



# The California Independent

JANUARY/FEBRUARY 2005

PROFESSIONALS IN AUTOMOTIVE SERVICE

## ASC Board Orientation/ LSRP Visioning Session

Your ASC State Board, your Chapter Representatives, and your ASC staff spent the last weekend in January working on a vision for ASC. For many, the weekend started Friday night, when they came by plane, train and automobile to the Embassy Suites Hotel in Sacramento in preparation for the weekend's events.

Saturday's meetings started promptly at 10:30 with an Executive Committee Meeting where committee members discussed a myriad of items concerning the present and the future of ASC. The twelve o'clock hour saw two different meetings being held at the same time. Both the ASC Insurance Services Management Committee and the Membership Committee met to discuss insurance news and possible new projects on the horizon for how ASC tackles chapter membership issues. Then, at 2:00, everyone hurriedly finished their food, many of whom participated in a "working lunch" and rushed to the conference room for an ASC Board of Directors and Chapter Representatives session on what the rest of the weekend's events would entail, along with a recap of what LRSR is, how to utilize the theory to invigorate goal setting and action-planning over the next ten to thirty years, and discussion about legal principles and the role and duty of all in attendance to the association and its members.

The evening hours brought a "working dinner" (ASC 101) for attendees. After everyone had consumed a delicious dinner, attendees were given a "Chapter Representative's Survival Kit", prepared by ASC staff, that included

information regarding important contact information, endorsed vendors, ASC benefits and the like. Everyone was encouraged, in an open-forum setting, to comment and ask questions of Committee Chairs, seated at the head table. Discussion issues ranged from insurance to membership to questions about plans for this year's training seminars. By 8:30, most everyone was tired and ready to go home or head back to their rooms. However, some attendees took the opportunity to socialize with friends and acquaintances whom they rarely have the occasion to see and visit.

Sunday morning meetings began bright and early at 9:00. Our Visioning Workshop had officially begun. The group, along with LRSR facilitator, Mark Alcorn, discussed and developed a vision for ASC's future; including core values, our core purpose, and a BHAG (Big Hairy Audacious Goal) for the future. Everyone had great ideas and input and many items were brought to the table for discussion.

After a quick break for lunch and a snack of "Bakersfield Caviar" (better known as Dewar's Toffee) generously supplied by Mr. Bob Klingenberg, Sunday's meeting ended at 4:00. Everyone was tired and ready to start their journey home.

Although the weekend was long and tiring for most, most people considered it a success and are excited about the future of ASC. Be on the look out for updates and detailed information regarding the values, purpose and goals of ASC!

## ASC Appoints Executive Director

**We originally ran this biographical piece on Shelly in our December Newz-Break as we officially announced her appointment as Executive Director of ASC but we wanted to make sure we re-ran it in this issue of the Independent for those of you who are not on the fax and email broadcast lists.**

The Board of Directors of the Automotive Service Councils of California is happy to welcome Shelly Levy as our Executive Director. Her term began on December 1, 2004 and as you can imagine the past few weeks have been very busy.

Many of you know Shelly from her service on the ASC staff team over the past two years but do not know the extent of her professional background prior to coming to ASC.

Shelly has spent 12 years in the profession of association manage-  
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**ASC-CA**

758 University Ave • Sacramento, CA  
95825

916/924-9054 or 800/810-4272

Fax 916/924-6702

Email—

Executive Director:

Shelly@ascca.com

ASC Staff:

info@ascca.com

Internet Web Site:

www.ascca.com

**Corrections & Info:**

There are a number of information pages and communication forms available on the website for matters pertaining to *The Independent* on the ASC Website. Go to: [www.ascca.com](http://www.ascca.com)

**How to Submit Material to The Independent:**

Material must be submitted in writing to: Shauna Scott, Editor

PHONE: 800/810-4272

E-MAIL: [shauna@ascca.com](mailto:shauna@ascca.com)

FAX: 916/924-6702

MAIL: 758 University Avenue,  
Sacramento, CA 95825

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# President's Message



Bob Constant  
State President 2005

**Members:**

**I** am happy to be making my first address to you as your President for the 2005 year. Bear with me for a minute as I explain my vision for ASC-CA in 2005. It looks like a trident, which is a three pronged spear with a long handle. The lord of the seas, Neptune, uses the trident as his weapon of choice. You've also seen tridents in old gladiator movies used to hold down wiggly things such as nets, fish and lions. When I think of trying to nail down growth and progress within ASC a three pronged approach makes sense.

Prong One, **TRAINING**. In 2004 the Education, Training and Information Committee brought out the first ASC On the Road Show hybrid training program around the state. You supported it, your technicians showed up, and it paid for itself. In my mind that is a success. In 2005 ASC is going to do something similar. We are looking at several training programs, both technical and management related, which will be brought out again to sites around the state. There is also the possibility of the creation of a Training Weekend that is still in the works and we will keep you updated as things progress.

Prong Two, **MEMBERSHIP**. All of us are keenly aware that membership growth and diversity are vital to our association's continued growth and success. ASC needs to be more representative of the demographics of our state and industry. Chapter 42, San Jose, has recently installed its first ever Vietnamese Director, Thedy Nguyen. ASC supports and encourages diversity within its Chapters and looks forward to continuing diversification throughout 2005. On January 27, 2005, Chapter 58 - Bakersfield held a bilingual meeting with attendees from all over the state coming in to show support. We must reach out to all of the various cultures represented in our state and our industry and. ASC should be the leader in raising the standards for our industry, and educating our members on how build successful relationships with every neighboring shop and every customer.

Prong Three - **INCREASE YOUR VOICE IN THE INDUSTRY & GOVERNMENT**. For as long as I can remember we have had representatives, such as our Executive Directors and Lobbyists, do the talking at industry and government meetings. While these professionals are well spoken and sympathetic to our cause, they do not have the same experiences you and I have every day running our businesses. They don't face our customers over the counter, nor deal with the car that does not have its wiring detailed in its repair manual, or try to do a smog check on a car with its emissions label missing. This experience is invaluable and needs to be expressed to those who regulate us, and write the laws by which we must abide. In 2005 your professional staff will be accompanied with ASC members in government and industry meetings so together we can craft solutions to best meet your needs. ASC is also a part of the state task force dealing with the 15 year/150,000 mile emissions warranty program that CARB is pushing. ASC is going to make sure YOUR voice is heard. We are also going to be working with the California Autobody Association and other AALC partners to share our common interests and power for your betterment.

These three agendas make the trident that will result in a stronger and brighter future for you and your business. But they will not be accomplished without your personal involvement. When you go to your next chapter meeting - ask what you can to help and get involved. I hope you enjoy a prosperous New Year.

## ASC-CA Staff & Associates

Shelly Levy, Executive Director .....	916/924-9054
Elizabeth Hicks, Director of Administration & Programs .....	916/924-9054
Shauna Scott, Director of Membership & Marketing .....	916/924-9054
Brandon Morgan, Administrative Assistant .....	916/924-9054
Katie Jacobs, ASC Attorney .....	951/781-9091
David Gregory, ASC Attorney .....	951/781-9091
Chuck Coppage, ASCIS-Manager .....	916/679-2951
Shannon Blakeman, ASCIS-Workers Comp .....	916/609-8396
Lorraine Stevens, ASCIS-Package .....	916/609-8402
Randy Aragon, ASCIS - Customer Service Assistant .....	916/609-8403

## Executive Director's Report



**Shelly Levy**  
Executive Director

**I**t is a distinct honor and pleasure to be addressing you, the members of ASC, for the first time as your Executive Director. I would like to thank everyone who has made this transition a smooth one including the ASC Board of Directors, the ASC Staff, the Chapter Representatives and many other well wishers among the membership. By working together we will continue to face and overcome the myriad of challenges that we are all faced with.

As I write this we have just finished up with our ASC Board of Directors and Chapter Representatives Board Orientation and LRSP Visioning Session this past weekend in Sacramento. Thanks to every Board Member and Chapter Representative who attended this important meeting. We did a tremendous amount of work in a short amount of time and made significant progress towards defining ASC's vision for the future. More information will be forthcoming as we continue to move through the process. In the meantime, we encourage you to stay involved and engaged as we enter into this exciting next phase of ASC's life and history.

I would like to encourage you all to feel free to contact me with your questions and concerns. We have an open door policy at ASC (as well as an open phone policy) and we are here to help you in any way that we can. I am looking forward to coming out to the individual chapters and getting to know you personally as well. I have already had the pleasure of visiting Chapter 14 and the members in the Santa Maria area who (with the able help of Chapter 17) are trying to restart Chapter 45. Please have your chapter representative contact me if your chapter would like me to visit and we will make arrangements to do so.

I'm proud to represent you and this association. This is ASC's 65<sup>th</sup> Anniversary Year and that fact is not lost on me as I begin my term as your Executive Director. It's rather humbling to be able to play a part in such a long tradition of excellence. I may not know what the future holds but there are a few things I do know and believe with my whole heart. Decisions are tough but we'll make them. Finances are tight but we'll get through them. Ethics make us tick and we'll live by them. This profession is honorable and we'll convince the public. This association is powerful and we'll change the industry.

Thank you for listening, please let me return the favor and call me any time.....

## ASC Board & Directors



**Bob Constant**  
President  
(831) 372-6575



**Dan Fogle**  
1st Vice President  
(661) 273-4123



**Bob Klingenberg**  
2nd Vice President  
(661) 631-5765



**Marion Vosburg**  
Secretary  
(559) 291-0629



**Kevin Browning**  
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(661) 251-6736



**Dan Biggs**  
Past President  
(805) 781-3925



**Allen Pennebaker**  
Director  
(925) 254-2012



**Declan Kavanagh**  
Director  
(818) 788-3375



**Kris Cesena**  
Director  
(650) 342-8480



**Glenn Davis**  
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(909) 946-2282



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(951) 652-5264



**Greg Kelly**  
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(619) 440-4337



**Andrew Pollino**  
Director  
(209) 472-9866



**Ryan Tunison**  
Director  
(925) 484-2400



**Jon McConnel**  
Director  
(805) 969-1357



# 2005 Marks the 65<sup>th</sup> Anniversary of ASC!

Although a lot of things about ASC have changed in 65 years, including names and faces, there is no denying that the Automotive Service Councils of California and its membership have a long history. ASC began with the name, "Independent Garage Owners" (IGO) in 1940 and then went through various name changes as the association changed and grew. By the late 1960s, IGO of California changed its name to ASC- the name we all proudly display today.

There are many great stories to tell concerning ASC and its history. That is why, throughout this year, each issue of the *Independent* will highlight an article from a past *Independent*, as well as incorporate tidbits of information from ASC's past. It is our sincere hope that you, the reader, will become inspired by ASC's great history and the greatness of its membership- past and present.

## Christmas Parties, Past and Present



Van Nuys Pre-Christmas Party photo, December 20, 1956

### Eddie Garr at Van Nuys Pre-Christmas Party

Eddie Garr, stage and television actor, rolled 'em under the tables (because there weren't any aisles) with his famous, side splitting "drunk act" at the pre-Christmas party of San Fernando Valley IGO Unit No. 11 held December 20 at Rand's Ventura Roundup in Sherman Oaks.

This was a highly successful affair, emceed by IGO State Past-President C. G. (Dick) Dixon, who is now Executive Secretary of the unit. A total of 61 persons attended.

Garr, who provided the professional entertainment, is a personal friend of the unit's treasurer, Art Hundertmark. Now living in North Hollywood, Garr has appeared on such popular television shows as those of Milton Berle, Red Skelton, Ether Merman, Danny Thomas, and Our Miss Brooks. When in New York, Garr starred in the Broadway play of "Tobacco Road" as old man Jeeter Lester.

His talented wife, Phyllis, who was with him at the party, was one of the famous "Rockettes" (Radio City Music Hall dancing girls) before her marriage.

The dining room was festively decorated with streamers, colored balloons and candles. Several State Board members and their wives were guests. *(continued on page 12)*



Diane Motter picking out her present as the rest of the Chapter 17 - San Luis Obispo crew cheers her on.

### Chapter 17- San Luis Obispo Holiday Party 2004

We returned to The Cliffs at Shell Beach for our Holiday Party this year. The room took on a wintry feel with blue and white accents and centerpieces of twigs with ice crystals reflecting the light from the votive candles. While everyone was enjoying cocktails and hors d'oeuvres, Jennifer Sayre's harp music filled the lower lobby with music. We moved into the dining room and once again we were treated to a wonderful meal (prime rib or nut encrusted halibut) and excellent service.

After dessert, Men So Forte, a men's A Cappella quartet, entertained us by strolling from table to table singing holiday tunes and other fun songs. Everyone appeared to be enjoying the entertainment. After dinner, we rearranged the chairs into a circle and the annual ASC Chapter 17 gift exchange began. The first gift was opened. From there, gifts were opened, stolen, new ones opened, and old ones re-stolen until the last gift was opened and the game ended. This year's exchange went a little faster than last year's, although I think everyone had a good time and was pleased with what they took home. With some of our newest members participating, it added a new freshness that rekindled the game.

~ Chapter 17- San Luis Obispo Newsletter Editor, Susan Price

# Insurance News

## Disclosure of Compensation

Recently there has been considerable coverage in the press about the lawsuit filed by New York Attorney General Elliott Spitzer against Marsh Inc. alleging instances of illegal activities in the placement of insurance policies and coverage. The probe has spread across the country and most States Attorneys General and Insurance Regulators are investigating the industry.

At the center of the controversy are the actions of a very few brokers who work on very large businesses with international insurance exposures and pay premiums in the millions of dollars. The allegations allege:

- Certain international brokerage operations have fixed bids to increase premiums or enhance commission incomes to the broker or brokerage.
- A very small number of brokers have pressured insurance carriers to increase bonus commission plans to induce the placement of policies with certain carriers.
- Certain international brokerage operations have used fictitious or falsified quotes to give certain clients a feeling that competition for their business was enhanced.

As is always the case, the actions of a very few individuals in the insurance industry are causing the millions of brokers and agents across the country who work diligently and ethically everyday on behalf of their clients to change certain of the business practices in everyday use.

We at ASC Insurance Services, want you to know that full disclosure of all activities on behalf of you, our clients, and the Association will al-

ways be an open book to you. One of the basic tenants of our contractual relationship is full disclosure of all activities, income sources and negotiations with insurance carriers. We take this responsibility very seriously and will always answer quickly all questions from members or policyholders on any aspect of your insurance program or policies.

There are new regulations being proposed concerning full disclosure of all income received by any broker or agent licensed in California. In general there are three sources of income potentially available to a California Licensed agent or broker.

- Commissions paid directly to the selling agency and paid as part of the insurance premium by the business buying the insurance policy.
- A negotiated fee paid directly by the business purchasing insurance from an agent or broker to the insurance agency.
- Contingent payments to the selling agency from the insurance company based on volume placed with the particular insurance carrier or based on profitability of the total book of business placed by a brokerage with a specific insurance carrier or a combination of both.

ASC Insurance Services will disclose these income sources as they apply and as clearly as possible to each client as part of the sales presentation, when we propose insurance coverage and policies to you for new or renewal quotes. We feel that you should know what you're paying us so you can understand the service we provide and the benefit to you the buyer. We encourage you to secure this information from any agent or broker you accept quotes from in the future. We want to develop a trusting relationship with you and only

through acting in a completely open and fully disclosed manner can we gain your trust. If you have any questions please give us a call.

Shannon Blakeman: 916/609-8396  
 Chuck Coppage: 916/679-2951  
 Lorraine Stevens: 916/609-8402

## ASC Insurance Services Is Here For YOU

Starting last month and continuing throughout the year, ASC Insurance Services representatives are calling members, chapter by chapter, to answer any workers' compensation questions you may have with the new rate changes. ASC Insurance Services representatives are here for you and want to make sure you feel comfortable with the insurance changes that are occurring.

The ASC Insurance Services representative will also give you their contact information so you can easily reach them if, and when, new questions or concerns arise. So please give our ASC Insurance Services representatives a moment of your time so that they may be of better service to you and your business.

**The ASC  
 Website is  
 available for  
 you 24/7!**

**Please visit  
[www.ascca.com](http://www.ascca.com) for  
 all the latest  
 association  
 information!**

## ASE May 2005 Testing Schedule

### Dates:

Online registration began December 1, 2004 at the ASE Web site, while telephone registration will be available beginning **March 1, 2005** (toll-free, 1-866-427-3273).

These methods are in addition to the traditional mail-in method, which can be obtained by writing to ASE at: 101 Blue Seal Dr., S.E., Suite 101, Leesburg, VA 20175; by calling the ASE toll-free information line at 1-888-ASE-TEST (273-8378); ASE customer service at 703-669-6600; or by visiting [www.ase.com](http://www.ase.com). The registration deadline is **March 25, 2005**.

Tests will be offered over the course of three evenings on **May 3, 5 and 10, 2005** and be given at more than 750 locations throughout the United States.

### 40-Plus Certification Tests:

Including-Automobile, Automobile Service Consultant, Medium/Heavy Truck, Truck Equipment, Collision Repair and Refinish, Engine Machinist, Parts Specialist and Alternate Fuels

These tests will be delivered at secure, proctored testing centers throughout the U.S. to ensure the security and reliability of the tests and are not available over the Internet.

## ASE Tests for Auto Technicians



**Register by  
March 25, 2005**

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[www.ase.com](http://www.ase.com)

"Certifying the Automotive Professional"

## ASC Educational Foundation News

Good day and Happy New Year to all of you. Some of you have asked recently how is the ASC Educational Foundation (ASC-EF) doing. Have they been receiving my donations? Rest assured all of your donations have been received and have been deposited into the Foundation's accounts.

The Foundation is a separate entity from our sister ASC-CA and has separate checking and investment accounts. I have recently set up a policy with the staff who receives your donations, whether sent in separately or with your dues, and all donations will be tracked in a spreadsheet and the contributors will be acknowledged here in *The Independent*. This will start with the next publication.

A note to chapter treasurers: If you want your chapter members to be recognized individually in the future, please indicate which members donated and how much in the comments section of your quarterly state dues invoice, otherwise your chapter's contributions will be recognized by chapter.

For 2005, our gung-ho fundraiser Walt Commans has set up a great fund raiser for the Foundation, a 2-night stay at the Ahwahnee Hotel in

Yosemite Park. This is an outstanding prize so we expect lots of raffle tickets to be sold at various chapter meetings and team weekends. Other prizes will include a 5-piece set of luggage, logo jackets and whatever we can get our hands on. Although Walt no longer works for ASC-CA, he is still a Foundation trustee and will help us out whenever he can volunteer his time.

Many thanks to the Bakersfield (32), Mount Diablo (20) and Hemet (33) Chapters, along with individual members Jack Crawley, Maylan Newton, Ken Fox and Nikki Ayers for providing the funds for the grand prize!!! Also thanks to Robert Salerno for donating the 5-piece luggage set.

The current trustees are: Kris Cesena, Dan Biggs, Mike Mahneke, Bill Carpenter, Joe Forgacs, Jeff Curry, Maylan Newton and Walt Commans. If you have any questions or comments regarding the Foundation please call me at 650-342-8490, or you may contact any one of the trustees.

Look for more information regarding the Foundation in future issues of *The Independent*.

*Submitted by Kris Cesena, Chair, ASC Educational Foundation.*

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# Learning From Losses

## Learning From Losses

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### Temporary Employee....Long Term Headache

#### Incident Description

An automotive supply house was moving the office and needed help. A local rehabilitation center had provided temporary employees in the past, so the owner called the center and requested two temporary employees. They showed up the next day to help with the move.

A day after the move was complete, the owner received a call from a local medical clinic stating that an "employee" came to the clinic for treatment of a work related injury. The owner recognized the name as one of the temporary employees from the center. The "employee" alleged that he had fallen while helping with the move, injuring his ankle and leg.

This wasn't the first time the business used temporary help from the center. During a 3-year period the business owner used the center several times and paid the center for the services. When the owner contacted the rehabilitation center to tell them that their employee was injured, they stated that the injured person was not their employee. The center maintained that they are merely a resource, and in exchange the center accepts donations from businesses to help meet operating expenses.

The workers' compensation insurance company may have to accept this claim because the rehabilitation center stated that the people sent to the business are not their employees. An agreement between the business and rehabilitation center absolving the business of any liability should a "temporary employee" be injured while performing work would have clarified the business relationship.

#### Recommendations

1. If temporary labor is used by your business use a reputable source. Before accepting employees from the temp agency obtain certificates of workers' compensation insurance to ensure they have coverage.
2. Do not hire casual labor off street corners or walk-ins looking for work without having the person complete an employment application to get work history, and employment references that you can call. Failure to take these standard precautions creates just the opportunity some people look for when seeking to file a fraudulent work comp claim.
3. Warning signs that a potential employee may be a problem:
  - Jobs last less than 1 year, or large gaps between jobs.
  - Is retiring, on probation, disgruntled, poor job performer.
  - Is familiar with workers' comp system or terminology.
  - Has questionable source of identification and residence.

In the long run using good hiring practices will save you \$\$\$\$. A person hired "off the street" and paid cash can file a workers' comp claim. Failing to use good hiring practices increases the likelihood of having a fraudulent claim filed. Often you'll hear about the injury from the treating physician or attorney. This type of system abuse is one of many controllable factors that adversely influences workers' compensation rates.

LFL 1009

# Legal Forum

Ask Katie & Dave

## 3 Rules of Thumb Concerning Automatic Renewal Clauses

Dear Katie and Dave:

I just tried to change uniform supply companies and they told me I couldn't. They said that I signed a contract four years ago that automatically renews every three years. I didn't have a contract so they gave me a copy. It had my signature on it, but I don't remember anything about this automatic renewal clause. Who reads all of the fine print before signing a contract anyway? Help!!!

- Signed Stuck with the Same Old Uniforms

Dear Stuck:

Those dreadful automatic renewal clauses - we sure hate them. They also appear on security alarm contracts and some other business contracts too. The first rule you need to remember is ALWAYS read ALL of the fine print before signing a contract. If the other guy is anxious for you to hurry up and sign it, all the more reason to take your time and read it carefully. Even if you do not read the contract, a judge will hold you to what the contract says, because you signed it.

The second rule in dealing with automatic renewal clauses is to strike them out if you see them in a contract. That's right, just draw a line straight through all of the words. One ASC shop did this and was told that the uniform company would not do business with them. When the ASC shop said "Fine, I will find a place that will," the company

changed its mind and signed the contract with the change.

The third rule is if you have an automatic renewal clause in your contract (by the way, when you get finished reading the *Independent*, go read all of your contracts), be sure to put on your calendar when you need to notify them to cancel the contract. Usually the notification period for cancellation is between 12 months and 6 months before the expiration of the contract. What this means is if you have a 3 year contract, sometime between the beginning of the third year and before the 3-quarter year point, you need to write to the uniform company to cancel the contract. Be sure you put the cancellation in writing even if your delivery person says it's not necessary. It is necessary!

Now for the current problem, if you are having problems with your deliveries or the quality of the uniforms and rags, complain! If you do not get satisfaction from the delivery person, complain to the supervisor, and keep going up the chain of command until you find someone who listens to you. Our experience has been that once a shop starts complaining through the channels, they get better service. If your only gripe is price, go back up to rule number 3 and cancel your contract as soon as you can.

## Change of Address Notification

If you have moved or your address label is incorrect, please correct on this form. From time to time, we receive requests from people to remove their name from our mailing list. Sometimes members move from a location, and the new shop owner does not wish to continue receiving the *Independent*. Other people, for one reason or another, are receiving duplicate copies.

If you have a correction or you wish to stop receiving the *Independent*, please clip out this section (along with your mailing label on the back page) and mail it to:

ASC-CA  
758 University Avenue  
Sacramento, CA 95825

Please indicate the reason for your request:

- ☐ Change of address (please PRINT corrections under label on back page and include with this form)
- ☐ This is a duplicate copy [you do not have to send the other label(s), unless you wish to stop receiving all copies of the *Independent*].
- ☐ I no longer wish to receive the *Independent*.

## Member Testimonial Regarding the Benefits of ASC

I often get asked "why use the benefits, or worse yet, what benefit is it to use ASC's programs?" Well, I found out this week.

I am going through a business structure change at this time and needed to get a new merchant account and credit-card machine. I e-mailed Shelly and she put Shauna on it. I received a call from Morna at Nova on Tuesday, December 21<sup>st</sup>. She e-mailed me the applications by the end of the day. The next morning, Wednesday the 22<sup>nd</sup>, I faxed them back for her to process. All the time we would let each other know if we received the information, etc. so

(continued on page 14)



# Stealing From Your Competition: Get Creative on Ways to Attract Customers

*Your service shop is the best in town, right?* You have the most skilled technicians. You have the latest equipment. Your prices are fair. Your restrooms are spotless. Your customer waiting area is equipped with the latest magazines, Internet access, phone service and toys for the “little customers.” Your business practices are honest, and you offer the best customer service around.

You have done it all. You’ve implemented every recommendation from every class you have ever taken. You’ve invested countless time and resources to make your shop the best it can be. *The question is: Are you stealing customers away from your competition?*

When we teach our AMI course, participants often ask us, “*Are you really satisfied with your current auto service provider? What would it take to draw you away from that shop and into ours?*” These are questions every shop owner should ask. The fact is, many people are already *reasonably satisfied* with the service they are receiving somewhere else. Notice I say, “reasonably satisfied.” Most people will stick with a shop or dealer not out of loyalty, but out of habit. They may even be unhappy with some aspect of their current shop but don’t feel it’s worth their time to shop around.

You’ve worked hard to become better than the competition. You know you offer better service and better value as a shop, but how do you lure someone away from their current shop and into yours? What will get them in the door?

Let’s do a comparison with an industry we are all familiar with – the dental industry. Like the auto industry, the dental industry works hard to educate its customers about the importance of “preventative maintenance.” Most people now know that they should have their

teeth cleaned twice a year. They also know that preventative care will prevent painful (and costly) repairs. They know that with regular care, they can extend the life of their teeth. But how many people actually follow the recommend service plan for the care and upkeep of their teeth?

What about those who make those regular visits? How many of those absolutely love their dentist office versus those who just keep going because it’s easier than finding a new one? Better yet, how many people have such a great time at the dentist office that they can’t wait to go back? How many people eagerly tell their friends about their dentist and try to convince them to join them for their next visit?

How are dentists luring customers into their offices and away from their competition? One trend you will see is that some dentists are replacing their dental offices with dental “spas.”

Who said that dental work has to be performed in one of those vinyl chairs, with fluorescent lights, pink paint and stark surroundings? What if, instead, you entered a spa when you came into the treatment room? What if you could watch a movie while dental work was being done? What if you could kick your shoes off and slip into soft slippers? What if you got a neck and shoulder massage to help you relax? That’s what’s happening in dental spas around the country. Customers are getting a unique experience.

Are the dental services being performed at “dental spas” unique or different from the typical dental office? No, only the atmosphere and experience has changed. However, the results are amazing. Dentists who are trying out the “dental spa” strategy find that their business is booming. Customers are coming in more regularly. They are looking

forward to their next visit and taking pride in their dental care. Plus, these customers are so excited about the whole experience that they are telling their friends and associates!

Now don’t panic. I am not suggesting that you change your shop into a spa. However, I am suggesting that you get outside of the box and think about what you can do to create a unique experience for your customers and their cars. That’s when you set yourself apart, and that’s what it takes to steal from the competition!

Many shops have made an effort to develop the things we mentioned in the opening paragraph (clean restrooms, curb appeal, good work ethics, honesty, customer service). Today these are necessary things, and they are things that today’s customers expect. While all of this will get you a good rating with your customers, it won’t take you over the top in their minds. It’s not going to get you noticed. There has to be more.

It’s time to step it up a notch and become the leader in redefining auto service. How could you make auto service an experience? How could you make coming to your shop something to talk about? Because that’s what it’s going to take to make customers walk out of their current shops and into yours.

You want your customers to come and see you every 3,000 miles. Start thinking about it. How can you make them excited about their next visit? Get your team together and start brainstorming. Think about the customer that you want to attract. What do they like to do? What do they need? How do they spend their spare time?

Here are just a few ideas to get your brainstorming started:

(continued on page 13)

# Legislative Update

## Test Only vs Test and Repair

Thank you to all of the ASC members who have contacted us recently regarding the BAR's Smog Check Program and the increased referrals to test only centers as opposed to test and repair.

We want to make sure that you know this is an ongoing concern with the ASC Government Affairs Committee and update you on current events regarding this issue.

At the recent BAR Advisory Group meeting on January 10, 2005 representatives from the BAR spoke to those in attendance regarding the mathematical formula they use to determine what percentage of the California fleet of cars are referred to test only centers as opposed to test and repair. They continue to

maintain that this formula results in 36% referral rates to test only centers in enhanced areas. However, several members of the audience as well as members of the BAR Advisory Group presented some good evidence that this is, in fact, not the case in the real world.

Because the BAR formula is based upon the entire number of vehicles registered in the state of California, they do not take into account that the exemptions (which have been increased due to legislation that took effect January 1, 2005) automatically skew the numbers. Also, the change to not require smog on cars that transfer owners in a certain period of time also skew the numbers. Taking these factors into account we are facing an actual referral rate which

reaches into the 70% range in many areas in the state.

We do not have an indication at this time as to whether or not the BAR will voluntarily review these mathematical formulas to make the appropriate adjustments to take exemptions into account or not. That would be the ideal situation. However, there is also legislation currently being drafted by industry representatives that will require the BAR to re-evaluate the mathematical formulas that they use to enforce these regulations.

### Vocational Technical Education

After several disappointing vetoes on bills regarding vocational/technical education last session we

*(continued on page 12)*

## Legislative Day 2005 Cancelled

Due to a number of factors, the AALC Legislative Day 2005 has been cancelled. ASC has withdrawn from participation in response to the withdrawal of several other key players in the event. We apologize for any inconvenience this may have caused any of you.

We do not feel the end of Legislative Day is end of the world. We have decided to redirect our resources into further development of our grassroots lobbying programs which will have further reach and a more sustained impact across the board. Please stay tuned as we focus on this program this year. We will be looking for volunteers to participate in this

*(continued on page 14)*



**HAD ENOUGH?**

Enough stressful weeks barely pulling a paycheck?  
Enough hard work without building any real wealth?

Attend the next **Automotive Training Institute Beyond Repair** workshop (get a great discount thanks to the ASC scholarship program) and turn things around today!

Call 866-389-7999 for dates and locations.

**ATI** Automotive Training Institute  
empowering contributors to the automotive industry

Here are just a few California shops that believe this workshop is where the turnaround starts.

Arnold German, Arnold's Auto Repair • Jay Thompson, Auto Service Plus • Tracy Richards, Automasters Automotive • Marilyn Brown, Automation • Bruce Johnson Jr, Automotive Excellence • Robert & Nikki Ayers, Ayers Automotive • Karl Hlawdaty, B & M Automotive • Jack Rhiel, Big O Tires • Dave Kusa, AutoTrend Diagnostics • Doug Kerr, KB Smog • Tom Deer, Tom's Master Mechanics • Jim Devore, Devore Automotive • Jeff Jardine, West LA Mercedes • Mitch Harmatz, Park Plaza Shell • Ed Pipan, Supreme Automotive • Dan & Kris Cesena, Honda Hospital • Lenny Baker, S.A.M.C.O. • Craig Heiser, University Automotive • Santos Prado, D & S Service Center • David Morris, Morris Automotive • Larry Moore, Larry's Autoworks • Steve Dellinger, OK Radiator • David Loynd, Discount Alignment • Joel Lebron, Joel's Automotive • James Broussard, Dr. J's Automotive • Jim & Mary Payne, Driving Machine • Bob Constant, Forest Hill Auto Service • Warren McCord, Dean's Automotive • John Modesti, Modesti's Independent Repair • Lynne Cardwell, Car Care Center • Joe Schneider, Schneider Autohaus • Harry & Jerry Taylor, Campbell Auto • Bill Ballard, Bonita Valley Auto Care • Ray McCullagh, Purrfect Auto Service • Dennis Schlundt, Dennis Auto Repair, Inc. • Cal Brown, Cal's Auto Pros • Jimmy Voitel, J & J Auto Service • Donald Wang, DRW Transmission Specialists • Jim Williams, Folsom Autotech • Darryl Brant, California Auto Repair Services • Steve Brigandi, West Coast Automotive Specialists • Scott Osborn, Osborn Automotive • Jim Johnson, Certified Motors



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(continued from page 1)

## New Executive Director

ment and is experienced with all facets of association management. She also has a firm grasp on legislative activities including the development and implementation of grassroots networks to work with members to achieve political purposes. Her knowledge of the administration of ASC itself is thorough and detailed.

While her skills in administration, finance, communications, web design, office management and legislative activities are laudatory, she further possesses something the ASC Board of Directors felt was singularly vital as they went about the selection process for this position of Executive Director. Shelly has built, owned and operated two businesses on her own. She has made the tough choices that we and our members are forced to make every day and has learned to make decisions and have the courage to stand by them. In this regard she

is truly our peer. Shelly speaks with a candor and directness which we all can relate to and will benefit from. Although articulate and well read in the area of strategic planning she can and does speak in a language we can all understand.

Mrs. Levy's enthusiasm for our association has been favorably compared with our most strident members and long time supporters. Shelly has indicated her willingness to help us move to the higher ground our association deserves. She has a good grasp on what is required to implement the Board's goals and a firm commitment to the chapter structure within ASC.

If any of you need anything from Shelly please don't hesitate to contact her at (916) 924-9054 or via email at shelly@ascca.com. She is dedicated to helping serve the membership of ASC and will welcome your input.

## EDD Filing Options Offer Employers Convenience, Savings, and Security

For your convenience, EDD now offers three new filing applications that allow employers to file reports on-line via the Internet:

- **iFile** – for submitting Quarterly Wage and Withholding Reports (DE 6)
- **iNER** – for submitting Report of New Employee(s) (DE 34)
- **iICR** – for submitting Report of Independent Contractor(s) (DE 542)

These new filing options offer a number of advantages, including:

- A quick, easy, and secure way to submit your reports.
- A confirmation number with your submission date, verifying your report was filed.
- A history of the Internet-filed reports you have submitted in the last 15 months.
- The elimination of paper reports and reduction of mailing costs.



## Finding The Best Worker's Comp Rate Doesn't Have to Be A Maze Of Confusion.

**Your Association-Owned Insurance Agency Has LOWER RATES Than You Would Expect... End Your Search- CALL TODAY!**

### Our Association Agency Has the Following Products Available:

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## ASC Insurance Services

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2005 Schedule

## A CREDENTIAL THAT'S GOOD FOR THE LONG HAUL

Whether you work on sedans, 4x4s, big rigs, school buses, rebuild blown engines or straighten crashed vehicles, ASE has a certification track for you.

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Winter 2005  
Computer-Based Testing  
Registration Window: Jan. 4-Feb. 8.  
Testing Window: Jan. 18-Feb. 13

Spring 2005  
Paper and Pencil Testing  
Registration Deadline: March 25  
Test Dates: May 3, 5 and 10

Summer 2005  
Computer-Based Testing  
Registration Window: July 11-Aug. 15  
Testing Window: July 18-Aug. 21

Fall 2005  
Paper and Pencil Testing  
Registration Deadline: Sept. 30  
Test Dates: Nov. 10, 15, and 17

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For more information:  
1-888-ASE-TEST (273-8378)

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## Survey Results Reveal Aftermarket/Traditional Parts Distributors are Preferred over Dealerships

Parts Purchasing Trends Survey Results Are In! The majority of respondents complete general repairs on autos and 70% of ASC members purchase less than 1/5 of their parts through new car dealerships, which is about the same as last year. Additionally, the majority purchase over 60% of your supplies from aftermarket/parts stores suppliers and very few parts from retailers, which is about the same as last year.

Of the parts purchased through dealerships, the overwhelming majority of parts purchased were emissions and electronic, due to their availability and quality, while the parts purchased through aftermarket/traditional parts distributors were purchased due to their price, compared to dealerships.

As a group, ASC members are technologically and Internet savvy- with about 70% of respondents purchasing parts electronically or via the Internet. The majority of respondents stated that aftermarket suppliers are just as equipped, or better equipped, to handle your parts orders electronically or via the Internet and that if all parts were available via aftermarket/traditional parts distributors, the majority of you would tend to purchase them in that way. Finally, while most of you responded that you prefer to purchase your parts through aftermarket/traditional suppliers, a whopping 88% stated they also send their technicians to aftermarket clinics for training.

Clearly, ASC members look to aftermarket/traditional suppliers for good deals, training and efficient parts distribution.

### Get Your Chilton 2005 Labor Guide Manual and ASE Test Prep Manual

ASC members get 20% off of the list price when they call Jessica Cipperly @ 1-800-998-7498 x2578 with Thompson Delmar Learning. Get the benefit of deep discounts on up to the moment industry information and test preparation.

### March Team Weekend!!!

Our next ASC Team Weekend is March 19-20. The meeting will be held at the lovely Embassy Suites, Riverfront Property in Sacramento! Detailed information will be coming your way soon. For questions, please call Elizabeth Hicks at 1-800-810-4272 or e-mail her at elizabeth@ascca.com.

### ASCIS Management Committee Election Results!

Committee Announcement: Andy Pollino has been elected to replace Alan Cherko and serve out the last two years of his term. Jeff Curry and Greg Kelly were elected to serve full two year terms. Congratulations gentlemen, ASC thanks you for your dedication to your industry association.

### Warning, Warning, Warning.

If a person asks to use the restroom at your place of business, and it is not "disabled person friendly," it is liable to cost you the price of retrofit, and more. The proper response should be, "we do not have public restrooms." ~ Chapter 24 Newsletter, San Diego

(continued from page 4)

### Eddie Garr at Van Nuys Pre-Christmas Party

State President Oliver Kieffer acted as Santa Claus in the exchange of gifts. Kieffer tied Dixon's former record for giving the "shortest speech in IGO history." All had a wonderful time! ~ *The Independent*, January 1956

(continued from page 10)

### Legislative Day 2005 Cancelled

program and attend meetings in your local districts so please let us know if you are interested in doing those sorts of things by calling Shauna Scott at (916) 924-9054 or sending her an email at shauna@ascca.com.



Automotive Service Councils of California

## Educational Foundation

The Non-Profit ASC Educational Foundation supports & advances the industry through Education, Training, Scholarships, Endowments & Professional Development

# 2005

## Fundraiser

Win

2 Nights of your choice at the  
**WORLD FAMOUS**  
*AHWAHNEE Hotel*  
In Yosemite National Park



For Raffle Ticket Information

Contact Elizabeth Hicks at the ASC Headquarters Office  
(916) 924-9054 or elizabeth@ascca.com

For raffle information, please contact Elizabeth Hicks (916) 924-9054 or elizabeth@ascca.com

# Congratulations and Welcome to New Members

Al Axelrod, Inc.....	10
Eagle Automotive .....	15
Advanced Automotive Service.....	17
Kleine Werks.....	17
Mike Howe's Automotive.....	17
Transport Refrigeration and Diesel.....	17
S.P. Automotive Supply.....	20
Max Motors.....	42
Merced Auto & Truck Parts.....	33
Toyo Star.....	48
Fitzgerald's Auto Care Center.....	50

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## Stealing From Your Competition

- Do your customers love their cars? What if you opened a "car spa?" What if your car was guaranteed to be treated like a king for the day? What if you chose from a "menu of services" like you do "spa treatments?" Could that change someone's perspective on auto care?
- What if you offered a way for customers to see the work being performed on their car (much like you watch you pizza being made in the pizzeria)? What if you had an amazing game room where customers could "play" while they waited (foosball, darts, pinball, golf putting

or video games)? What if your shop had a small interactive museum with hands-on displays of auto parts and how they interact (much like a children's museum, but for both children and adults)? How could you educate your customers in a fun, interactive way? What if in the children's play area, your "little customers" could drive a toy car around a track and learn driver safety skills? What if they could actually "work on" a toy car with a lab coat and computer? (You could even create an interactive, electronic 'test' to take that beeps when they get the right answer). What if customers earned points from each visit to your shop that they could use to "buy special

(continued on page 14)

ESP

## SystemOne® vehicle inspection system for Smog Check II

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SystemOne® vehicle inspection system provides California smog station owners the highest level of gas analysis and OBDII testing technology.



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## Who Made Smog? Was it Smitty or City Bureaucrats? – 1951

Here's one for the book! "Smitty" Smith, a garageman at 1590 East 92<sup>nd</sup> Street, Los Angeles, was working on minor repairs on a customer's car the other day. In the course of his work "Smitty" decided to try out the car by driving it around a bit.

But while he was out on the test jaunt the police gave him a ticket "because the car smokes!" And he was given a lecture on "air pollution and the cause of smog!"

Such are the mysterious ways of bureaucracy that poor "Smitty" had to spend three days at City Hall (losing his shop revenues for that fine) and see a traffic movie before he was absolved from paying a fine.

Incredible? If you don't believe it, ask Mr. Smith. ~ *Independent*, December 1951

## They Should Know – 1955

Ad from IGO man: "We have no quarrel with our competitors who work for less. They should know what their work is worth." ~ *Independent*, August 1955

## Cafeteria Gas?

Self-service apparently isn't going over so well with John Q. Public. The "Serve-Yourself & Multiple Pump Association" is trying to bolster business with a program on a Pasadena radio station. ~ *Independent*, October 1951

# Required Notices 2005

The California Chamber of Commerce is reminding employers that there are new 2005 notices they are required to post starting with the new year.

The Chamber makes these 2005 required notices available to employers to help them eliminate time and confusion in determining which compliance materials to use. The Chamber offers the required notices individually or all together in the **2005 Required Notices Kit**.

The **2005 Required Notices Kit** includes:

- **2005 California Employer Poster** - This 26" x 39" poster contains all 15 state and federal employer notices required for every California employer.
- **Unemployment Insurance/ State Disability Pamphlets** - These pamphlets provide employees with the information they are required to give employees when they are hired, taking a leave of absence, laid-off or terminated.
- **California Sexual Harassment Information Sheets** - These sheets must be distributed to new hires, independent contractors and all employees

as evidence of your commitment to preventing workplace harassment.

- **Workers' Comp Rights & Benefits Pamphlets** - These pamphlets explain California's workers' compensation program and must be distributed to all employees at time of hire.
- **California Paid Family Leave Pamphlets** - These pamphlets provide employees information on the still-unfamiliar new benefit program in California. These pamphlets must be handed out to new employees and any employee taking a covered leave of absence.

The **2005 Required Notices Kit** is available to employers in both English and Spanish. All products listed above are also available for purchase individually as well as together in the kit.

For more information about the Chamber's **2005 Required Notices Kit**, as well as a list of the changes, please visit the Chamber Store website at [www.calchamberstore.com](http://www.calchamberstore.com).

~California Chamber of Commerce,  
Robyn Souza

(continued from page 10)

## Legislative Update

were very surprised to see Governor Schwarzenegger take a strong public stance in his State of the State address and declare that vocational/technical education will be a priority this year in his administration. Not only that, but he has set aside \$20 million dollars in his version of the state budget to support vocational/technical training programs in the state of California.

Due to these two factors this year may very well be the best chance we've had in many years to address these critical issues and actually have support of the Governor's administration in doing so. Right now, in

from Morna to make sure everything was okay.

One side note to all this, when Morna phoned on the 21<sup>st</sup>, I informed her I would like to make this all happen by January 1<sup>st</sup>. I never thought it was possible from past experiences. She stated there should be no problem as long as I did my part in getting the applications to her.

Could any other credit card processor do this? Maybe.

Could going Nova direct do this? Maybe.

Would I have felt as comfortable as I did without knowing Shelly, Shauna, & Morna were taking care of me? I doubt it.

-Ryan Tunison, Chapter 20- Mt. Diablo

(continued from page 9)

## Stealing From Your Competition

prized at the end of the year (unique car accessories, detailing services, discounts or just fun stuff).

Stealing from your competition takes effort, but who says it can't be fun? Let your mind go wild. Turn your shop into an automotive or fun family experience, and watch your business grow. Make your shop a place where you and your employees love to hang out and that other people can't wait to visit. Make it the "happiest shop on earth." The out-come will be amazing. You can bet your local media will notice. You can bet your customers will notice. And you can definitely bet your competition will notice!

*Karen Friend is a business consultant specializing in marketing and small business development. Her company, Friend Communications, specializes in the women's market. Friend teaches a course for the Automotive Management Institute (AMI) - "Marketing to Women 101," For more information, contact her at (760) 402-6473.*

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direct contrast with the Department of Education's focus on getting every child to college, only 14% of this years 9th graders will enter either the UC or CSU system and only half of those will actually graduate.

We will be pursuing different strategies to promote a unified industry voice to respond to this unprecedented opportunity and will keep you updated as the year progresses.

(continued from page 8)

## Member Testimonial

nothing got dropped. On Thursday the 23<sup>rd</sup>, I received an e-mail saying my machine had been shipped. On Monday the 27<sup>th</sup>, I was opening my new machine after UPS dropped it off. On Tuesday the 28<sup>th</sup>, I received a call



## ASC-CA Classified Ads

Attention automotive professionals, (active and retired) East Los Angeles College is looking for part-time instructors, day and evening classes. Call Adrian Banuelos at 323-265-8726 or banuelam@elac.edu for details.

Need to list a classified? Free to ASC members. Just fax text to ASC at (916) 924-6702 or email to info@ascca.com.

### Automotive Service Councils of California MISSION STATEMENT

To provide business resources for our members and to advance the professionalism of the automotive repair industry.

#### ASC-CA CODE OF ETHICS

1. To promote good will between the motorist and the industry.
2. To have a sense of personal obligation to each individual customer.
3. To perform high quality repair service at a fair and just price.
4. To employ the best skilled personnel obtainable.
5. To use only proven merchandise of high quality distributed by reputable firms.
6. To itemize all parts and adjustments in the price charged for service rendered.
7. To retain all parts replaced for customer inspection, if so requested.
8. To uphold the high standards of our profession and always seek to correct any and all abuses within the automotive industry.
9. To uphold the integrity of all members.
10. To refrain from advertisement which is false or misleading or likely to confuse or deceive the customer.

## Chapter Meetings & Contacts

- Bakersfield** (58) — Meetings: 4th Wed. 7:30 pm, place varies. Mbr Info: Michael Elliot at (661) 845-2274.
- Central Coast** (52) — Meetings: 3rd Weds. 7:00 pm, place varies. Mbr Info: Pat McDonald at (831) 899-2425.
- Central Valley** (27) — Meetings: 2nd Tues., 6:30 pm, Early Dawn Cattle Co, Modesto. Mbr Info: Robert Raduechel at (209) 575-6326.
- Coachella Valley** (30) — Meetings: 2nd Tues. 6:30 pm, Augua Caliente, Rancho Mirage. Mbr Info: Fred Divine at (760) 343-1226.
- East Bay** (16) — Meetings: 2nd Tues., 7:00 pm, The Englander Restaurant, San Leandro. Mbr Info: Ron Bessette at (510) 774-3394.
- Foothill** (5) — Meetings: 1st Tues. 6:30 pm, Brookside Country Club, Pasadena. Mbr Info: Chuck Chatham. (562) 928-1725.
- Fresno** (25) — Meetings: 2nd Thurs., 7:00 pm, Ramada Inn, Fresno. Mbr Info: Ray Rasmussen at (559) 855-2398.
- Gold Country** (36) — Meetings: 2nd Tues., 6:30 pm, place varies. Mbr Info: Robert Brocke at (530) 477-5712.
- Hemet** (32) — Meetings: 2nd Tues., 6:30 pm, Sizzler, Hemet. Mbr Info: Phil Fournier at (909) 927-2102.
- High Desert** (31) — Meetings: last Tues. 6:30 pm, Location varies. Mbr Info: Walt Carnwright at (760) 245-5777.
- Inland Empire** (14) — Meetings: 3rd Tues., 7:00 pm, Royal Cut Restaurant, Ontario. Mbr Info: Glenn Davis at (909) 946-2282.
- Long Beach** (18) — Meetings: 3rd Tues. (no mtg July & Aug), 7:00 pm, Colonial Cafe, Long Beach. Mbr Info: Sam Baayoun at (562) 433-5523.
- Merced** (33) — Meetings: 3rd Tues. 6:45 pm, Eagle's Nest Restaurant. Mbr Info: Rick Scroeder at (209) 722-3856.
- Mid Cities** (1) — Meetings: Varies, call for info. Mbr Info: Russ Okimoto at (562) 926-7317.
- Mt. Diablo** (20) — Meetings: 3rd Thurs. 7:00 pm, place varies. Mbr Info: Barbara Livingstone at (925) 837-1000.
- Napa/Solano Counties** (9) — Meetings: 2nd Tues. 7:00 pm, Rockville Inn, Fairfield. Mbr Info: Tracy Renee at (707) 642-1900.
- North Orange County** (48) — Meetings: 3rd Weds., Embassy Suites, Brea. Mbr Info: Jo Ann Fischer at (714) 773-0949.
- Orange Coast** (50) — Meetings: 2nd Thurs. 7:00 pm, Irvine Marriott, Irvine. Mbr Info: Rita Thomas at (949) 855-0590.
- Orange County** (49) — Meetings: 3rd Thurs. 7:00 pm, Sterling Suites Hotel, Anaheim. Mbr Info: Ken Hamilton at (714) 535-4100.
- Peninsula** (23) — Meetings: Last Tues. 7:00 pm, place varies. Mbr Info: Vallerie Williamson at (408) 264-9495.
- Redding** (99) — Meetings: last Wed. 7:00 pm, place varies. Mbr Info: Tim White at (530) 246-9277.
- Sacramento** (34) — Meetings: 4th Tues. 7:00 pm, Frasinetti's Winery. Mbr Info: Carol Bartels at (916) 332-1883.
- San Diego** (24) — Meetings: 3rd Tues., 7:30 pm, Handerly Hotel, San Diego. Mbr Info: Stuart Terry at (619) 287-9626.
- San Fernando Valley** (11) — Meetings: 3rd Tues. 6:30 pm, Odyssey Restaurant, Granada Hills. Mbr Info: Marilyn Schanley. at (818) 768-3656.
- San Francisco** (21) — Meetings: last Weds. 6:30 pm, Delaney St. Restaurant. Mbr Info: Paul Grech at (415) 474-7323.
- San Joaquin Valley** (6) — Meetings: 2nd Thurs. 6:30 pm, place varies. Mbr Info: Andy Pollino at (209) 472-9866.
- San Jose** (42) — Meetings: 2nd Weds. 7:00 pm, Lou's Village, San Jose. Mbr Info: Valerie Williamson at (408) 264-9495.
- San Luis Obispo** (17) — Meetings: 3rd Weds., 7:00 pm, place varies. Mbr Info: Smitty Price at (805) 546-9892.
- Santa Barbara** (8) — Meetings: 3rd Wed. 7:00 pm, place varies. Mbr Info: Rachel Barajas. at (805) 682-9441.
- Santa Clarita** (3) — Meetings: Varies, call for info. Mbr Info: Kevin Browning. at (661) 251-6736.
- Santa Cruz** (15) — Meetings: 3rd Tuesday. 7:00 pm, Hindquarter, Santa Cruz. Contact: Nate Smith at (831) 476-1332.
- Santa Rosa** (28) — Meetings: 3rd Tues. 7:00 pm, Sam's For Play, Santa Rosa. Mbr Info: Barbara Baker at (707) 546-4280.
- South Bay** (1940) — Meetings: 3rd Thurs. 7:00 pm, place varies. Mbr Info: Peter Alper at (310) 328-1981.
- South Los Angeles** (10) — Meetings: 4th Thurs., 7:00 pm, La Parrilla Restaurant, Los Angeles. Mbr Info: Les Morris at (323) 778-1014.
- Tulare-Visalia** (26) — Meetings: 4th Thurs., 7:00 pm, place varies. Mbr Info: Jaimie Hammond at (559) 688-4713.
- Ventura County** (2) — Meetings: 2nd Tues. 6:30 pm, place varies. Mbr Info: Kathy Riggs at (805) 983-8100.
- West Los Angeles** (12) — Meetings: Varies, call for info. Mbr Info: Dee Cherko at (310) 837-0446.

## Automotive Service Councils of California

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## ASC-CA Calendar

### MEETING/EVENTS SCHEDULE

#### 2005

March 1-2	2005 Aftermarket Legislative Summit ..... Washington, DC
March 19-20	ASC Team Weekend 1st Quarter Board of Directors/Committee Meetings Chapter Representatives Committee Meeting ..... Embassy Suites Hotel – Sacramento, CA
June 13-17	Virtual Committee Meetings 2nd Quarter Committee Meetings – schedule TBA ..... Via Conference Calls
June 25	ASC Mini-Team Day 2nd Quarter Board of Directors/Committee Meetings Chapter Representatives Committee Meeting ..... Location TBA (Fresno/Bakersfield area)
Sept. 29-Oct. 2	ASC 2005 65th Annual Meeting & Elections 3rd Quarter Board of Directors/Committee Meetings Chapter Representatives Committee Meeting ..... The Beach Resort – Monterey, CA
Nov. 30-Dec. 7	Virtual Committee Meetings 4 <sup>th</sup> Quarter Committee meetings - schedule TBA ..... Via conference calls
December 10	ASC Mini-Team Day 4 <sup>th</sup> Quarter Board of Directors/Chapter Representatives Committee ..... Location TBA (Los Angeles area)

**All Events Listed Subject to Change**

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