going to help me attract new customers?" Simply speaking, your online reputation is everything available about you and your shop that someone could find on the Internet. It's your Web site, your information in online directories, ratings and reviews about your shop, and it's showing up in many new and emerging ways on the Internet.

Why is it important? Increasingly, people are looking to the Internet to find automotive services. According to one well known research organization, 66 percent of people search for local businesses online, and more than half of people **only** use search engines, like Google, to find local businesses. Gone are the days of water-cooler talk or the yellow pages getting you new customers; now, people are turning to the Internet, and they're looking for more than just your contact information.

Important Point #1: The majority of your potential customers are using the Internet to find their next mechanic.

Your online reputation is a significant force when it comes to your shop being chosen over a competitor. In fact, **84 percent of people are influenced by online reviews when making a purchase decision.**

Not having an online reputation means that your shop may not even get considered when someone searches for a mechanic in your area. Even worse, negative reviews affect how you're viewed by potential customers and diminish the brand you've built up over your career.

Important Point #2: Your online reputation is a significant factor in attracting new customers.

The lesson here is to act before you're forced to react. What does that mean? It means that you want to be proactive in building your online reputation. You want to make sure that you're presenting yourself and your shop in the best light. You don't want the first time you think about your reputation to be when you're in crisis mode because a negative rating or review got posted online.

Important Point #3: Avoid crisis mode and be proactive in building a positive and representative online reputation.

Building and managing your reputation starts with choosing the right solution. One ASCCA-endorsed vendor, Demandforce, has shown to have the most comprehensive solution for you to build and manage your reputation on the Internet. If you're interested in learning more about their product, you can request a demo online or call them at (800) 246-9853. ■

ASC Insurance Program Introduces **Exclusive** Medical Plans for ASC Members



ASC Insurance Program
License # 0B01094
Tel (866) 737-7400
Fax (916) 979-7910

Choose from One of the Exclusive Medical Plans

Allied™ Cost Saver

- Perfect for an employer faced with the high cost of health insurance or who has never provided health insurance
- Lowest-cost plan with benefits for hospital, surgical, office visits, prescription drugs and emergency care and treatment
- Up to 60 percent premium savings
- No medical underwriting or health questionnaires

Allied™ Cost Saver PLUS Major Medical

- For groups who want premium savings, essential benefit coverage and protection for larger medical expenses

- Allied™ Cost Saver combined with Major Medical plan provides you with catastrophic protection as well as an enhanced prescription drug benefit

Allied™ Health Savings Account

- Low-cost, high-deductible plan with tax advantages
- Maximizing premium dollars
- Fixed premium costs
- Funded by employer, employee or both

Or ... Don't See What You Want? We Also Offer:

- Major carriers (Health Net, Blue Shield, Blue Cross, Kaiser)
- Traditional PPO and indemnity medical plans
- Optional dental and vision coverage
- Integrated and stand-alone prescription drug coverage
- Life, accidental death and dismemberment plans
- Short- and long-term disability
- Small employers benefit from an association pool ■

Legislative Section



What ASCCA's Government Affairs Committee Means to You

by Larry Nobriga, Chair

First and foremost, *you* have a voice that is active in Sacramento. Between Government Affairs; our lobbyist, Jack Moladonof; our executive director, Jackie Miller; and many active members, we have a network that gathers and disseminates information, then actively works within government in order to better the business and personal environment for you, our member.

We attend meetings statewide and nationally that can and will impact the way we live and earn our livelihood. We meet with legislators in order to inform them of your issues and work out answers that will benefit all.

We attempt to keep the association informed relative to government affairs and to be proactive regarding legislation and regulation in the automotive industry.

Some of our successes have included language changes in the BAR's Disciplinary Guidelines; the passing of SB1146; the changes to Business and Professions Code 17200; and very positive relations with the BAR, CARB and various legislators.

One of our great successes is the return of Legislative Day in Sacramento. This gives us a great opportunity to meet and greet many of our legislators and others in government service. It shows that we care about what they are doing and gives a strong voice within the state.

While we will never be able to entirely please everybody, our strengths in government have increased tremendously over the past few years. Our name and reputation as an open and strong organization is becoming recognized up and down the state.

We are currently working to keep you informed about pending legislation. In addition to that, we are working with the BAR in the Smog Check and enforcement arenas. Workable brake repair (trade/industry) standards is another area that has our focus and attention.

And we are always looking for input and help from you, our members. If any of you get conflicting opinions from BAR Representatives, or if you don't agree with what you are hearing from them, let us know so we can get the problem rectified. ■

ASCCA LEGISLATIVE AND REGULATORY ACTIVITIES SUMMER 2009

LEGISLATION

- Sent veto request letter to Gov. Schwarzenegger re: AB 1200 (Hayashi)
- Most other bills are two-year ones

CONGRESS

- Wrote support letter to Rep. Lofgren re: HR 3059, the Access to Repair Parts Act of 2009
- Wrote nuanced letter to Reps. Anna Eshoo and George Miller re: HR 2057, the Motor Vehicle Owners Right to Repair Act of 2009

BAR/IMRC

- Responded to BAR regulations re: diesel-powered vehicle testing and repair
- Responded to draft 2009 report of Inspection & Maintenance Review Committee

- Attended August hearing called by Assembly Member Mary Hayashi re: "fraud" in the auto body repair industry, with testimony by BAR's Sherry Mehl and Department of Insurance

CARB

- Wrote letter to CARB in support of staff proposal to rescind extended warranty regulation
- Attended October 12 hearing re: CARB's enforcement program

NASTF

- Past President Pennebaker attended NASTF meeting and reported ■



Servicing California for over 25 years

One call to **Ritter Lien Sales, Inc.** can save you time and money with our computerized and inexpensive services.

We've been organizing and simplifying the Lien Sale needs of our customers for more than two decades. We're here to provide you with the fastest and most comprehensive lien processing service available in California.

(310) 391-4525
(888) 474-8837

12609 Venice Blvd.
Los Angeles, California 90066



Environmental Compliance Specialists

Environmental Laws
OSHA Right-To-Know Laws
Hazardous Materials Management Plans
Hazardous Waste Requirements
Emergency Response & Safety Plans
NFPA Labeling, MSDSs, Employee Training
Air Toxics & VOC Emissions Reporting
Spill Control Plans
Stormwater & Wastewater Reporting
Cal-OSHA Injury Prevention Plans (SB-198)

(559) 251-4060

1735 North Fine St.
Suite #101
Fresno, CA 93727

TeamTalk News

The following information was first provided to members who participate in TeamTalk, a list serve used as a means of member-to-member communication. You can take advantage of this valuable member benefit too. Information on how to join is available on our Web site, www.ascca.com. First go to “Communications,” then open then “Group E-mail” page.

Oil Recommendations

Posted by Lee Chesnin

My oil supplier is dropping the brand of oil (Castrol) I have been using for many years and shifting to another (Shell/Pennzoil). This prompts me to evaluate my choice of oil and distributor. The issues of course are the oil product and the various services provided. I am expecting proposals from the two main contenders.

My question is: What kind of things are your oil manufacturer and supplier doing to help you?

Follow-Up Post by Stuart Terry

We are using a local distributor, National Petroleum. They carry, among others, Kendall. ASCCA members get a sizeable discount on Kendall products.

Follow-Up Post by Lee Chesnin

Thanks to all who put me in contact with other suppliers. I now have many choices to look at. My question was meant to help me

sort through the flood of “add-on” programs I am facing. There are equipment loans, of course, but also coupon programs, loyalty programs, rebates, etc.

ASCCA Conference Feedback

Posted by Mary Kemnitz

A great conference. The accommodations were definitely five-star, the classes were very informative, and vendor night was very fun, with booths to visit and many games to play. A big “thank you” and “job well done” to our committee and staff who worked so hard to make this happen.

This will be the second time Dave and I have attended, and each time we leave, we talk about how glad we are that we became a part of this great organization. Can't wait until next year! ■

A Letter from **Automotive Service Excellence**

Dear Glenn and Jackie,

I'm writing on behalf of the entire staff here at ASE to express our sincere thanks for your support of the ASE mission throughout the years. Your organization's ongoing encouragement to your membership to achieve the professional credentials embodied in ASE Certification demonstrates your commitment to excellence, which is something we regard most highly here at ASE. Keep up the good work!



I cannot say enough about the value ASE places on our partnership with ASCCA. The greatest reason for our success has been and

continues to be the support of the industry. From trade associations to the individual shop owners and technicians they serve, it's the belief in the value of professional credentials that is the driving force behind ASE and the best example of the true professionalism our industry embodies.

Once again, thanks from all of us at ASE, and best wishes for ASCCA's continued success.

Sincerely,

Tim Zilke
President and CEO ■

ASCCA 2009 Annual Conference Photo WRAP-UP



2009 Board of Directors displaying their president's gift from Glenn Davis



The hypnotist working his magic at the President's Banquet



Diamond Sponsor WorldPac proudly displaying their exhibit



Monte Carlo Night winners Dave Kusa, Paula Nobriga and Cindy Crawley



A productive chapter representatives meeting in progress



Educational Foundation Raffle winners showing off their prizes



The Pollino family at the President's Banquet



Past President Bob Klingenberg and his wife, Connie



Larry Nobriga, Government Affairs Committee chair, receives the President's Award.

ASCCA Chapter Network



The Automotive Service Councils of California is made up of local chapters for members to join and become actively involved in. Check them out!

Bakersfield (58)

Meetings held fourth Thursday, 6:30 p.m.
Call Bob Klingenberg: (661) 631-5765

East Bay (16)

Meetings held second Tuesday, 6:30 p.m.
Call Stephen Small: (510) 427-4345

Foothill (5)

Meetings held first Tuesday, 6:30 p.m.
Call Joseph Appler: (800) 564-1272

Fresno (25)

Meetings held second Thursday, 7 p.m.
Call Dennis Montalbo: (559) 438-6508

Hemet (32)

Meetings held second Tuesday, 6:30 p.m.
Call Phil Fournier: (909) 927-2101

Inland Empire (14)

Meetings held third Tuesday, 7 p.m.
Call Glenn Davis: (909) 946-2282

Long Beach (18)

Meetings held third Tuesday, 7 p.m.
Call Scott Parsons: (562) 434-4446

Mount Diablo (20)

Meetings held third Thursday, 7 p.m.
Call Celine Haugen: (707) 251-9838

Napa/Solano (9)

Meetings held second Tuesday, 7 p.m.
Call Angela Larson: (707) 644-5566

North Orange County (48)

Meetings held third Wednesday
Call Jo Ann Fischer: (714) 773-0949

Orange Coast (50)

Meetings held second Thursday, 7 p.m.
Call Jennifer Ray: (949) 830-4204

West Los Angeles (12)

Meeting times vary
Call Jo Ann Fischer: (714) 773-0949

Ventura County (2)

Meetings held second Tuesday, 6:30 p.m.
Call Kathy Riggs: (805) 983-8100

Peninsula (23)

Meetings held last Tuesday of every other month, 7 p.m.
Call Angie Roberts: (408) 266-9658

Redding (99)

Meetings held last Wednesday, 7 p.m.
Call Roger Viens: (714) 773-0949

Sacramento (34)

Call for meeting dates and times
Call Carol Bartels: (916) 332-1883

San Diego (24)

Meetings held third Tuesday, 7:30 p.m.
Call Stuart Terry: (619) 287-4215

San Fernando Valley (11)

Meetings held third Tuesday, 6:30 p.m.
Call David Moloney: (310) 734-8531

San Francisco (21)

Meetings held last Wednesday, 6:30 p.m.
Call Paul Grech: (415) 474-7323

San Joaquin Valley (6)

Meetings held second Thursday, 6:30 p.m.
Call Andy Pollino: (209) 472-9866

San Jose (42)

Meetings held second Wednesday, 7 p.m.
Call Angie Roberts: (408) 266-9658

San Luis Obispo (17)

Meetings held third Wednesday, 7 p.m.
Call John Neiswenger: (805) 772-8448

Santa Clarita (3)

Meeting times vary
Call Kevin Browning: (661) 251-6736

Santa Rosa (28)

Meeting times vary
Call Robert Toepp: (707) 546-2851

South Bay (1940)

Meetings held quarterly, 6:30 p.m.
Call Peter Alper: (310) 328-1981

South Los Angeles (10)

Meetings held second Tuesday, 7 p.m.
Call Les Morris: (323) 750-0511

Tulare/Visalia (26)

Meetings held fourth Thursday, 7 p.m.
Call Jaimmie Hammond: (559) 688-4713

Industry and Endorsed Vendors Contact List



ALLDATA

Debbie Murray
(800) 829-8727, ext. 3111

ASC Insurance Program

Chuck Coppage
(916) 679-2951

Automated Marketing Group

John Bamford
(303) 703-8000

AutoNet TV, LLC

Robert H. Cannon
(801) 642-3565

BAR, (Chief)

Sherry Mehl
(916) 255-4565

BAR, Industry Ombudsman

Rick Fong
(916) 255-2893

California Chamber of Commerce

Headquarters
(916) 444-6670

CARB (General Number)

(800) 242-4450

CarsOnDemand Training

Linda Brown
(888) 224-3834

Cobra Systems, Inc.
Brian Steele Dingman
(714) 688-7999

CustomerLink

Jenna Allen
(916) 781-4344, ext. 119

Demandforce Auto

Todd Westerlund
(415) 904-8181

Elavon

Barbara Martin
(800) 725-1243, ext. 8519

EPA Headquarters

(202) 272-0167

ESI

Maylan Newton
(805) 526-3039

Heartland Payment Systems

Frank Cresci (Northern California)
(408) 712-5568
Gilbert Dowling (Southern California)
(951) 506-6568

Hertz Rental General Number

(800) 654-2210

Identifix General Number

(800) 745-9649

Law Offices of David Gregory

David Gregory
(951) 781-9091

Mitchell 1

Chris Hurst
(858) 386-9176

Pacific Management Services

L. Dean Lowe
(559) 251-4060

QuickTrac.biz

Larry Moore
(650) 793-4245

Summit Payroll Services

Kirk Oetken
(714) 738-3530

ASCCA Buyer's Guide



A New Direction, Inc.

Contact: Pam Stevens
985 Kendall Drive, Suite A361
San Bernardino, CA 92407
Phone: (909) 574-2866

The Automotive Training Group, Inc.

High end seminar training, including
Drivability, Emissions, AC, & Hybrid
Contact: Heather@atgtraining.com
Phone: (800) 233-3182 x325
Web Site: www.atgtraining.com

**Hart, King & Coldren
A Professional Law Corporation**

Hart, King & Coldren offers exceptional
legal services to the automotive
aftermarket industry.
Contact: Mr. Jock Marlo
200 Sandpointe, 4th Floor
Santa Ana, CA 92707
Phone: (714) 432-8700 x. 317
Web: www.hkclaw.com

Identifix

Contact: Direct-Hit Sales
3058 E. Sunset Road
Las Vegas, NV 89120
Phone: (800) 997-1674
Web Site: www.identifix.com

PDQ Precision Inc.

Contact: Jose Gonzalez
Phone: 858-581-6370
1433 Roosevelt Ave.
National City, CA 91950
Web: www.minimaxcleaner.com

ProfitBoost Software

6448 Hidden Highlands Dr
Reno, NV 89502
Scott Johnson, CEO
888.274.3776 Ext 820
Scott@ProfitBoost.com
www.ProfitBoost.com

Rare Parts Inc.

Rare Parts manufactures steering
and suspension parts for any make,
any model, or any year vehicle.
Over 2 million parts in stock.
Custom manufacturing available.
621 Wilshire Ave.
Stockton, CA 95203
Phone: (800) 621-2005
E-mail: rparts@rareparts.com
Web Site: www.rareparts.com

If you would like to be listed in the Buyer's Guide of
The California Independent, please contact Bob Sales at
502.423.7272 or bsales@ipublishing.com.

innovativepublishingink
www.ipublishing.com

Scholarship Recipient Expresses Gratitude

Dear Automotive Service Councils of California Educational Foundation Donors,

I was one of this year's recipients chosen to receive the Jim Hunt Memorial Scholarship for 2009, and I am writing this letter to express my sincerest thanks to you for once again providing me with this very generous award. I would like to add that I stayed up until 4 a.m. in my excitement of receiving this award.

As an international student coming all the way across the world from India, and not being a citizen of the United States, I really did not expect to get any sort of financial aid from anyone, apart from my parents and my aunt. My scope to apply for scholarships was very limited, too, for the same reason. Thus, already being provided with last year's award, I applied for this scholarship again, not expecting much this year.

It's really heartening to see that kind people such as yourselves value and reward hard work. It makes me wonder if, back home, our colleges would award scholarships to other international students as well. This gesture truly shows kindness and a willingness to cross boundaries to help those who might need it.

It is an honor to be recognized for my hard work, and receiving this scholarship motivates me to continue to strive for excellence. I am in my second year of the three-year program, and this scholarship support has enabled me to concentrate more on schoolwork without having to worry about finances for the next term. Receiving this scholarship will help reduce my family's financial burdens for my education and also makes my family and me feel as though I am contributing toward my own education.

This scholarship will go a long way in helping me realize my lifelong dreams of working with cars, becoming an automotive technician and eventually running my own garage.

Your generosity has made a very positive impact on my life; I am motivated to better myself in the future and make you all proud for backing me up and having faith in me.

Yours Faithfully,

Zahan Lalkaka ■