



Automotive Service Councils of California
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CALIFORNIA *Independent*

Spring 2007

John Francis Goodman, Lobbyist for the Auto Repair Industry, Passes Away

John Francis Goodman, a rocket scientist at the dawn of the cold war who oversaw the development of a major missile-testing site in Rancho Cordova and became a civic leader and lobbyist for the auto repair industry, died Saturday. He was 84.

He was at home in Sun City Roseville when he died of kidney failure resulting from diabetes, said his wife, Terri Goodman.

Mr. Goodman was a top aeronautical engineer at Douglas Aircraft when he arrived in Sacramento in 1956 to build a rocket-testing facility on 4,000 acres next to Aerojet. At age 33, he oversaw the hiring of 1,100 technicians and engineers who developed critical U.S. weapons in the arms race with the Soviet Union, including Thor missiles in Europe. He was named manager of the Rancho Cordova site, which won a contract to build a rocket stage for the Apollo spacecraft.

"He was very confident and very brilliant," his wife said. "He worked with (rocket pioneer) Wernher von Braun and even had him to his home for dinner."

Looking for a new challenge, Mr. Goodman left the rocket industry to go into business for himself. He owned and ran a Honda motorcycle dealership in Citrus Heights for 18 months before buying a downtown Sacramento Buick dealership in 1966 that he moved to Florin Road.

Mr. Goodman also entered public life, winning a seat on the San Juan Unified School District board in 1963.

He was re-elected in 1967 but resigned two years later to focus on business. He was vice president of the Greater Sacramento Area Chamber of Commerce and was active in Boy Scouts and Little League.

He sold his car dealership to accept an appointment by then-Gov. Ronald Reagan as the first deputy chief of the newly created state Bureau of Automotive Repair. He left after five years to become director of the Automotive

Service Councils, a trade group of independent repair shops.

As legislative liaison, Mr. Goodman lobbied for laws requiring automakers to share computerized repair data with independent auto technicians. He retired in 2001.

"These are mom-and-pop businesses, and he loved representing them," his wife said. "He believed he was making a difference, and he felt that was the most important thing in life -- making a difference."

Born in 1922 in Oak Park, Ill., Mr. Goodman enjoyed sailing on Lake Michigan as boy. His mother was a nurse in the Red Cross during World War I, and his father was a commercial photographer who died when Mr. Goodman was age 9.

Unable to join the military during World War II because of deafness in one ear, Mr. Goodman blazed a successful career in the defense industry after earning a bachelor's degree in aeronautical engineering from the University of Illinois. He designed helicopters for McDonnell Aircraft Corp., tested Lark and Nike rockets and trained service members to operate missiles in California, New Mexico and Texas.

He raised two children with Doris LeRoy, whom he married in 1946. She died in 1978, and he married Terri Wingate in 1983.

Mr. Goodman defied the nerdy stereotype of rocket scientists, his family said. He was a bon vivant and gourmet chef who loved telling stories and spending time with friends.

He was an expert bridge player who enjoyed reading mysteries and biographies and playing golf at Del Paso Country Club. His favorite song was the jaunty "Seventy-Six Trombones" from the Broadway musical "The Music Man."

In early October, doctors gave Mr. Goodman "a few days to two weeks" to live after he refused dialysis treatment for diabetes, his wife said. Instead, he carried on for almost four

months, receiving friends, reading letters and spending time with family.

"He was a big Chicago Cubs fan who always said, 'Never give up,'" Terri Goodman said. "The extra time was a gift, and we were so grateful." ■

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The California Independent published quarterly
by the
Automotive Service Councils of California

Spring 2007 • Volume 31 No. 1

President's Message

"State of the State": Keep Your Eye On The Goal

The past year has witnessed many changes for the association and I'd like to take this opportunity to provide a "State of the State" for the membership.

As you may or may not have been aware, the association suffered the loss of its entire paid staff in July. The board took extraordinary measures to keep the association afloat as the search commenced for



Bob Klingenberg
State President 2007

either new staff or a new staffing alternative. After months of search, on January 2, 2007, an association management group took over to become our new staff and get the association back in order.

During the period of time between July and December 2006, board leadership assumed many of the necessary duties to keep the association afloat, including handling the banking responsibilities, the website, general membership billing and maintenance, important membership communications (newsletter), and attending to the continuing legislative and regulatory activities of the association. Ultimately, it also included moving the ASCCA offices to a new location. Countless, unrecognized hours were volunteered to make sure that ASCCA doors did not shut.

Obviously in light of the lack of staff, and the reality that none of your ASCCA leadership is "association staff", there were many areas that by necessity fell by the wayside while we conducted our search for new staff. Certainly we know the lack of communication between the state and the members was a source for miscommunication and dissatisfaction. We do realize that the past several months have been a frustration for all our members, and I again thank you for your continued support as we have worked our way through this period of time.

Since January our new staff has been busy re-establishing processes to emerge as an even stronger ASCCA. Our database was converted to a new system and with this first quarter billing cycle they will be able to cleanse the old information and make sure it is current and correct. (Please use this opportunity to update any of your contact information!) They have also been updating all membership and other forms with new contact information so that you can find us and so that we can recruit new members. They have been reaching out to all our existing member benefits (and to new ones too!) to make sure that ASCCA continues to provide benefit to you. And they have been reconnecting with our industry allies to ensure that

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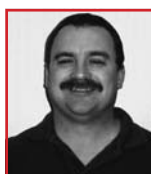
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Director



Jack Crawley
Director

State continued from page 2

ASCCA continues to speak loudly and effectively for you in the regulatory and legislative arena.

As I'm sure you are aware, ASCCA has a long history – the longest in California – in protecting and promoting automotive service owners. Our strength is in our numbers, and although there are alternative options for you to consider when deciding where your professional imperative lies, I urge you to remember that ASCCA is still the largest voice of automotive repair businesses in California. Your voice is crucial as we continue our work on behalf of the industry, and as strength is in numbers, if you want your voice to be heard, we need you as a member in ASCCA.

Keep your eye on the goal, which is to present our industry in the best and strongest light possible when furthering our goals with regulatory agencies and legislative individuals. We take our mission seriously: To elevate and unite automotive professionals, and give them voice.

So, what are we planning for 2007? At our Team Weekend meeting in February

(a joint meeting of Board members and representatives from all the chapters) several exciting areas emerged for action.

The education and membership committees are working on several items to benefit members including reevaluating and redesigning the website to provide a "toolbox" of useful items you can utilize in your business. They are also evaluating methods to find education and training for your shops and technicians that will ultimately be made available via the ASCCA website. They have lined up several new discounted member benefits. And they are playing leading roles in several regulatory issues, including Emission Warranty Information Reporting & Recall Regulations and Emission Test Procedures, Smoke Testing, Evap Testing, and Disciplinary/Cite & Fine issues.

Without a doubt, ASCCA is still the association of choice for California automotive repair owners! I hope this letter enlightens you as to the status of your association and encourages you to continue to play a part in the success of your industry association. ■

Executive Director's Report

Carol Leveroni, CAE

The first quarter of working with ASCCA has been a whirlwind. Certainly, none of your leadership intended on having a transition as challenging as this one was. I don't need to tell you that we inherited an association at a crossroads.

There is no doubt in my mind that this association is made up of individuals that care deeply about their association and its issues. It is also clear that this association is made up of individuals who are looking for a clear and loud voice that speaks for the association. What I think has been lost in the transition that this association never stopped speaking in support of this industry and is still the voice for the independent garage owner.

I think it is important to remember that this is the only association in California, and the longest-lived, which represents solely the interests of the independent garage owner. I think it is important that, no matter what has transpired for the association over the past many years, members remember who has been protecting their business. ASCCA works side by side with several allied industry associations, but ultimately those associations represent varied groups and therefore must satisfy many different interests.

ASCCA only represents the interests of the independent garage owner — YOU.

Staff has a big job ahead of us. We must set a new foundation and a new course for the association. We plan on revamping your benefits package and making your membership even more worthwhile. But mostly you can plan on hearing from us a lot more so that you know how ASCCA is serving you. You will be pleasantly surprised to know how much the volunteer leadership of the association does for your industry on a daily basis. Please don't every forget it.

If there is anything we can do to help make your membership more valuable, please let us know. Thank you for weathering the past 9 months and we look forward to working on behalf of your industry and this association. ■

Help Support the Mario Rizzoli Memorial Scholarship Drive

The 2nd Annual Mario Rizzoli Memorial Scholarship Drive was kicked off at the ASCCA Chapter 17's Feb. 21st dinner meeting and Ladies Night.

The \$10 donation goes towards scholarships for students pursuing a career in the automotive industry at Cuesta and Hancock Colleges. All profits (total income less expenses of the drive) go directly into the scholarship fund and will go directly toward scholarships.

As a thank you for donating to this fund, we will be giving away prizes. This year's GRAND PRIZE is a \$2500 cruise credit on ANY Princess Cruise. SECOND PRIZE is a Sylvia 42" plasma TV and our THIRD PRIZE is an Afternoon Wine Tasting on the Grape Line for 14 adults.

Only 2000 tickets were printed. The drawing will be held at our May 16th meeting. Winner does not need to be present to win. Tickets can be purchase from any ASCCA Chapter member. For more information or for a ticket location, contact Smitty at (805) 546-9892. ■

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Positive Anticipation Counts to Win in 2007!

Anticipating to grow and make this year even better than last will inspire the hope that's an important part of fulfilling that plan. Anticipation must be positive; to think negatively is the first step to trouble. Despite the economic roller coaster this country continues to ride, and the number of shops that have been forced to close their doors, I've seen the birth of new shops, too - new entrepreneurs excited to step up to the plate and score big... proof that our industry remains strong!

Like you and me, one day, our new shop owners will have opportunity to reflect on the never-ending challenge of maintaining business - profit needs, customer management, employee issues, the cost of doing business (and the list goes on). They, too, will learn that, just as we all experience happy times in life, the times of hardship will be as big a part. The trick is to know how to encourage the good, conquer the bad, and endure that which we cannot control.

As I remember back to this time last year, my goals have not changed. As I was then, I am once again motivated by the dawn of the next new opportunity to a fresh start to make good the promise I made to myself long ago to succeed. My plans for this year to achieve its portion of that promise will be no different.

My first step will be to revisit my personal business arena. Because it's not possible to know what tomorrow will bring, planning strategies for every day helps put the odds of winning in my favor just as it will yours (sort of like playing a game of poker, we study the cards of the game to decide how to bet. We track which cards have been played and which are still in hand for use. This increases our odds to win). For the reason of wanting to win at my business, I study all its pieces, starting with the value of my own personal contribution.

- What contributions can I count on in myself and what can I count on in others? As much as we'd like to believe we can go it alone, we need the help of others and must allow them to help!
- What guarantees will hard work and determination, alone, give me to grow my business the way it needs to? Let's face it, if hard work guaranteed success, we'd all be laying on a tropical island beach somewhere right now reading this! Hard work and determination are only common ingredients in the recipe of success, but 2 of the most important. To also inspire them in others too is key to winning!
- Will the participation of others have greater impact on my success or my failure in the coming months, and what can I do to help ensure the impact will be positive?

I need to put my goals and expectations in writing - something tangible to stay focused by. I need to challenge my entire support team right along with myself, preparing to give them their share of the rewards for our full success. I plan to step out of my comfort zone as often as I need to, acting on the ideas and advice of those I'm counting on to help. I will stay tuned in to the activity we'll involve ourselves in to make sure the productive time is being spent working on the most important tasks that will assist reaching the goals set forth. Where change is needed, I will not be afraid to comply.

As I ask my clients, I ask you now, "What was your outlook this time, last year?" Were you guns up for the year ahead, your target in sight, your path clear, you need only squeeze the trigger and First Place was yours! Or, was your attitude closer to, "Well, maybe this year won't be as bad as last." I know that, for some, last year couldn't have been worse but, for others, not as bad as

it could have been. Where are you in that time line? From my desk, I see the shops that experienced the greatest success were those that stepped outside the boundaries of routine. They put new and different ideas to the test, that feeling of discomfort welling up in them stronger than ever before, stumbling and stammering, pushing and shoving their way through uncharted regions, but, victorious in the end!

My encouragement to each of you and to reinforce it with my clients is this: as the business climate continues to change, as we enter 2007 we must push ahead with full belief in our own abilities to make it happen, not only for ourselves but for the life of our industry, too. Despite the poor reports that air, we must disregard what the media predicts whenever it predicts the bad. We must refuse to let it set our attitude. Focus on your business, remembering how your attitude controls your destiny - with the right attitude, your motion will always be heading forward, never backwards, and drive you to reach higher and achieve greater. Understand that you are unique as a business owner and control your business, inside and out. Give it strong attention. Plan well as you practice conservative spending habits to be able to enjoy your life, too. Save money like you should. Work diligently at increasing your knowledge and strengthening your pursuit to succeed. Live in the reality that you must participate in your own success and remind yourself daily, "If it is to be, it's up to me".

Maylan Newton
ESI Senior Instructor ■



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Repair Facility of the Future

Successful, thriving shops share their strategies for staying ahead of the competition.

With new cars lasting longer, requiring fewer repairs and using more technology, one thing is certain: To ensure the continued survival of their businesses, independent shop owners have to think strategically.

Despite rapidly changing technology, it's not hard to pick out which shops seem poised for future success. Talk to their owners, and a number of commonalities emerge. While there's no magic formula for future success, certain guiding principles and practices are clear. Here are the top 10 things cutting-edge shops can do to help secure their place in the future.

Provide Easy Access to Information

All shop owners agree: In today's industry, information fixes cars. And as our busy society demands fast turnarounds, technicians need to be able to access information quickly and easily.

In competitive shops like C&M Auto Service Inc. in Vernon Hills and Glenview, Ill., and C&H Foreign Auto Repair in Spokane, Wash., every technician has an Internet-equipped computer in his bay. They look up vehicle service history, technical service bulletins and service information, order parts, write invoices and e-mail other techs right from their own stations.

Owners are also realizing the value of Internet-ready portable technologies. Stan's Automotive in Lafayette, Colo., uses both laptops and PC tablets. "I can walk through the shop and see a tech under the dash of a car or under the hood, and the Web tablet is right there with him," said owner Stan Elmore. "It saves a lot of footsteps. I don't look at buying things like Web tablets, laptops and DSL lines as an expense; I look at them as an investment."

Plan for Increasing Costs

"The biggest challenge today [is] figuring out ways to afford the equipment and information to service the types of cars you want to service," said Ed Cushman, owner of C&H Foreign Auto and former member of the Automotive Management Institute's (AMI) board of trustees. "We [have to] look at what kind of cars can we afford to service and how many systems can we af-



ford to operate."

Cushman believes that to stay competitive, most shops will need to develop an area of specialty. "It makes sense from a business standpoint. You can control costs, do more definitive training, increase efficiency and make a profit."

C&M Auto continues to service a wide range of cars by basing prices on their costs, not the competition. "Whereas in the old days, the independents always priced themselves below the dealer, because they delivered less, we deliver more than the dealer typically, so to most of our clients it's worth more than the dealer," said Mike Starovich, president.

Seek IT Assistance

Technology increases efficiency, but it can also create chaos when it acts up. And it can be challenging to make the right information technology (IT) decisions in a market replete with tools that - however revolutionary for the industry - tend to be a few years behind the rest of the IT world.

"Some of the tools that are out there won't run on Windows XP," lamented Donny Seyfer of Seyfer Automotive in Wheat Ridge, Colo. "Some are still running on Windows 98, and some are running on 95! And their updates are so slow in coming in a lot of cases. So that creates a real challenge for a shop owner who's not computer savvy." Though a self-professed "computer geek," Seyfer hired a Microsoft Certified Systems expert to help implement his shop's Windows capabilities.

Cushman laughingly admitted, "I own 16 computers, and I can fix a car with a computer, but I don't know how to cut and

paste!" A computer tech visits his shop once a week to check the equipment and assist technicians with any problems.

Invest in Technician Training

"Tools are only as good as the people who use them, so technology requires an investment throughout the entire business," said Chuck Hartogh, vice president of C&M Auto.

Cushman agreed. To help familiarize older techs with computers, his shop financed the purchase of home computers. He is currently helping to organize a local training group with area shop owners.

Cushman also advocates national educational opportunities like the Congress of Automotive Repair and Service (CARS). "The industry needs to realize that, like a dentist's office, you can make it if you close for a few days to go get training," he said.

Timothy Dwyer, former shop owner and automotive instructor in Oklahoma State University's Pro-Tech program, encourages shops to implement apprenticeship and mentoring programs, formulate continuing education plans and require all employees to spend a certain number of hours training each year.

"Have something in-house that techs can work on in slow times," he suggested. "Whether it be online, interactive or manufacturer provided, there should be an actual program to stay current with technology that changes faster than gasoline prices!"

Promote the Industry

"Most of the qualified techs we see are in their late 30s and 40s," said Bill Moss, owner of Auto Advantage in Manassas, Va., and

member of ASA's Mechanical Division Operations Committee. "I see a lot of enthusiasts in their 20s, but I don't see a lot of career techs in their 20s. So that will be a challenge - developing interest and passion among those people for fixing cars."

As young techs - who are recent graduates of vocational schools - enter the field to head to dealerships, independents have to step up their efforts, Moss said. "Be involved in community colleges and high schools. Sit on those advisory boards. Become allies of the teachers and instructors and feed those institutions in ways other than cash."

Cushman agreed that to compete with dealers for quality technicians, shops must be proactive in education and promotion, though he believes that cars requiring fewer repairs will prevent any serious technician shortage. "Now we have five techs, but 10 or 15 years from now, we're only going to need one or two really good techs. The other three will be service personnel."

Cushman also feels strongly that shops must participate in trade organizations like ASA that help lobby for a level playing field.

Present a Professional Image

"Clean, well-lit, organized facilities are a must for consumer confidence," said Dwyer. "People spend a lot for vehicles today, and when they hand the key over to a shop, they don't want a Cro-Magnon mechanic getting it dirty, adjusting the radio, seat and mirrors or smoking in the car."

Comfortable, climate-controlled waiting areas that cater to both families and professionals by offering interesting magazines, children's play areas, clean restrooms, internet connections, coffee and privacy are a plus. Whatever you have, it must be clean.

"It's just not OK anymore to have that part on the floor in the waiting room, collecting dust in the corner," said Cushman.

Well-designed Web sites help create an image of professionalism. For first-rate facilities, Web cams are a pioneering way to make an impression on Internet-savvy customers. "In all of the still pictures in our brochures and on our site, [the shop] is always clean and appealing," said Starovich. "But that's what everybody's going to present. If you log on and see that it's just as clean all day, then you know the company's doing what they're advertising."

Attract Quality Employees

"It's got to be part of your business plan

to create an environment that will attract the right people," said Cushman. "You have to look at pay scales and benefits and all those things - because without the right people, you don't have a business."

Cushman's shop actually has a waiting list of technicians that would like to work for them. "The whole thing is to find people with cooperative attitudes. We really try to hire attitude more than aptitude, because we can teach them."

Professionalism is often as important to qualified techs as it is customers. Hartogh recalled, "I just drove by an off-brand brake shop, and there was a sign in the window that said 'Experienced Help Wanted' and it was all crooked and dirty. What is that saying?"

Online postings, on the other hand, draw qualified applicants searching for jobs on the Internet. A number of C&M's current employees say they were attracted by the company's professional Web site and the Web cam views of the clean, appealing service bays. "It actually helps sell our company to them and their spouses," said Starovich.

Communicate Well

As automobiles become increasingly complicated and the cost of repair mounts, communication becomes even more critical. Many of today's customers know little about how their cars work, and you must educate them to effectively convey your service recommendations, justify a proper course of action, and explain the bill.

"We try to find a common ground upon which to describe what's going on with customers' cars," said Wayne Herndon, owner of Cool Air Automotive in North Richland Hills, Texas. Herndon and his service advisers look for examples that a customer can understand, given his or her line of work or experience. Herndon also engages in role-playing with his techs, asking them questions he anticipates the customer will ask.

Some customers try to diagnose problems themselves, using the Internet to test a shop's credibility. When they miss the mark, Seyfer recommends pointing such customers to accurate online sources. If that happens to be your own Web site, all the better. Public clinics can also educate consumers while building trust and helping prevent owner neglect and "fear of the unknown."

Know the Clientele

As future cars require less maintenance, shops face the challenge of increasing their

volume business while trying to limit the makes and models they work on due to expense. That means they must know their customers and what they're looking for.

In high-end shops, the more amenities, the better. At minimum, they expect shuttle services or loaner cars. "People who can afford to get our service are the people who shop at Nordstrom's," said Cushman, whose shop specializes in Volvos. "So you'd better spend some time there and figure out what it is that they do, because that's what customers expect from us - only more."

For customers feeling the pinch of gas prices, repair options may be more important than amenities. Herndon always tries to present his customers three options - a "patch," a "fix" and a "repair" - and fully explain the repercussions of each. He gives customers time to weigh the options and understands when cost is a primary deciding factor. By doing so, he gains their trust and their future business. He's also able to stress preventative maintenance by explaining it in terms of "pay some now" or "pay more later" scenarios.

Embrace the Future

Tomorrow's shop owners don't fear the future; they plan for it. For these entrepreneurs, marketplace challenges inspire creativity. They stay on top of legal, financial, accounting and employment issues while figuring out the best way to serve the customer of tomorrow.

"The hybrid market is very exciting to me," said Moss. "If I was doing general repair right now, I would look seriously at becoming the hybrid shop in a major metropolitan area. The cars are coming out of warranty, and the owners clearly see them as more than just a means of transportation. There are a lot of levels on which you can appeal to those people."

For forward-thinking owners like Moss, hybrid and fuel cell technologies are a natural step in the evolution of cars, one that will ultimately translate into more work for their shops. They are careful not to alienate customers with cars currently under warranty, as that customer may have more than one vehicle.

Aggressive, open-minded and innovative, these shop owners feel certain that customers will continue to flock to their doors.

Will they flock to yours?

—Andrea Betts Menendez ■

New and Improved Be Car Care Aware POS Kit Ready for National Car Care Month

The Car Care Council has redesigned its "Be Car Care Aware" point-of-sale (POS) starter kit in time for National Car Care Month in April. Kits can be easily ordered through www.carcare.org and turned around the same day.

NEW!

"Among numerous enhancements based on feedback from industry participants, we simplified the planning guide CD and updated the how-to DVD to make it easier to plan and execute National Car Care Month celebrations and to get on board the ongoing 'Be Car Care Aware' consumer education campaign," said Rich White, executive director, Car Care Council.

The kit includes consumer education brochures, posters, bay banners, mirror hangers, additional vehicle inspection forms, an English/Spanish counter mat and the popular new Car Care Guide.

As a bonus, repair shops and parts stores that purchase the kits will be included in the "Find-a-Shop" and "Find-a-Store" locators on the www.carcare.org Web site, which receives more than 100,000 hits per month.

For more information about routine vehicle maintenance and how to "Be Car Care Aware," log onto www.carcare.org. ■



Management Success Moves to New Location

Management Success! the number one provider of quality management training and consulting for the automotive service industry moved to a new location at the end of the 2006 calendar year. The new address is:

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The move will provide *Management Success!* the room needed to enhance the delivery of workshops and consulting to its clients. For more information please visit *Management Success!* at www.managementsuccess.com



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TIME FOR SERVICE MARY

Legislative Update

In January, the 2007 Legislative Session began. A record 34 newcomers, in addition to the returning legislators, were sworn and the Governor outlined an aggressive agenda that will impact small business in the State. Between that and the thousands of bills that were introduced several weeks ago, ASCCA is staying busy tracking legislative and regulatory issues that directly affect the independent garage owner. Below are highlights:

Evap Testing

Member Larry Nobriga and ASCCA lobbyist attend the March EVAP public hearing in Sacramento. Larry testified on behalf of ASCCA and ASCCA submitted a letter to the BAR on behalf of the Association. Larry did an excellent job of conveying the points in the letter and ASCCA is clearly on record with its concerns.

Approximately 15-20 people that testified at the hearing. Speakers included Test Only, Test and Repair, and Gold Shield. Positions and testimony varied widely. Some shops opposed both sections of the proposed regulations (EVAP Testing section & Gold Shield testing of directed vehicles section) while others supported both. Some opposed the EVAP Testing and supported the Gold Shield testing of directed vehicles, while others supported EVAP and opposed Gold Shield testing.

It is our belief that the BAR may make some minor non-substantive revisions based upon the comments but will approve the package in its entirety and forward to the Office of Administrative law for final approval.

15 year/150K Mile Emissions Warranty

ASCCA has been closely following CARB's process on this issue. ASCCA has been instrumental in having CARB reduce the time frame to 10 year/100K miles, and ASCCA members have represented the industry well in educating the Board on how this issue negatively impacts independent garage owners and, ultimately, the consumer.

Disciplinary Guidelines – Cite & Fine, Etc.

ASCCA Lobbyist, Jack Molodanof, attended the Disciplinary Guideline

Workshop in February at the BAR offices. He reported that the Chief indicated that the BAR will formally withdraw the Disciplinary Guidelines filed last year in which hearings took place in August 2006. That's good news. This means the BAR will have to re-file and re-notice any new guidelines and hold hearings again on any new proposals. In the meantime, the Chief wants to continue to work on a set of disciplinary guidelines that the stakeholders and BAR can agree upon. The BAR agreed with concerns of "punishment fitting the crime" and indicated that they would revise the draft again and this time prioritize and rank the violations based upon seriousness, which means the fraud cases will deal with revocation/suspension and the less serious cases could be handled through education (write it right). The BAR Chief indicated that maybe we should pursue adopting formal guidelines for "Office Conferences". This was good news because that is what the industry has been recommending – utilize Office Conferences to get compliance rather than creating new "cite and fine" programs. The BAR agreed to forward a draft of possible office conference procedures and guidelines for the industry to review and provide input.

Other Issues

The CARB (California Air Resources Board) was supposed to have issued a report on progress made to date by the State Implementation Plan (SIP), but that report has not been received yet. The 2007 SIP calls for smog testing of motorcycles, smog testing of light/medium duty diesel vehicles, and annual testing of older vehicles. Information is still not out on how/when these plans will be started.

The Governor is pushing for more money and new regulations are going to be developed by the Air Resources Board to curb global warming.

He also is continuing to push efforts to improve career technical education in the State, by providing more money in his budget. That's good news!

It is going to be a very busy year and, as always, ASCCA is the only voice

that represents solely the interests of the independent garage owner. While we work side by side with various other industry players, the only member interests that ASCCA must ultimately satisfy is yours! ■

I-Car® Education Foundation Announces New Campaign to Assist Career and Technical Schools and Colleges

The I-CAR Education Foundation has announced a new fundraising campaign asking business owners to contribute \$100 per year to help area career and technical schools and colleges. The Foundation will allocate 85 percent of the funds raised to collision repair and refinish school programs in the regions where the funds originated.

The campaign was created to address the lack of entry-level technicians in the industry, as well as several issues identified by career and technical school and college instructors. Those issues included the need for assistance with funding in order to use the I-CAR Live curriculum; assistance with providing students with I-CAR Live CDs, and assisting students with continuing education by offering scholarships.

Those interested in participating in the campaign and tracking its progress can visit the I-CAR Education Foundation at www.ed-foundation.org and click on the campaign logo. All contributions for the campaign are recognized at the Education Foundation web site, and donors receive recognition via a framed certificate and window decal for display. Please contact the Education Foundation at 888.722.3787, Ext. 283 with any questions. ■

Industry Meetings Calendar

The following are meetings ASCCA encourages you to attend, as their outcome directly affects you and your industry. Please note that all meetings are subject to change without notice and you are advised to check on meeting times and locations the day before the event if you plan to attend.

Date	Event	Location	Contact
April 10	BAR Advisory Group Meeting	TBD, Ontario	800.810.4272
April 24	Inspection and Maintenance Review Committee	TBD, Sacramento	919.322.8181
April 25	2007 AAIA Spring Leadership Days	Sheraton Wild Horse Pass, Chandler, AZ	301.654.6664
May 3-5	ASA Annual Convention	Gaylord Opryland Resort, Nashville, TN	800. 272-7467, ext. 220
May 19-20	ASCCA Team Weekend, 2 nd Quarter Board of Directors/ Committee Meeting Chapter Representatives Committee Meeting	TBD, Southern CA	916.924.9054
May 29	Inspection and Maintenance Review Committee	TBD, Sacramento	919.322.8181
June 12-13	Aftermarket Legislative Summit	The Washington Court Hotel, Washington, DC	301.654.6664
June 26	Inspection and Maintenance Review Committee	TBD, Sacramento	919.322.8181
July 10	BAR Advisory Group Meeting	Contractors State License Bd HQ, Sacramento	800.810.4272
July 26-28	2007 I-CAR International Annual Meeting	Orlando, FL	www.i-car.com
July 31	Inspection and Maintenance Review Committee	TBD, Sacramento	919.322.8181
August 28	Inspection and Maintenance Review Committee	TBD, Sacramento	919.322.8181
September 5-7	2007 AAIA Fall Leadership Days	TBD, Chicago, IL	301.654.6664
September 25	Inspection and Maintenance Review Committee	TBD, Sacramento	919.322.8181
October 5-7	ASCCA 2007 67th Annual Meeting & Elections 3rd Quarter Board of Directors/Committee Meetings	TBD, Bay Area	916.924.9054
October 10	BAR Advisory Group Meeting	TBD, Orange Co	800.810.4272
October 28- Nov 1	AWDA 60th Business & Education Conference	TBD, Las Vegas, NV	301.654.6664
October 30	Inspection and Maintenance Review Committee	TBD, Sacramento	919.322.8181
November 27	Inspection and Maintenance Review Committee	TBD, Sacramento	919.322.8181
December 8-9	ASCCA Team Weekend 4th Quarter Board of Directors/ Committee Meetings, Chapter Representatives Committee Meeting, Board and Chapter Reps Orientation	TBA, Sacramento	916.924.9054

Two Pro-Small Business Bills Introduced in Senate

Two bills have been introduced in the Senate by members of the Senate Finance Committee directed at providing assistance for small businesses. Senators Olympia Snowe, R-Maine and Blanche Lincoln, D-Ark., introduced S. 270, which would change the laws regarding taxable years of S corporations. Under the bill, small businesses would be able to elect a taxable year other than the required taxable year that ends on the last day of any month between April and November.

Sen. John Kerry, D-Mass., also introduced a bill in January 2007 that would provide a tax credit on employer health care expenses. The credit would amount to 50 percent for businesses with fewer than 10 employees, 25 percent for companies with fewer than 25 employees and 20 percent for those with fewer than 50 employees. Credit for any one employee would be capped at \$4,000 for individual coverage and \$10,000 for family coverage. ■

New Member Benefit: A New Direction For Us, Inc.

A New Direction For Us, Inc. is happy to be ASCCA's newest endorsed provider. ASCCA members will receive a 5% discount on all invoices with an additional 5% being returned to the members chapter. You can save money on your promotional products while supporting your chapter!

Running a small business in today's world is not for the faint of heart, it requires the ability to multi-task while keeping a level head, balancing limited resources between customers, employees, vendors, Uncle Sam and yourself, all the while keeping your bottom line black, not red. Name recognition is one the most important things a business needs to achieve success in today's market place.

A New Direction (AND) is a full service promotional products supplier helping our clients with nearly anything they want imprinted. From hats and shirts to calendars and cups, to invoices and business cards, premiums, incentives, business gifts, awards, prizes, commemoratives and other imprinted or decorated items. With over a half a million items available from both here in the U.S. to around the world we usually have what our clients are looking for at competitive pricing. We also have graphic artists available to design or re-design logos. Our goal is to help you get the most out of your advertising dollar.

Advertising specialty items are useful not only to gain more market share, but also to say thank you to customers, vendors and employees. It would be safe to say that most companies engage in some form of promotional activity every day of the year. Promotion is one of the four P's of marketing—price, product, place, and promotion. Promotion is generally thought of as a sequence of activities designed to inform and convince individuals to purchase a product, subscribe to a belief or support a cause. We help our clients design programs that give a tangible and long-lasting impact with a high perceived value.

An experimental study conducted by a Georgia Southern University shows that recipients of promotional products



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have a significantly more positive image of a company than those who do not receive promotional products.

In a survey of business travelers at the Dallas Fort Worth Airport:

- 71% of business travelers randomly surveyed reported receiving a promotional product in the last 12 months.
- 33.7% of this group had the item on their person - a coveted location for advertising.
- 76.1% of participants could recall the name of the advertiser on the promotional product that they received in the past 12 months.
 - In comparison only 53.5% of participants could recall the name of an advertiser they had seen in a magazine or newspaper in the previous week.
 - 55% of participants generally kept their promotional prod-

ucts for more than a year.

- 22% of participants kept the promotional product that they had received for at least six months.

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Welcome New Members

RNI Automotive	Chapter 21
C & D Auto Care	Chapter 24
Eden Area ROP	Chapter 16

2007 ASCEF Scholarship Winners

The Trustees have tallied their scores and here are the results:

The Donald D. Dirks Memorial Scholarship will go to Gregory Compozio. Greg is in his fourth semester of the Automotive Technology Program at Shasta College in Redding. He attends school full time and works part-time at an independent repair facility. He is aiming to achieve his ASE Master and L1 certifications this semester, and then his L2 Advanced Diesel Engine Specialist certification next. His instructor says Greg has won several local awards, and is one of the brightest, self-motivated and most mature students he has taught. Greg will receive his Scholarship at the ASCCA Redding Chapter dinner meeting on March 28th, three days before his 21st birthday.

The Past President's Scholarship will go to Daniel Lehmkuhl. Daniel will graduate from San Luis Obispo High School this June, where he has taken automotive courses for all four years of his attendance. During this time he won 3rd place in the Automotive Service Category at the 2006 Skills USA State competition, and he won 1st place at the 2006 NHRA/US Army High School Automotive Challenge, as well as 1st place in the Cuesta College High School Automotive Technology Competition. After high school, Daniel plans to pursue a higher education in the field and will attend a four-year college or an automotive technical school. He wants to receive the highest level of Automotive training available so that he can be an Automotive Instructor someday.

The Jack Heyler Memorial Scholar-

ship will go to Julius Rosicka. Julius is in his fourth semester of the Automotive Technology Program at Pierce College in Woodland Hills. Julius left his full-time job to attend school full time so he can focus on his studies and maintains a 4.0 GPA. In his spare time, he does minor automotive repairs at no charge for members of his church. His instructor says Julius always volunteers for the tough jobs and extra assignments, and loves to help other students and/or work to improve the environment at the College's Auto Shop. Julius has received several local awards and is a regular on the College's Dean's List.

The Jim Hunt Memorial Scholarship will go to Josh Coon. Josh is in his fifth semester at Chabot College in Hayward, where he plans to get an Associate Degree in Automotive Technology. Josh attends full-time and does not work so he can focus on his studies. Josh has always had an affinity for taking things apart and putting them back together, figuring out how they work in the process. His instructor says Josh demonstrates his ability to do this, even when there are no diagrams or specific information on a product, or even any parts available. Josh is one of those students who can problem solve "outside the box," and often works independently without direct supervision. After getting his degree, Josh plans to work in the field, achieve his ASE Master Certification, and maybe even go back to school to learn Auto Body work.

The Maxine & Jim Jones Memorial Scholarship will go to Timothy Fromm. Tim will graduate from Long Beach Polytechnic High School this June, where he



has studies Auto Mechanics for the last two years. His instructor says Tim is usually one of the first to complete his assignments, and spends the rest of the class time helping other students who are struggling. He is self-motivated, follows directions well and works hard on whatever project/task he is given. Tim wants to continue his training at a community college or technical school. After school, Tim wants to work in the Automotive field full-time. He feels it is a prestigious career and wants to prove to all that the Automotive Industry is a Profession.

The Educational Foundation would like to congratulate these five well-deserving students on a job well done, and wish them the best for their continued education and future career in the Automotive field. ■

Thank You Chapter 27, We'll Miss You!

As many of you know, Chapter 27, our Central Valley chapter, made the tough decision to close their chapter late last year. It's a shame to hear that another chapter has closed. I hope we soon see a day where chapters will thrive with plentiful leadership and member participation. I can understand how hard it must be to keep a chapter going in the absence of these. I hear a few of the members have joined other chapters, which is good news. And I thank

them for their support.

And also good news is that Chapter 27 chose to donate the funds remaining in their checking account to the Educational Foundation. The decision to donate the funds is a testament to the member's belief in ASCCA, ASCEF and their causes. The trustees are thrilled to be able to add this to our investments, and will be meeting soon to vote on how to allocate this and the other contributions collected over the last year.

On behalf of ASCCA and the Educational Foundation, let me thank the former members of Chapter 27 for your generous donation of \$4,560.71 to the ASCEF Scholarship funds.

Contributed by:

Kris Cesena

ASCEF Chair

ASCCA Secretary ■

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Legal Forum

Dear Katie and Dave:

I have heard that several shop owners in our chapter have recently had trouble with customers authorizing repairs, signing estimates and then trying to get out of paying when the work has been completed. Are there any general tips you can give us on how to avoid having collection problems with our customers?

Anxious in Azusa

Dear Anxious:

The topic you address is one that we have been reviewing with ASCCA members at chapter meetings for over 15 years. For the sake of brevity, we will break down our answer over the next few issues of *The Independent* in several parts.

First, you need to remember it is not your responsibility to be the one who solves everyone's problems. You are in business to serve the pub-

lic, but at the same time you need to be sure that the public does not see you as someone over whom they can take advantage.

Frequently, collection problems begin when a customer presents a car for service and tells as sad tale of woe regarding problems with the car, problems with the sale, problems with other shops, money problems, etc. Remember, it is not your job or responsibility to give a break to a sad case. If a customer truly cannot afford to do the work that seems to be required, it is best to let them be someone else's problem.

Second, you need to trust your gut. Your instincts about problem customers are probably correct nearly 100% of the time. We cannot count the number of times we received calls from shop owners which began with "I knew this guy was going to be a problem, but something told me I still needed to do the job." When you get that feeling that a new customer is going to be a problem for any reason, it is simply best to decline the work and again let it be someone else's problem.

Third, never let a customer's car leave your shop without having been paid in full for all work done. The garage man's lien that you have to secure your right to be paid is the strongest tool in your arsenal of collection weapons. If you are not getting paid you should at least threaten, if not complete, a lien sale to recover your fees. Very few other professions have such a significant protection provided by California Law. Your lien rights depend upon you being in possession of the vehicle. Once you have voluntarily relinquished the car to the customer, you no longer have lien rights.

These are just three of the more basic tips we can offer you to insure that you do not have collection problems in the first place. Please look forward to reading this column again in the following issues of *The Independent* where we will share more tips on avoiding and solving collections problems.

Thank you,
Katie and Dave ■



July is Coming

ASC Insurance Services and your July Renewal

As most of you know July is the busiest month of the year for Workers' Compensation Renewals. It is never too early to start planning to make the process as smooth as possible. Following you will find some handy tips and some strange insurance rules you might not have known.

1. ASC Insurance Services is your Association owned broker. We work for you and financially support your Association.
2. Profits generated by this agency are split 50/50 with your Association. No other agency, broker or insurance company can make this statement.
3. We have contributed over \$450,000 in financial support to you over the last six years which have been used to strengthen the Association and the chapters.
4. We are committed to putting your insurance needs in front of our desire to make a sale or to generate income.
5. You win two ways, first by getting great prices and coverage and then without paying an additional penny contributing part of your premiums to the Association

The process for getting your quotes is summarized below:

1. First pick the broker that you want to service your insurance needs. We believe that is ASC Insurance Services your Association business partner
2. Have them tell you the companies they are going to get quotes from. Insurance carriers will only provide one quote and that

is to the first broker to give them your data

3. ASC through the services of InterWest Insurance Services has contracts with just about every insurance carrier writing automotive repair insurance businesses. We are the 48th largest agency in the U.S. Very few brokers have our buying power
4. We can help you get loss runs and other data needed to help us shop your insurance
5. Only give loss runs and other insurance related information to your chosen broker. If you give loss runs and other data to a new or unknown broker they will "block" the market and your chosen broker won't be able to shop for you
6. You DO NOT NEED to sign a Broker of Record letter to get quotes. Signing a broker of record letter fires your current broker or the broker you have chosen to shop for you and hires the broker you gave the letter to
7. ASC Insurance Services is the only agency that will return 50% of the agencies profits to your Association
8. Only by buying your insurance from ASC Insurance Services can you use your premiums for two purposes
9. ASC Insurance Services will pay referral fees directly to your Chapter if you buy direct from the agency staff in Sacramento-Call 1 877 250 1979

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Local Soap Box Derby Racing

James Justus- Chapter 24

Our chapter has sponsored a soap box derby car for many years. The cars and drivers have changed over the years, but the spirit of the derby has remained the same for many years - to teach youngsters some basic skills of workmanship in building a derby racer, the spirit of competition, and the perseverance to continue a project once it has begun. Our chapter also contributes both money and manpower to the San Diego Local All American Soap Box Derby, held once a year near my place of business. I have been the local derby director for several years.

The photos were taken at a derby race held at La Mesa CA over the weekend. Our ASCCA Chapter 24 driver, 9 year old Brianna Sandoval, went undefeated in her division. The photo shows her in the final run against a car from Ingelwood, CA.

Briannas' brother, Brian, is two time local champ and has competed at the world championship Soap Box Derby Race held in Akron, Ohio. The championship race has been held in Akron every year since 1936. Brian wants to be an automotive technician some day. He built his cars from kits donated by Home Depot. He did all of the assembly and adjusting by himself with little or no adult supervision. He is currently working on a master's division racer and hopes to get to Akron again this year. I provide a small space in my shop for him to work on his latest project.

When I accompanied the winners of our local race to Akron, it was refreshing to see that a large percentage of the racers (there were over 500 competing) have selected the automotive industry as their first career choice.

If any of you want more info on soap box derby racing go to: www.aasbd.com



See you on the hill! ■



NASTF Board Approves Pilot Testing For Secure Data Release Model

At its February 5, 2007 meeting, the National Automotive Service Task Force (NASTF) Board of Directors approved the NASTF Vehicle Security Committee's (VSC) proposed Secure Data Release Model (SDRM) for pilot testing. A presentation and demonstration of the SDRM will be given during the next NASTF General Meeting on April 17, 2007 at 1:30 pm at the Marriott Renaissance Center in Detroit, Michigan.

"The SDRM and its Automotive Security Professional Registry will give automakers a flexible system to provide 24/7 access to vehicle security information for pre-approved locksmiths and technicians. It allows aftermarket service providers to support consumer needs without undermining the integrity and basic purpose of vehicle security systems," said Mary Hutchinson, NASTF Administrative Director.

The VSC has grappled with numerous issues including customer privacy and security, locksmith/ technician liability and insurability, and the needs of automakers, law enforcement, the professional locksmith community, and independent repairers. The VSC thoroughly

vetted these issues with stakeholders and cooperatively developed the SDRM and Registry concept.

The SDRM is designed to provide a nationwide infrastructure for access to various types of security data and service support systems. For example, automakers can use the system to provide access to key codes, immobilizer PINs and reset systems, radio codes, etc.

Eight auto manufacturers (representing about two-thirds of vehicles sold) are already actively engaged in development of the SDRM and Registry infrastructure. These automakers and others are expected to join the upcoming pilot testing. The VSC implementation timetable is as follows:

- Board of Directors' Approval – February 2007 (achieved)
- Pilot testing begins – March 2007
- Begin build-out of system components – May 2007
- Registry acceptance testing – July/August 2007
- Begin locksmith/technician registration – September 2007
- Final Production Testing – November/December 2007

- Fully Operational – January 1, 2008

"This is an exciting example of NASTF fulfilling its mission to facilitate the identification and correction of gaps in the availability and accessibility of automotive service information" said Charlie Gorman, Chairman of NASTF. "The Vehicle Security Committee and the various segments of the automobile industry working on this project can be very proud of their accomplishments."

Gorman added, "NASTF would like to thank all members of the Vehicle Security Committee for their resolve in working through this complicated task. We also extend our special thanks to the Associated Locksmiths of America, the Automotive Service Association, the National Insurance Crime Bureau and the participating automakers for their commitment of human and financial resources to make this project possible."

A link will be added to the NASTF website later this summer pointing interested parties to additional information and the Registry enrollment process. ■

Resolve to Improve Your Bottom Line in 2007 With Our Electronic Check Solution

Tired of the everyday hassles of bundling and endorsing checks, filling out deposit slips and running to the bank? Do you spend much time trying to collect funds for checks that have bounced? NOVA's Electronic Check Service (ECS) can solve both of these problems for you.

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ASCCA Chapter Network

The Automotive Service Councils of California is made up of 34 local chapters for members to join and become actively involved. Check them out!

- ♦ **Bakersfield (58)** - Meetings held 4th Thurs., 6:30 PM, Call Bob Klingenberg (661) 631-5765.
- ♦ **Central Coast (52)** - Meetings held 3rd Wed., 6:30 PM, Call Fernando Garibay (831) 758-8277.
- ♦ **Coachella Valley (30)** - Meetings held 2nd Tues., 6:30 PM, Call Fred Devine (760) 343-1226.
- ♦ **East Bay (16)** - Meetings held 2nd Tues., 6:30 PM, Call Steve Small (510) 427-4345.
- ♦ **Foothill (5)** - Meetings held 1st Tues., 6:30 PM, Call Jo Ann Fischer (800) 564-1272.
- ♦ **Fresno (25)** - Meetings held 2nd Thurs., 7:00 PM, Call Ray Rasmussen (209) 259-0854.
- ♦ **Gold Country (36)** - Meetings—Varies, Call Robert Brocke (530) 477-5712.
- ♦ **Hemet (32)** - Meetings held 2nd Tues., 6:30 PM, Call Phil Fournier (909) 927-2101.
- ♦ **Inland Empire (14)** - Meetings held 3rd Tues., 7:00 PM, Call Glenn Davis (909) 946-2282.
- ♦ **Long Beach (18)** - Meetings held 3rd Tues., 7:00 PM, Call Sam Baayoun (562) 433-5523.
- ♦ **Merced (33)** - Meetings held 3rd Tues., 6:45 PM, Call Rhonda Amezcua (209) 383-6981.
- ♦ **Mid-Cities (1)** - Meetings—Varies, Call Russ Okimoto (562) 926-7317.
- ♦ **Mt. Diablo (20)** - Meetings held 3rd Thurs., 7:00 PM, Call Celine Haugen (707) 251-9838.
- ♦ **Napa/Solano (9)** - Meetings held 2nd Tues., 7:00 PM, Call Angela Larson (707) 644-5566.
- ♦ **No. Orange Co. (48)** - Meetings held 3rd Wed., Call Jo Ann Fischer (714) 773-0949.
- ♦ **Orange Coast (50)** - Meetings held 2nd Thurs., 7:00 PM, Call Rita Thomas (949) 855-0590.
- ♦ **Orange County (49)** - Meetings held 3rd Thurs., 7:00 PM, Call Ken Hamilton (714) 535-4100.
- ♦ **Peninsula (23)** - Meetings held last Tues. of every other month, 7:00 PM, Call Angie Roberts (408) 266-9658.
- ♦ **Redding (99)** - Meetings held last Wed., 7:00 PM, Call Tim White (530) 246-9277.
- ♦ **Sacramento (34)** - Meetings held 4th Tues., 7:00 PM, Call Carol Bartels (916) 332-1883.
- ♦ **San Diego (24)** - Meetings held 3rd Tues., 7:30 PM, Call Stuart Terry (619) 287-4215.
- ♦ **San Fernando Valley (11)** - Meetings held 3rd Tues., 6:30 PM, Call Marilyn Schanley (818) 768-3656.
- ♦ **San Francisco (21)** - Meetings held last Wed., 6:30 PM, Call Paul Grech (415) 474-7323.
- ♦ **San Joaquin Valley (6)** - Meetings held 2nd Thurs., 6:30 PM, Call Andy Pollino (209) 472-9866.
- ♦ **San Jose (42)** - Meetings held 2nd Wed., 7:00 PM, Call Angie Roberts (408) 266-9658.
- ♦ **San Luis Obispo (17)** - Meetings held 3rd Wed., 7:00 PM, Call Smitty Price (805) 5444-1776.
- ♦ **Santa Clarita (3)** - Meetings—Varies, Call Kevin Browning (661) 251-6736.
- ♦ **Santa Cruz (15)** - Meetings held 3rd Tues., 7:00 PM, Call Viva Valle (831) 539-1595.
- ♦ **Santa Rosa (28)** - Meetings held last Tues., 7:00 PM, Call Ann Nolen (707) 576-1855.
- ♦ **South Bay (1940)** - Meetings held quarterly, 6:30 PM, Call Peter Alper (310) 328-1981.
- ♦ **So. Los Angeles (10)** - Meetings held 2nd Tues., 7:00 PM, Call Les Morris (323) 750-0511.
- ♦ **Tulare/Visalia (26)** - Meetings held 4th Thurs., 7:00 PM, Call Jaimmie Hammond (559) 688-4713.
- ♦ **Ventura County (2)** - Meetings held 2nd Tues., 6:30 PM, Call Kathy Riggs (805) 983-8100.
- ♦ **West Los Angeles (12)** - Meetings—Varies, Call Dee Cherko (310) 837-0446. ■

Industry and Endorsed Vendors Contact List

BAR, Chief	(916)255-4565	Sherry Mehl
BAR, Industry Ombudsman	(916)255-2893	Rick Fong
California Chamber of Commerce	(916) 444-6670	Headquarters
CARB	(800) 242-4450	General Number
EPA	(202) 272-0167	Headquarters
ESI	805-526-3039	Maylan Newton
ATI	866-389-7999	Linda Casey
ASC Insurance Services	916-679-2951	Chuck Coppage
ALLDATA	916-684-5200 x3008	Mauricia Lopez
CA Preferred Credit Union	415-546-3980 x2005	David Waterman
CustomerLink	916-781-4344 x107	Jill Stenson
Heartland Payment Systems	316-425-2537	Dennis Carpenter
Jacobs and Gregory	951-781-9091	Katie Jacobs
Mitchell1	858-386-9176	Chris Hurst
NOVA	800-725-1243 x8519	Barbara Martin
PayChex	559-432-1100 x3505	Joeseeph Blinn
Thomson Delmar Learning	(800)-998-7498 ext: 2582	Andrew Bearese
ConocoPhillips - Kendall Oil	310-376-0179	Bill Curry
Automated Marketing Group	303-703-8000	John Bamford
A New Direction For Us, Inc.	909-574-2866	Pam Stevens
Office Depot	408-623-8534	Dale Gluck





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