



The California Independent

MARCH/APRIL 2004

PROFESSIONALS IN AUTOMOTIVE SERVICE

ASC Holds Successful Team Weekend

Your ASC Board of Directors, chapter representatives and other committees met over the weekend of March 20 and 21, 2004 at the Doubletree Hotel in Sacramento. The two day series of meetings was a whirlwind of activity and many of the goals identified in our 2004 Long Range Strategic Plan have been accomplished already and we are barely at the end of the first quarter.

The ASC Insurance Services Management Committee met on Saturday to review progress in the program and to discuss the coming year. Thanks to all the additional board members and other members who joined us for this meeting and for the interest being shown in the program. We are happy to announce that we continue to show growth and financial stability and are working on doing different kinds of marketing including developing outreach programs both in the chapters and to the membership at large to continue building your association owned agency. If anyone has any ideas on how ASCIS can be of service to your chapter, please contact Shelly Levy of the ASC staff at (916) 924-9054 and we will take those suggestions to our monthly ASCIS Management meetings.

ASC Committees met after lunch and a lot of good work is being done. The Government Affairs Committee chaired by Carol Bartels has a full meal on its plate this year. With the continued battles over the workers' compensation insurance system, our participation in the 17200 ballot initiative, continued encroachment by the CARB on upping warranties again, the BAR Sunset Review Process which has not concluded yet and many other barn burners, this year portends to be quite tumultuous legislatively. The Government Affairs Committee voted unanimously to continue supporting HR 2735, the Consumers Right to Repair Act currently seeking congressional approval and supported by a broad coalition of automotive aftermar-

ket associations and interests. This grandfather bill of SB 1146 will require manufacturers to provide repair information not just for OBD II systems, but vehicle wide and will provide appropriate enforcement measures should they choose not to do so. ASC members will benefit from this much in the same way they benefit from OBD II information and in fact, California's success with SB 1146 and the strong support given by the industry to that really did make HR 2735 possible.

The Membership Committee chaired by Kevin Browning continues to look at membership recruitment and retention strategies and has come up with several plans to do both this year. They are also in the process of approving our Marketing and Communications Plan which includes provisions for getting the message out to both other industry publications and the consumer regarding ASC and what we stand for which is quality, professional automotive care that is dedicated to the needs of the California consumer. We will also be doing a Membership Drive 2004 and the chapters will be contacted with more information on how they can participate as soon as the final plans are developed. Our Membership Survey 2004 is going to be another great project as we continue to ask YOU what you think about things. With input from the Education, Training and Information Committee and other sources we are preparing the survey which will come out around June. Please keep an eye out for it and participate because hearing from you is one of our most important goals.

Speaking of the Education, Training and Information Committee chaired by Glenn Davis, they are a busy group this year. In addition to pitching in with ideas for the website, and developing FAQs (frequently asked questions) to address

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AALC Legislative Day 2004

Monday, March 22, 2004 saw more than 200 automotive aftermarket professionals come to the Sacramento Convention Center and attend private meetings with their legislators in the State Capitol. It was an eventful and informative day and we thank all of the ASC members who took time out of their busy schedules to come be a part of the day and represent the interests of the independent automotive repair industry in California. ASC members once again made up the greatest portion of members out of all the coalitions who sponsor the day and we are proud that our membership is so informed, aware and involved with various legislative and regulatory issues facing the automotive industry in our great state.

Thanks to Marty Keller of ARC who served as our moderator for the day. He did a great job at keeping the program moving and making sure all the different panels had enough time to adequately cover their material. Joe Jubela, also from ARC, gave an update on long term

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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

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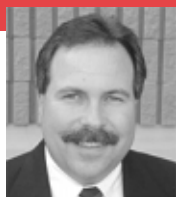
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President's Message



Dan Biggs

State President 2004

**Members:**

I have to say that my first full Team Weekend experience as your President was certainly an eye-opener. Thanks to everyone who came and participated in a well run and productive weekend. Your Board takes their mission to heart and continues to move forward.

Congratulations to our Executive Director, Jennifer Zins, who had her baby on March 24, 2004. She and her son, Ethan David, are both happy and healthy and back home with her husband Norm and her eldest son Ernest. Jennifer is looking forward to resuming her duties at ASC soon and in the meantime I and other board members are working closely with the ASC Staff to ensure smooth sailing in her absence.

Legislative Day was a terrific event with more than 200 attendees. More information is available in this issue of the Independent but we are already looking forward to next year. For those of you who were unable to attend this year, please consider doing it next year. Seeing our legislative program up close and personal and making a small contribution of your time will go far to increasing your understanding of the issues we battle for on your behalf every day.

If you haven't already done so, you really need to check out our newly redesigned website. Its enhanced security, interactive features and ease of navigation make it a tool that we can use the way a website should be used. Lots of new features have been added and we are adding even more throughout this next year. Go visit www.ascca.com and see all the new things we've got for you!

Unfortunately, I need to turn this column onto a more serious note for a moment. I am issuing a plea to the members who may know of the whereabouts of Mr. Gavel to treat him kindly and to offer you my personal assurance that if you return him intact and healthy no questions will be asked. I have done as you asked and have not contacted the FBI or any other authorities but ONLY as long as I continue to receive assurances either by photograph or by email that Mr. Gavel is being treated with the utmost of respect during his captivity.

I'm looking forward to seeing all of you at our next Team Weekend scheduled for June 12-13, 2004 at the Embassy Suites LAX. In the meantime, keep looking for more news from your Association leadership.

ASC-CA Staff & Associates

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Executive Director's Report



Jennifer Zins
Executive Director

Well, talk about timing. I certainly didn't expect to deliver my son two days after Legislative Day but I couldn't have scheduled it any better! Thanks to everyone who has sent me such nice notes. Ethan David and I are back home and resting up before I return to full-time duties at ASC. In the meantime, your ASC Staff is doing a great job of holding down the fort and being assisted in crunch times by various Board members. Thanks to all of you who have stepped up to the plate and helped. We truly are a team.

Team Weekend was another series of good meetings and there is a comprehensive breakdown of activities in the Independent. Thanks to all the members who took the time Sunday night to come by the ASC office and visit with the ASC Staff. We were thrilled to be able to show the office off to you and welcome any members to drop by any time. This is your office and we want you to feel like you are as much a part of it as your staff is. For many of you, this was the first time you were able to join us since the building was first purchased many years ago and we certainly hope it isn't the last.

We have quite a few new projects to add to our already ongoing work at the association and hope you will get involved in our Membership Drive 2004 and will also participate in our Membership Survey 2004. We had such great results last year that we are going to be doing another survey this summer. We've retooled it a bit thanks to input from various committees and think hearing from you is a fantastic way to springboard into our Long Range Strategic Planning Sessions in October. Please watch for the survey, we want to hear from you!

We are already looking forward to the next Team Weekend. More details will be released as we get closer to June. During that weekend ASC will be inducting Maxine Jones into the ASC-CA Hall of Fame. There will be an Induction Dinner and Award Ceremony along with other activities surrounding this important event. Many thanks to Dee Cherko for volunteering her time to coordinate this event and we know that it will be an affair to remember. Please watch for more information as it becomes available.

Thanks again for your support of your ASC Team. We feel really good about where we are and what we have accomplished and are ready to climb that next mountain!

ASC Board & Directors



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*(continued from page 1)***Team Weekend**

association, insurance and industry related concerns of our members, they are busy evaluating the possibility of having a "training road show" where we would develop one seminar and take it to multiple chapters around the state. This is still in the formative stage and watch for more information on this exciting project as it becomes available.

The Bylaws, Policies and Procedures Committee chaired by Bob Constant is deep into its work reviewing, updating and adding policies as necessary to ensure that our association runs at its most efficient. Two new policies were presented and adopted at this Team Weekend, one being ASC Policy 2-16 Fax Vote, the purpose of which is to set policy dictating the procedures to be used for fax voting that will take place for ASC-CA state appointed committees, the Board of Directors and the Executive Finance Committee. The second is ASC Policy 2-17 Conflict of Interest, the purpose of which is to set policy regarding the definition and handling of potential conflicts of interest within ASC-CA. The policy regarding elections is still under revision but is due to be complete by the June Board of Directors meeting.

Our Endorsements Committee chaired by Greg Kelly is looking at some new things to benefit our membership such as looking at endorsing a Legal Resource Manual that we can make available to the membership. More information will be forthcoming on that project. We've reaffirmed our endorsements of CustomerLink and also of ALLDATA as we believe they provide valuable member services to our members. The committee recommended, and the Board of Directors concurred, to terminate our endorsements of iCARumba, First Corp and Certegy Check Services. More information about this can be found in a separate article in this issue of the *California Independent*.

The next day was eventful as the Chapter Representatives Committee met

in the morning and the ASC Board of Directors met in the afternoon. The Chapter Representatives conducted their regular business including review and acceptance of the financial statements as presented. Chapter Reps were exhorted by



ASC Chapter Representatives Committee Meeting

Ira Newman to get involved with their local communities in community service activities such as the 4th Annual Cheryl MusscheWalk Against Cancer on April 17, 2004 that Chapter 48 is actively promoting. Things like this are a good way to get ASC's and your own business name out in the community as well as give something back to your local area. Also the Chapter Representatives voted to send their priority issues to the ASC Board of Directors culled from the 19 that they came up with at their January orientation. Those seven issues are: 1) membership retention and meeting attendance, 2) government issues, watching regulations and input, local involvement, 3) intersection with BAR, communication with state elected legislators, 4) training at high schools and vocational schools, education to public that auto tech is good, 5) finding good employees and retaining them, 6) public image, name association, local and state professionalism, local and state and 7) value of ASC.

The Board of Directors accepted the committee report during their meeting and will assign those issues to the appropriate committees for review and action as needed. Thanks to all the Chapter Representatives who contributed to this process as we continue to advance in our Long Range Strategic Planning for both the remainder of this year and into 2005.

The ASC Board of Directors had their meeting in the afternoon and in addition to all of their usual business accepted all the committee reports and reviewed and updated the Long Range Strategic Plan. President Biggs thanked all committee members for their hard work and complimented them on the goals met so far this year. President Biggs commented that he appreciated the photo from The ASC-CA Presidential Gavel, and he wants The Gavel to know it is welcome to return home with no hard feelings. Anyone who knows the whereabouts of President Biggs' Gavel is encouraged to send him a photo of same. Kris Cesena gave an update on the Educational Foundation which received 33 scholarship applications this year due to increased marketing efforts from ASC. When the scholarship application evaluation process concludes the winners will be announced in the next issue of the *Independent*.

Thanks to all members who attended these meetings and who stay interested and involved in ASC. We are pleased to report that your leadership continues to move forward and appreciates your support. Our next Team Weekend is scheduled for June 12-13, 2004 at the Embassy Suites LAX and we hope you will make some time in your schedule to come down and get involved in YOUR association.

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Insurance News

ASC Insurance Services continues to grow and serve each ASC member with the best insurance coverage and the personalized attention from your skilled staff that you've come to expect and enjoy. Call us if you want to purchase insurance, get a quote or have your policies reviewed to see if they are in line with your expectations. Your personal insurance specialists Shannon Blakeman and Lorraine Stevens are ready and waiting to help you! Call Shannon at (916) 609-8396 regarding workers' compensation or Lorraine at (916) 609-8402 regarding all manner of package policies and let them take care of your insurance worries for you!

July renewals are coming up so please start getting your loss runs and other information you may need for your renewal together now. Don't wait until the last minute! Although the situation is still fluid at the State Capitol on what workers' compensation reform may or may not look like this year don't let the weeks slip by you and leave you in a panic in June! Call Shannon today and make sure your renewal will go smoothly!

We are very proud to be associated with one of the most respected workers' compensation carriers providing coverage in California today – Preferred Employers Insurance Company. Working together to provide both coverage and information is an important job that both ASC Insurance Services and Preferred Employers Insurance Company take seriously. Not only do we want to be your resource for insurance coverage but also for health and safety information so you can make sure you are protected and that your business practices are designed to help keep your employees injury free. Here are just a few hints to make your lives easier in the event the unthinkable happens to you:

1. **Prepare!** Expect the unexpected. Make sure your employees are aware of your emergency action plans and keep necessary information posted in an area that is prominently visible.
2. **Identify** the hospital, doctor or clinic that will provide medical treatment and decide how injured employees will be transported to that facility.

Injured employees should not drive themselves. Call 911 if the employee is bleeding profusely, is unconscious or is having a heart attack. *(note: An employee can pre-designate a physician before an injury occurs. If an employee pre-designates a treating physician then ensure there are means of transporting them to this doctor.)*

3. **Advise** employees that they can return to work after an injury to perform modified or light-duty work if it is available. Tell employees to advise the medical provider that light-duty is available.
4. **Report** the injury to your workers' compensation insurance carrier soon after you are assured the employee is receiving medical treatment. Report the injury even if it just a first-aid injury. California law requires employers to report within 5 DAYS of knowledge of every occupational injury or illness that results in lost time beyond the date of the incident or requires medical treatment beyond first aid.
5. **Remove and Preserve** faulty machinery, equipment or tools from service as evidence.
6. **Stay in frequent contact** with the injured employee and your workers' compensation insurance carrier during the course of the claim.

Good luck and we'll be in touch!

ASC Insurance Services – Co-owned by ASC and truly your trusted insurance partner.

Many Thanks for Donations!

The ASC Staff wishes to extend heartfelt thanks for the donations that allowed us to buy a DVD burner for our office! Thanks to Bob Constant, Glenn Davis, Bob Klingenberg and Walt Carnwright for chipping in and providing this very necessary piece of equipment for us to have here! We appreciate your support and your personal commitment to ASC's members.

ASC Endorsements News

At the March 2004 ASC Team Weekend the Endorsements Committee recommended and the ASC Board of Directors ratified the termination of three of our endorsement arrangements. All of these arrangements were reviewed by the committee in detail and in conjunction with data we received off of our Membership Survey 2003.

First Corp Equipment Financing, iCARumba and Certegy Check Services have all been notified as of March 26th of our intent to exercise our rights to extract ourselves from our endorsed relationship. Any ASC members who are using these services are not likely to see any interruption in either pricing or program.

Our credit union, **California Preferred** is ready and able to assist you with any equipment financing needs you may have at a great rate! If you are considering equipment financing please contact ASC staff at 800-810-4272 for a referral to California Preferred or visit their website at www.thepreferreddcu.org for more information.

ASC members are also not without options when evaluating check guarantee services. Our endorsed credit card provider **NOVA** has check guarantee available to all members at great rates and will provide a revenue stream back to the association as well. For more information please contact ASC Staff at 800-810-4272.

The Endorsements Committee has reaffirmed our support of **CustomerLink** and **ALLDATA** in addition to continuing promotional efforts with **ASC Insurance Services**, **NOVA**, **Paychex**, **CITGO**, **Mitchell1** and the **California Preferred Credit Union**. We encourage you to look to ASC for help managing your business in a profitable and efficient manner. We look forward to investigating other services over the year that will help you accomplish those goals.

*(continued from page 1)***Legislative Day**

industry issues that are on the horizon including a possible 250,000 mile warranty program out of the CARB. Aaron Lowe from AAIA gave a presentation on HR 2735 and the fact that we have been successful in getting a companion bill to HR 2735 introduced in the Senate as well (S.2138).

Continued industry unity and support is critical to getting this legislation enacted which will ensure that independent automotive repair facilities gain the access to the information and tools they need in order to repair vehicles.

The Job Killer Reform Panel was a lively discussion regarding a number of issues that continue to loom large. Workers' compensation insurance reform continues to absorb a lot of attention in the Governor's Office and Legislature. If they are unable to reach some sort of compromise and enact meaningful reform then the ballot initiative will be the fall back position. Initiative petitions were sent out to ASC members by mail and we also had petitions there for people to sign. The ballot initiative for 17200 reform continues to gain steam and has received enough signatures to qualify for the November ballot. The campaign continues to depend on support from ASC members. Thanks to all of you who returned petitions to ASC and all those that we were able to name as we go to press are listed elsewhere in this issue of the *Independent*. If we weren't able to include your name, please know that we thank you too! Check in on www.stopshakedownlawsuits.com for information regarding the campaign.

SB 2 (Burton), the mandated health care bill, is still a hot-bed issue. There is a movement to have a referendum placed on the ballot in November to overturn this one as well. SB 2 is a \$5.7 billion tax on employers and a \$1.5 billion tax on workers, who would be forced to pay a share of healthcare coverage whether

they want or need it. California would become one of only two states with such a mandate giving businesses even more reason to lay off workers, close their doors or move to other states. To learn more visit their website at www.stopthehealthtax.org.



CAA Executive Director David McClune introducing the Job Killer Reform Panel

Two legislators gave their time to come speak to our group. Assembly Member Rudy Bermudez (D-Norwalk) spoke in the morning regarding business issues

and the climate in Sacramento. Then Assembly Member Guy Houston (R-Livermore) was our keynote speaker with an enlightening look at "things as they are today."



ASC Chapter Rep Denise Pina watches on as AALC members voice concerns to Assembly Member Rudy Bermudez

Legislative Day attendees left after lunch to have their personal appointments with their legislators over at the state capitol and to also enjoy some snacks and fellowship with friends and colleagues in our hospitality suite in the Eureka Room. We were able to make quite an impact and distribute important information regarding our positions on issues that deserve our legislator's attention. Planning will begin in the summer for next years event so if you missed this one, please watch for information about Legislative Day 2005. Critical issues never go away, they just change from session to session. Let's make sure we continue to pressure our state legislators to consider our industry's viewpoint and protect our businesses and our customers.



ASC Past President Alan Cherko and Directors Dan Biggs and Glenn Davis listen to Assembly Member Bermudez

Maxine Jones to be Inducted in the ASC Hall of Fame

The ASC Board of Directors has chosen to honor Maxine Jones for her many contributions to the association by inducting her into the ASC Hall of Fame where she and her



Honoree Maxine Jones

beloved late husband Jim Jones will join other ASC inductees John Goodman and Jack Heyler. A dinner and party will be held during June of 2004 in Los Angeles. More specific details such as date and location will be released as they become available. The celebration planning committee is being chaired by long-time friend Dee Cherko. The ASC Board of Directors wish to thank Dee for donating her time and energy to this worthy cause.

Maxine was originally hired in 1960 for a temporary position that was to last three weeks but extended to 44 years. Her energy and enthusiasm made her an association fixture for many years as she was a friendly voice for the members, the chapters and ASC. She has been involved with many tasks over the years including helping at Annual Meetings, helping with trade show seminars, handling training events and assisting the chapters with various tasks. She was instrumental in organizing and distributing tapes from our Video Tape Library and her efforts were much appreciated.

Maxine recently stated the best thing about the time she spent with ASC (formerly IGO) is the friends she has made and she expressed a great deal of sadness over the friends she has lost as well. People such as Mario Rizzoli, Jim Hunt and too many others to list touched her life each in their own special way. For this Maxine will be forever grateful, and our members will be grateful for how she touched us.

Many thanks to Maxine for all the years she's been involved with our association. This induction and honor is our small way of wishing her much success in all of her future endeavors. Please continue to watch your inboxes and fax machines for more details about the event as plans are finalized.

ASC Rolls Out New Website

By Auburn McCanta, Contributing Author

ASC is proud to roll out its brand new, shiny website for you to test drive. From your first view of the new home page to discovery of simple navigational ease, you will find you won't need training wheels for this baby. Please take a few minutes to peruse this new product designed with you, the member, in mind.

Enjoy the simple ease of cornering through the **ASC Home Section** — This section is dedicated to our trade association activities of interest to ASC members, repair shop owners, automotive technicians, students, parts distributors and others and includes:

- Legislative information
- Events
- Educational materials
- Communications
- Online store featuring video tapes, promotional products

- Make a scholarship donation
- Find a member shop by city, local chapter or name
- Look up other members of your chapter
- Register and receive your own member's only password
- Download a copy of the latest newsletter
- Learn about upcoming events

Discover a smooth ride in our **California Consumers Section** — This section is for our valued customers who are looking for a referral to an automotive repair shop they can trust, plus other valuable information about getting their cars repaired. Your customers can:

- Search for a shop by city, local chapter (region) or by name
- Find informational articles for consumers

- Learn more about the automotive repair industry
- Get tips on how to make their repair experience pleasurable

Transform the Internet highway into cost-saving features in the **ASC Insurance Services Section** — This area is dedicated to our insurance partners and is designed to help you:

- Obtain workers' compensation insurance coverage
- Property and casualty insurance
- Employee benefits (health, dental, disability and life)
- Personal homeowners and auto insurance

These are only a few features of ASC's new website, with even more features planned. Look in the future for such goodies as an online membership directory, online applications for ASC Insurance Services, contact your legislators online and an expanded resource library. So hop in and take a spin. You'll fall in love at first sight.

Do you plan on purchasing **Enhanced Smog Check Equipment?**

Finance \$41,800.00 for
36 months at 5.90% APR.
Your low payment: **\$1270⁰⁰**
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APR=Annual Percentage Rate. Rates are subject to change without notice. Amount quoted includes Business Loan Fee 1% of amount financed based on \$38,000.00. 80% Financing of the Invoice or Appraised Value (excluding labor & installation charges)

California Preferred Credit Union has special financing for our members! We specialize in serving the needs of our members who are business owners. That's why we provide services that make operating your business more efficient.



Application for Consideration/Candidate Profile Form

ASC-CA Board of Directors

Two (2) Year Term Commencing January 1, 2005

ASC-CA members desirous of running for a position on the ASC Board of Directors are required to fill out Section I of this form in its entirety. Additionally, candidates must provide the information requested in Section II and attach a separate sheet(s) responding to the information requested.

Applications/Profiles must be received in the ASC Headquarters Office by Friday, July 23, 2004.

Section I - Application (Please print legibly)

Via submission of this form, I, (name) _____, make application to ASC-CA to be considered as a candidate for the ASC-CA Board of Directors.

Business Name: _____

Business Address: _____

Business City, State, Zip: _____

Business Phone: (_____) _____ Business Fax: (_____) _____

E-Mail Address: _____ Chapter #: _____

Signature: _____ Date: _____

Section II - Candidate Profile

On a separate sheet of paper, please provide information/responses to the following and attach to this application when submitting:

1. **Business Information** (type of business, years in business, years in that location, etc.).
2. **Personal Information** (Years involved in the automotive industry, family information you wish to divulge, hobbies, civic activities, professional activities/affiliations, memberships in other fraternal and/or civic organizations, etc.).
3. **ASC Activities** (Number of years you have been a member, chapter activities and positions held, state level activities and positions held, etc.).
4. What **personal qualities and traits** do you believe you have that qualify you to serve on the ASC-CA Board of Directors?
5. What **special areas of expertise** do you believe you possess that would be helpful in governing ASC-CA?
6. In which **areas of association governance** do you believe ASC-CA should target its financial and human resources and why? (examples: membership growth, membership benefits, government relations, public awareness, etc.)
7. How do you **envision ASC-CA in five years** from now?
8. How do you **envision the automotive repair industry** in five years from now?

**Application and Profile must be received no later than July 23, 2004 by mail to
ASC-CA • 758 University Avenue • Sacramento, CA 95825
OR fax to (916) 924-6702 - Attn: Board Candidate Committee**

Chapters & Members In The News

Chapter 48 "Walking" into the Fight Against Cancer

Most of us know of at least one friend or relative who has been diagnosed with cancer. Cheryl Mussche was just such a person. She was a much loved wife (and respected friend to many) of a long-time member of ASC's Chapter 48. Her three-year battle with breast cancer ended with her death in 2000.



Cheryl Mussche

Determined to help where he could, Chapter 48's past president, Ira Newman of Ira Newman Automotive, Inc. in Anaheim, started Chapter 48's Cheryl Mussche Cancer Walk in 2000.

"I'm a strong believer in giving back to the community," stated Ira. "There isn't one of us out there that doesn't know someone with cancer, which is why we started the Cheryl Mussche Cancer Walk. Thanks to the generous donations of our members, customers and friends, it has been a financial success."

An Ongoing Effort.

In addition to the Walk, Chapter 48 members make a concerted effort to raise monies by various means throughout the year. Some members directly ask their clients for donations; others sell ice-cold bottled water at their shops; while even more donate used, unwanted cars to the National Charity Support Foundation, who in turn donates their net profit back to the Cancer Walk.

Following their first Cheryl Mussche Cancer Walk in 2000, the Chapter alone raised \$4,000; the following year—with the co-sponsorship of the Anaheim Chamber of Commerce and several community service organizations, such as Anaheim Rotary, Kiwanis Club of Greater Anaheim, the Anaheim Evening Lions Club, Anaheim Sunrise Lions Club and the Anaheim Host Lions Club—the total jumped to \$7,500, while last year's combined effort brought in well over \$20,000.

We're "In the pink."

Since its inception, Chapter 48 has donated their Walk's contributions to the Susan B. Komen Breast Cancer Foundation (www.komen.org). For more than 20 years, this Foundation has been a global leader in the fight against breast cancer through its support of innovative research and community-based outreach programs. Working through a network of U.S. and international Affiliates and events like the Komen Race for the Cure®, the Komen Foundation is fighting to eradicate breast cancer as a life-threatening disease by funding research grants and supporting education, screening and treatment projects in communities around the world.

As a direct result of this association, Chapter 48 is proud to announce that the Susan B. Komen Breast Cancer Foundation recently designated Chapter 48 and ASC as an official Charter Member of their Foundation. What does this mean for ASC? It means that the ASC logo will be screen-printed onto each and every bright pink T-shirt worn in the 2004 Race for the Cure!

Walks such as this not only preserve the memory of wonderful people like Cheryl Mussche, they serve to continue the ongoing battle against cancer, and tell the nation that the Automotive Service Council cares enough to give back to its communities. It is the sincere hope and desire of Chapter 48 and its co-sponsors of the Cheryl Mussche Cancer Walk that it will help to prevent other victims and their families/friends from experiencing the pain associated with this life-threatening disease.

For further information, please contact Jack Crawley, Chapter 48 President (714) 526-3303; or Ira Newman, Chapter 48 Past President (714) 635-2392.

ASC Member Receives Special Award

On March 9, 2004, ASC Member Laurie Moore from Chapter 42 – San Jose was honored by receiving the 2004 Athena Award for Women in Business given by the Mountain View Chamber of Commerce's Women in Business Group and the Bank of Los Altos. This honor is given each year to a professional woman who is shown to be both excellent in their chosen field and committed to promoting the interests of other women business owners.

Larry's AutoWorks became a women-owned business in 2003 when the business was restructured to give Laurie and daughter Tiffany a majority interest. Larry and Laurie Moore started their automotive business in 1972 in Mountain View. It has served Mountain View with Laurie as Chief Financial Officer guiding the growth of the business over the last 32 years.

Larry's AutoWorks was recognized in 2003 by NAWBO-SV and the San Jose/Silicon Valley Business Journal as 39th in the top 60 Silicon Valley Women-Owned Businesses as well as receiving the Susanne Wilson Environmental Achievement Award for Small Businesses from Santa Clara County for their commitment to being a "Green Business."

Laurie is certified as an Accredited Automotive Manager by the Automotive Management Institute. There are fewer than 50 women nationwide that have earned this designation.

Laurie is also a recipient of the Craig Caulkins 1990 Executive of the Year Award from the Peninsula Executives Association. This award is given to the business professional who epitomizes the spirit of networking.

Congratulations to Laurie for exemplifying the spirit of the ASC member. We are proud to count her as a member along with so many of you who strive every day to serve your customers and run your businesses with skill and professionalism!

Chapters —

Visit your section on our website!

www.ascca.com

You can customize your own page with our Chapter Update Form.

Chapter 16 Helps Local High School

ASC Chapter 16 has donated two vehicles to James Logan High School Auto Shop in Union City. A 61 Ford Econoline truck/van is going to be placed on the frame of an 87 Ford F150 4WD. Their idea is to have the bed lift off the frame and have a sound system in it so the students can play their favorite music. The students will use this for their home football games and other special events.

Chapter 16 members are working on weekends with 20 students from the school program and are starting to assemble the new vehicle and they've gotten several manufacturers to donate items to help with this project.

Thanks to Ron Bessette and his chapter for promoting the spirit of ASC in their local high schools!



Happy students show off their work!

Put a Nice-Looking Model in Your Shop!

by Ken Brookings

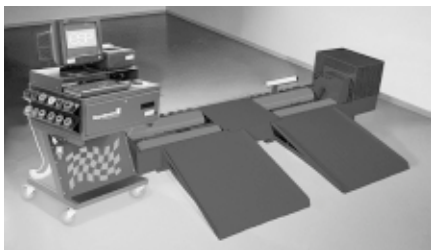
Life has become much harder for most shop owners; the money and the fun are gone. You're working harder to just stay even. Things that used to work now don't. Blame is put on everything from rising costs to the complexity of today's cars. The truth is that there is more money spent on auto service today than ever before and you compete with one-hundred thousand fewer shops. So why is the business so hard today? The answer is: You have the wrong business model.

Every business, auto repair shop or computer manufacturer, embodies a business model within it. A business model is the operational framework that defines a business. Within a business model is a financial model (how you charge, how much you charge, what you spend and what should be left over for you). There is a marketing model (how you get customers, what type of customers you need and how you keep them). There will also be a sales model, an operations model and a few other component models.

Let's imagine its 1980 and you run one of the finest typewriter repair businesses in California. Your techs can make an IBM Selectric sing and your customers just love you. Your business model has been serving you for years; you advertise in a business publication, do great work for a fair hourly fee and parts mark up, you have a few large accounts and lots of small ones, you keep your techs trained and you make a fair profit in addition to your salary. Good model, good business, good life. But where will you be in 2004? Probably gone. Why? Because you didn't change your business model as the world changed around you.

The epicenter of change for independent shop owners is the increasing reliability of cars. A 1980 car had about 110 repairs required per 100 cars per year. A 2003 domestic model has 18 repairs required per 100 cars!

Of nearly equal impact are the rising service expectations of today's customer. Both husband and wife work in 74% of American households. Women buy 58% of all auto service today and an even



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higher percentage of the maintenance work.

There is good news: there is more total auto service work available today than in 1980, it's just not mostly repair work anymore. Even better, today's car owner is willing to pay for convenience like never before. However, success in this new environment requires new skills and different business processes operating within a different business model.

It's not new news that you should sell more maintenance work and most shops have made some progress. However, most shops have only taken the first step of many required to "re-engineer" their shops to a maintenance based model that can make real money. One you've changed your business model it's actually easier today to make more money in the business today than ever before!

Our company, The Automotive Training Institute, offers a workshop every month in California called "Beyond Repair" that will teach you how to make these changes and reconnect with the dreams you once had about owning a shop. ASC and ATI are working on a scholarship program that will reduce the workshop fee substantially. More details are on the way. Call us at 208-263-8170 for more info. Also, look for articles in future issues of the *California Independent* to help you with this journey to success.

In Memorium

ASC members mourn the passing of Fritz Ritterspach, retired member of Chapter 24 - San Diego on March 24, 2004. He was a gentleman and mentor and will be missed by many. Our condolences to members of Mr. Ritterspach's family and our thoughts are with you in this time. If you wish to make a charitable contribution in memory of Fritz, please send donations to the "Army Otter Caribou Association, PO Box 55284, St. Petersburg, FL 33732-5284. Please note that the check is for the Scholarship Program in Memory of Fritz Ritterspach.

17200 Petitions Returned!

Many thanks to the following members who took an active interest in helping us get the 17200 Reform Initiative on the ballot and returned signed petitions to us! We have enough signatures and the initiative has qualified thanks to help from the following individuals (as of press time):

Charlotte Mark - Mark Motors - Chapter 2, Wayne Lebsack - Harbor Brake Service - Chapter 1940, James Justus - James Automotive - Chapter 24, Robert Graefen - Swedish Auto Specialist - State Member, Bernhard Puzik - Foreign Car Repair - State Member, Mike Good - Joe & Mike Good Auto - Chapter 1940, Judy Sherley - Rosedale Automotive - Chapter 58, Robert Jacobs - J & J Auto Service - Chapter 34, Eli Shamam - Eli's Independent BMW Autobody - Chapter 12, Jose Lara - German Auto Clinic - Chapter 20, Max Lippka - Maxed Performance - Chapter 50, Connie Barron - Freek's Garage - Chapter 48, Tony Templeman - Advance Radiator - Chapter 1, Dan Cesena - Honda Hospital - Chapter 23, Scott Tiffany - Southern Ca. Auto Center Chapter 11, Rebecca Attwood - Morgan

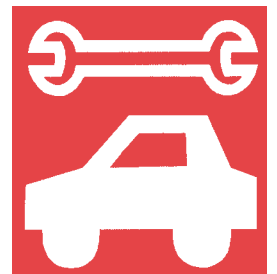
Attwood & Son - State Member, Guy Wingo - Larry's Auto Care - Chapter 15, Robert Palmer - Titan Automotive - Chapter 48, John Sears - John's Automatic Trans Svc - Chapter 5, Dale Bostrom - AA Dale's Transmissions - State Member, Linda Jurisich - Metric Motors - Chapter 99, Jack Crawley - Fisk Automotive - Chapter 48, Heino Moeller - Econo Motors - Chapter 50, Lee La Marsna - Pacific Radiator Sales - Chapter 5, Rey Soto - Oily's Automotive - State Member, Ray Rasmussen - Chapter 25, David Bouzaglou - TRE Automotive - Chapter 11, Richard Green - R.G Brakes - State Member, Wesley Yee - Yee's Auto Tech - Chapter 34, Richard Pierce - C.A.R.S. - Chapter 25, Mark Cannon - Clovis Garage, Inc. - Chapter 25, Rich Ames - Sunnyside Auto Repair, Inc. - Chapter 25, Keith Gasser - Gasser's Garage Inc. - Chapter 1940, Dean McIntyre - J & D Automotive - Chapter 1940, Dan Lewis - Bay Cities Motors - Chapter 1940 and Tom Ward - Ward's Service - Chapter 5.

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- 1 Service Schedule Counter mat
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- 25 Around The Car Handouts
- 1 Acrylic Plastic Handout Holder
- 25 Service Schedule Mirror Hangers
- 1 "Be Car Care Aware" Banner
- 2 "Be Car Care Aware" Delivery Vehicle Door Decals
- 1 "Be Car Care Aware" Delivery Vehicle Hood/Tailgate Decal
- 1 "National Car Care Month" Poster
- 1 "National Car Care Month" Banner
- 1 "National Car Care Month" Inspection Form

Option 1:

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Make check payable to: Car Care Council

Option 2:

____ Visa ____ MasterCard ____ AmericanExpress

Credit Card # _____

Expiration Date _____

Name on Card _____

Signature _____

Mail Kit To:

Name: _____

Title: _____

Address: _____

City, State, Zip: _____

E-mail: _____

Phone: _____

Please check the box next to the services offered by your business:

- ☐ Parts Retailer
☐ Auto Repair
☐ Collision Repair
☐ Repower Engines
☐ Repower Installer

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Bethesda, MD 20814
Phone: 240-333-1088
Fax: 301-654-3299
www.carcare.org

Industry News

Business Group Proposes Workers' Compensation Reform Initiative for November Ballot

The Small Business Action Committee, a business advocacy group that sponsored budget-related rallies held by Gov. Arnold Schwarzenegger (R) last month, has proposed including an initiative on the November ballot that would mandate several of the governor's cost cutting proposals for the state workers' compensation system, the *Sacramento Bee* reports. The initiative would reduce workers' compensation costs by as much as \$10 billion annually, according to the committee, which is affiliated with the 38,000-member California Small Business Association (Kasler, *Sacramento Bee*, 1/3).

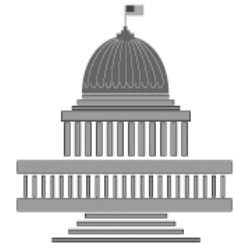
As part of his "California Recovery Plan," Schwarzenegger in November proposed cutting up to \$11.3 billion in funds from the state's \$29 billion workers' compensation program, under which employers pay \$5.85 per \$100 of payroll — the highest rate in the nation — for coverage. Schwarzenegger's plan includes measures that would prohibit workers from receiving multiple disability payments for the same injury; require dispute resolution more frequently to reduce litigation costs; limit penalties paid by insurers and employers in medical bill disputes; and establish uniform standards for permanent disability (California Healthline, 11/19). According to the *Bee*, Schwarzenegger could pursue a ballot initiative on workers' compensation reform if the Legislature does not approve his proposal. However, while the "threat" of a ballot initiative could give Schwarzenegger negotiating leverage, the state workers' compensation system "may be too complicated and esoteric for the average voter to understand," the *Bee* reports. In addition, other groups, such as trial attorneys or labor organizations, "may wage expensive counter initiatives, further confusing the electorate and, in the end, throw the workers' compensation system into deeper chaos," according to the *Bee* (Chan, *Sacramento Bee*, 12/28/03).

ASC will keep you up to date on developments surrounding this issue.

Steve Loudon Named CARS 2004 Chairman

The Automotive Service Association (ASA) has announced that Steve Loudon, AAM, will serve as chairman of the 2004 Congress of Automotive Repair and Service (CARS). Loudon is the owner of Loudon Motorcar Services in Dallas, Texas, and a longtime member of ASA.

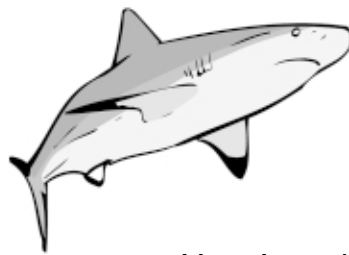
Held annually in Las Vegas during Automotive Aftermarket Industry Week, CARS is a premier educational event and exhibitor showcase designed specifically for automotive repair and service professionals. CARS is sponsored by ASA's Mechanical Division and will be held Nov. 4-6 at the Flamingo Las Vegas. The event will provide networking opportunities, including the third annual Service Professionals Industry Reception co-sponsored by ASA and the International Automotive Technicians' Network (iATN), and an exhibitor showcase featuring the latest in automotive products and services. In addition, automobile manufacturers will be on hand to present new product technology seminars during the show.



EPA Administrator Releases 500-Day Plan

U.S. Environmental Protection Agency Administrator Mike Leavitt released his "500 day plan" that spotlights the agency's priorities over the coming months. Included in the plan are: working with states to implement more stringent air quality standards; cutting diesel emissions by finalizing the non-road diesel rule; implementing the Clean School Bus initiative; applying consistent and certain enforcement to motivate compliance; and making enforcement decisions using multiple factors, including available resources and desired environmental benefits.

ASC will continue to monitor their efforts and will report on any impact on our membership.



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Chuck Coppage: Manager 916/679-2951

ASC Open House

ASC hosted an Open House on Sunday evening, March 21, 2004 in conjunction with Team Weekend! Thanks to all of the ASC members who stopped by and enjoyed an evening with the ASC staff and saw the office here in Sacramento! Our office is always open to visits from ASC members and we are more than happy to show folks around.



Display of appetizers in the conference room.



Members congregating in the ASC lobby.



Members in the ASC lobby.



ASC Executive Director Jennifer Zins and husband Norm Plotkin talk with ASC members in Jennifer's office.



A pleasant evening all around!



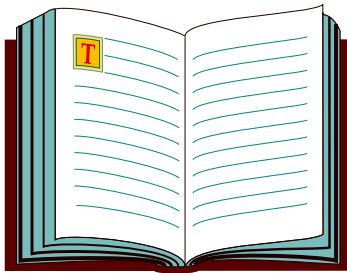
Sodas for everyone!

Congratulations and Welcome to New Members

BUSINESS	CHAPTER
Ciro Smog Check	02
Ernie's Auto Parts	05
Imperial Auto Repair & Transmission	05
Pasadena City College	05
Toyota & Honda Specialty	05
Dealer Source Distributors	14
Upland Automotive	14
V & J Auto Repair	14
The Rover Group	24
Hart, King & Coldren	48
Hub Auto Supply	50

Membership Drive 2004

We are kicking off our Membership Drive 2004 on May 1, 2004 and this year there's a twist! Each chapter is being asked to donate \$100 to a prize pot and participation in the contest will be limited to those chapters who donate. The prize pot will be split into 1st, 2nd and 3rd place prizes depending on the total amount received and the chapters who increase their membership by July 31, 2004 by the largest percentage will be ranked and the prize money will be given to your chapter to spend however you wish. We encourage each and every chapter to make membership recruitment and priority and to participate in this fun and exciting promotion! If you would like to get onboard, please call our Southern California Chapter Liaison, Walt Commans at (714) 875-9011 for more details!



**Membership Directories
were mailed last week!**

**Please watch your
mailbox!**

**Our online version is
coming soon!**

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: Bob Constant at (831) 394-2620.
- 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. 7:00 pm, Place varies. Mbr Info: Kelly Velasco at (209) 826-6409.
- 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, Palby's Restaurant, Vallejo. Mbr Info: David Whittington at (707) 648-3299.
- 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: 3rd Thurs. 7:00 pm, place varies. Mbr Info: Tim Morlock at (530) 244-4423.
- Sacramento (34)** — Meetings: 4th Tues. 7:00 pm, location varies. Mbr Info: Carol Bartels at (916) 383-2076.
- 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, Margarita Joens Restaurant, Los Angeles. Mbr Info: Les Morris at (323) 778-1014.
- Tulare-Visalia (26)** — Meetings: 1st Mon., place varies. Mbr Info: Jammie 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.

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ASC-CA Calendar

MEETING/EVENTS SCHEDULE**2004**

June 12-13 2004	ASC 2nd Quarter Team Weekend Embassy Suites LAX Los Angeles, CA
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Aug. 23-27, 2004	ASC 3rd Quarter Committee Meetings Conference Call
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Aug. 31, 2004	3rd Quarter Board of Directors Meeting Conference Call
---------------	--

Oct. 8-10, 2004	ASC Annual Meeting and Elections Embassy Suites San Luis Obispo, CA
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All Events Listed Subject to Change

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