



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

# CALIFORNIA *Independent*

Spring 2008

## President's Message

**H**ard to believe that I am already in to the 4<sup>th</sup> month of my ASCCA Presidency — somewhat of a whirlwind so far! So in the last five months I have had the pleasure of visiting ten of our Chapters. From Redding (where I was informed that THEY were Northern California and those of us that were in Sacramento or the San Francisco Bay Area were not) to our largest Chapter, in Southern California, where I got to induct three new members and their new Executive Board.

We have some vibrant and exciting Chapters that are growing, and we have some stagnant and uninterested Chapters. Kind of points up what is happening with ASCCA and our Industry in general. So this year's Board of Directors and our staff have dedicated themselves to reversing some recent trends by producing the best year in membership retention and increase in recent history. Some Chapters have enthusiastically signed on, some have not. Those that have signed on will, with serious help from our state staff, grow. As part of this initiative, ASCCA held a Management Exposition

in Southern California that brought three of the country's top management trainers together along with many of our vendors and other benefit providers, for the benefit of members and potential members. And we are bringing a membership recruitment drive to various other areas of the state over the next few months.

While all this is going on, our Government Affairs Committee and staff are dealing with the Bureau of Automotive Repair, California Air Resources Board, Legislature and the Governor's office. We oppose unfair regulations and guidelines from the BAR. As the lead plaintiff, we are suing the CARB over Super Warranty regulations. We are being contacted proactively by legislative staff about bills that concern our industry. We are actively supporting good legislation and actively opposing bad legislation. We head off bad legislation through lobbying for Governor's vetoes, where needed. Our professional lobbyist is in constant interaction with legislative and regulatory people. In late April, ASCCA is taking 30 of our members to Sacramento to lobby our legislators on behalf of this industry. In short, this most important segment of ASCCA is extremely active, dedicated and is having an impact.

We also sit on the Board of Directors of the National Automotive Service Task Force, or NASTF, that brings us all the Original Equipment Manufacturer information, via the internet, which makes it possible for us to repair the modern vehicles we all see in our shops now. Recently, through NASTF, we forged the Vehicle Security Agreement that makes it possible for all key codes and initialization codes to be accessed through the internet, directly from the manufacturers.

The economy is weak. Many of us are not as busy as we would like or need. This

reflects the times we live in. These are the times when organizations of your peers are the most valuable and needed. This is when working together and collaboratively can help us through the trying times.

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Allen Pennebaker State President 2008



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

One Capitol Mall, Suite 320

Sacramento, CA 95814

916.924.9054 or 800.810.4272

Fax 916.444.7462

E-Mail: info@ascca.com

Web Site: www.ascca.com

### Corrections & Info:

There are a number of information pages and communication forms available on the website for matters pertaining to *The Independent* on ASCCA Website: www.ascca.com.

### How to Submit material to *The Independent*

Material must be submitted in writing to:

PHONE: 800.810.4272

E-MAIL: info@ascca.com

FAX: 916.444.7462

MAIL: One Capitol Mall, Suite 320

Sacramento, CA 95814

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## ASCCA Member Bob Constant Honored

Bob Constant and Forest Hill Automotive in Pacific Grove was selected "Automotive Service Center of the Year" by the Coast Weekly newspaper. This is the 2nd time Forest Hill has won this prestigious award!!

Following are some words of advice that Bob shared through TEAMTalk to a fellow shop owner on his recipe for success:

*A couple of things, first perchance our smoothest real estate operator/shop owner, BUY YOUR SHOP PROPERTY. By doing so you will not be at the whim of someone else (other than of course your life partner). Secondly and something that took me too long to do: Get involved with one of the management organizations, AND DO WHAT THEY SAY TO DO! Ray Warner and Maylan Newton told me to take myself off the counter and it took me more*

*than 7 years to do it, that was 7 years of increased sales that I missed out on because of my ego and "Price Sensitive" nature. Third, get your spouse or someone you really trust involved to watch over the money. If I see money in the checkbook I spend it. I should be saving it. Fourth, get involved with a trade organization such as ASCCA and share with your peers - everyone gains, and find a local peer that you can trust and share everything with - it will push you both.*

*AND THANK YOUR FAMILY FOR PUTTING UP WITH YOUR INSANITY. Thanks to all who have had nice comments.*

Bob Constant

Congratulations, Bob! ■



*Continued from page 1*

This is when the collective voice can make a difference.

We, ASCCA members, are the best of our industry. We are the leaders of our Industry.

ASCCA; To Elevate and Unite Automotive Professionals and Give Them Voice. It is happening. It is working. And we need

*you. We need you to be active. We need you to bring more people like you to the game.*

I am no inspirational speaker. I am no inspirational writer. I am just another business owner like all the rest of us. But I absolutely know that ASCCA is absolutely critical to all of us and our ability to have successful businesses that afford us the rewards we need to enjoy a happy and productive life. ■

## ASCCA Board and Directors



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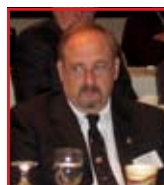
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**Kevin Browning**  
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### New I-9 Form Now In Effect

#### Download your copy from NFIB.com today

The New I-9 Employee Eligibility form must be used as of December 26, 2007. NFIB's Legal Foundation has posted guidelines and forms to help you avoid fines of up to \$1,100 for non-compliance with new requirements. A link to the downloadable form is available on NFIB.com and through the members' only section of the ASCCA website, [www.ascca.com](http://www.ascca.com).

If you did not begin using this as of March 27, 2008, fines for non-compliance will increase by 25%. A first time violation can result in a fine of up to \$3,200 and multiple violations can lead to fines of up to \$16,000. Please visit NFIB.com often to keep an eye on the latest developments.

This information was shared through the ASCCA list serve *TEAMTalk*.

### ASCCA Staff & Associates

Jackie Miller, Executive Director . . . . .	916.924.9054x108
Gloria Peterson, Assistant Executive Director. . . . .	916.924.9054x104
Scott Hinman, Membership . . . . .	916.924.9054x117
Paul Simmons, IT . . . . .	916.924.9054x113
Connie Payne, Accounting Manager . . . . .	916.924.9054x103
David Gregory, ASCCA Attorney . . . . .	951.781.9091
Chuck Coppage, ASCIS-Manager . . . . .	916.679.2951
Lorraine Stevens, CPCU . . . . .	916.609.8396
Deserée Carter, CISR . . . . .	916.609.8402



# NASTF SDRM - What's In It For Me?

By Mary Hutchinson  
NASTF Administrator

The National Automotive Service Task Force (NASTF) recently released its Secure Data Release Model (SDRM), which addresses the need for access to key codes, immobilizer PINs and other security-related information used by vehicle manufacturers on virtually all vehicles these days.

This issue was raised several years ago, and NASTF created a Vehicle Security Committee to come up with an answer that would allow locksmiths and independent repair facilities access to security information without compromising the integrity of vehicle security systems or the privacy and safety of the vehicle owner. The result was the SDRM. The need for locksmiths to have this information is understandable, but what does the SDRM mean to the average repair shop? To answer this question, we spoke

with Dave Lanspeary, of Dave's Auto Repair in Youngtown, AZ, a shop owner who was involved with the Vehicle Security Committee in creating the SDRM.

"We are seeing more general repair shops running into security data issues when the replacement of a vehicle controller (ECM, VCM, PCM, BCM, instrument cluster, etc.) needs to be reinitialized or reprogrammed to recognize an existing key, a new key or a transponder device," Lanspeary said. "The reasons for replacement can vary. Sometimes a device has an internal failure such as an electrical short. In other cases, a part becomes inoperable due to the vehicle being damaged in a collision." He noted that there are multiple examples of technicians faced with repairing these issues in the archives of the International Automotive Technicians Network (iATN), and that the trend is increasing, as more vehicles are equipped with sophisticated immobilizer security systems. "For theft deterrent purposes, the automakers have increased the complexity of the operating strategies used in vehicle security systems, and this is presenting challenges to independent repair facilities."

The good news for repair shops is that most, if not all, of the information and tooling required to repair and reinitialize these systems has become available and accessible through the efforts of NASTF. "With the SDRM coming on line, the flow of this information will improve even more. We are seeing these types of repairs being completed successfully

in independent aftermarket shops," Lanspeary added. "However, the challenge, as I see it, is one of education. NASTF, automakers, trade associations and others must work to increase the level of communication to the industry."

"NASTF's Board of Directors is extremely proud of the Vehicle Security Committee members whose hard work and dedication helped develop the answer to one of the most difficult and important questions regarding information access," said Charlie Gorman, NASTF Chairman. "This wouldn't have been possible without the cooperation of the vehicle manufacturers and the participation of the Automotive Service Association (ASA), the Associated Locksmiths of America (ALOA), and the National Insurance Crime Bureau (NICB), whose help was invaluable in devising a system which will meet repairer's needs while protecting the integrity of vehicle security systems, the intellectual property of auto manufacturers, the privacy and property of consumers and the insurability of vehicles at affordable rates." The SDRM requires users to register into a national database. Once part of this national registry, users will be able to access security-related information directly from the manufacturer's websites. For all the information on the SDRM, including downloading the necessary forms, visit the NASTF website at [www.nastf.org](http://www.nastf.org).

*Note: ASCCA President Allen Pennebaker sits on NASTF's Board of Directors. ■*

## Welcome New Members

### Regular Member

- *Chapter 5*  
King Auto Repair  
Dan Adema, Covina, CA
- R.P.M. Automotive Repair, Inc.  
Chuck Bacon, Glendale, CA
- Huntington Auto Center  
Gary Ghazarian, Monrovia, CA
- Fast Autoworks  
Tuan Nguyen, Arcadia, CA
- Certified Undercar Parts, Inc.  
Raffi Saboundijan, Los Angeles, CA
- Big T Auto  
Nate Thompson, Pomona, CA
- *Chapter 11*  
Happy Engine Auto Repair  
Joseph Frem, Mission Hills, CA

### Educational Member

- *Chapter 17*  
Cuesta College  
Sabrina Robertson,  
San Luis Obispo, CA

### Associate Member

- *Chapter 48*  
The Dinunzio Group  
Wayne Dinunzio, Yorba Linda, CA



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## TEAMTalk – Are You Taking Advantage of this Valuable Member Benefit?

Did you know that as a member of ASCCA you can take advantage of a list serve titled *TEAMTalk*? *TEAMTalk* is a list serve used as a means of member-to-member communication. A “list” is a group of email addresses such that by sending a message to a single email account, all members of the list get a copy of the message. That is, the message is broadcast to all list members.

It's simple to join, by following the instructions below.

### How to join and leave a list

You can join or leave a list by sending a message to the list control account at [list@ascca.com](mailto:list@ascca.com). This account manages this list.

For example, if Lesley Fisher ([lesleyf@abc.com](mailto:lesleyf@abc.com)) wanted to join TeamTalk, he would send the following message:

-----  
From: Lesley Fisher [lesleyf@abc.com](mailto:lesleyf@abc.com)  
To: [list@ascca.com](mailto:list@ascca.com)  
Subject: Join TeamTalk  
Join Teamtalk [lesleyf@abc.com](mailto:lesleyf@abc.com)  
-----

You will receive two messages from the list control account. The first is a “transaction report” which tells you what happened. The second is a welcome message which you should keep because it contains information about how to leave the list.

### How to send message to TEAMTalk participants

To send a message to members of *TEAMTalk* simply address your e-mail to [teamtalk@ascca.com](mailto:teamtalk@ascca.com). It's that simple!

Included in this issue of *The Independent* is some information that was learned through information and discussions on *TEAMTalk*. If you find the information helpful and aren't already a member of *TEAMTalk* ask yourself “what am I waiting for?” ■

## New Training Program

*Management Success* the nation's number one provider of quality management training and consulting has released a new on-line training program. This webinar training is geared toward anyone who would like to expand their knowledge in key areas of their business. The training is set up in series and each session is one hour long. The first two series, *Effective Sales Techniques* and *Recruiting and Hiring* have been launched with great reviews. For more information on *Management Success* training please visit [www.managementsuccess.com](http://www.managementsuccess.com), or call 818-500-9631.

## MAKE THIS YOUR BEST TOURNAMENT EVER!

### COURSE DESCRIPTION:

Ted Robinson and Ted Robinson Jr. designed this 27-Hole Championship Course featuring undulating fairways, waterfalls and well protected bent grass greens. The San Diego River and one of the four lakes comes into play at 13 of the 27 holes. Conveniently located in Mission Valley, Riverwalk is just minutes from Sea World, the world famous San Diego Zoo and the beautiful beaches of Southern California.



The Automotive Service Councils Educational Foundation

presents

The Annual Scramble Golf

Tournament

Friday, October 3, 2008

9:30 a.m.

Riverwalk Golf Course  
San Diego

Save the Date!

October 3, 2008

# Products and Services That Have Vanished From Modern Culture

By Karyn Hendricks

**I**t is hard not to feel alone in the world when your industry is plagued with problems. Think back to items that were necessities of life at one time and now can be found only on e-bay. In Tom Franklin's column this month (Feb. 2008 *Autobody News*), he suggests several "platinum opportunities" for shops to reach outside of the box. Over the years, whole industries that couldn't see the handwriting on the wall are gone completely. Other industries dawdle in developing new products causing them to play catch up in the marketplace. Leading edge companies see what is coming and either develop new futuristic products or diversify their interests.

**Typewriters:** The IBM Selectric ruled the typewriter world for years and years. But IBM nearly lost out as they came late to the personal computer industry. Companies such as Wang, Lannier, and even Xerox revolutionized the typing "industry" with word processors that could store copy, dramatically decreasing the need for re-typing over and over again.

What about all the ancillary supplies that go along with a typewriter – ribbons, white out, font balls, and paper (already under attack as a medium by environmentalists). Do you have any carbon paper? The Smith-Corona website shows only typewriters. On the other hand, Royal sells other brands of typewriters and has embraced the lucrative office supply business as seen on its website.

My career began as a typist. While most girls longed to hear the three little words – I love you, I preferred to hear "I can't type." Typing was a skill that one could always fall back on.

Typing services blossomed around every campus. Nowadays, if students don't have their own computers, they are SOL. That's exactly what happened to typing services, even those that kept up with technology. Kids are pretty much do-it-yourselfers these days.

**Film:** I was showing some pictures

around the office and Jeremy commented on "how nice it is to see photos taken with film." Even the Polaroid, so revolutionary in its time, no longer has a purpose. Even the 60-second drying time is too long in today's society. Digital cameras have virtually taken over the marketplace. I have a digital camera so small it hangs from a keychain. Companies that manufacture film had to change direction to stay in business.

**Nylon Stockings/Pantyhose:** I hated being a girl. Panty hose were clearly designed by the Marquis de Sade. Before slacks and jeans became acceptable work attire for women, stockings were a mainstay of the female wardrobe – often a requirement. For a while, women even wore pantyhose under their slacks. That practice has all but disappeared. Maybe it's because I live in California, but I haven't seen anyone wearing stockings in a long time. The hosiery departments are shrinking.

**Pressure Cooker:** Here is something whose demise from popular use has brought me great relief. That thing scared the heck out of me – as that regulator rattled and the steam poured out. I was so sure the whole thing was going to explode that I hung out in a different part of the house. Microwave and convection ovens replaced these noisy pots in speed, efficiency and piece of mind.

**Pagers:** "Video killed the radio star," and cell phones have blown away the pager market. Need I say more?

**Cigarettes:** Although they haven't disappeared, years ago the major tobacco companies diversified into other industries to guard against the shrinking consumer base and increased oversight into the tobacco business. Philip Morris alone owns soft beverages, beer, coffee, desserts, cereals, snacks, crackers, peanuts, pet snacks – and on and on and on. This is just one of the tobacco companies that saw the future and met it head on.

**VCRs:** After fighting a furious battle over format – Beta versus VHS, the whole industry turned to DVDs. "When they said sit down, I stood up,"

sang Bruce Springsteen. I stood up for Beta and now my expansive archive of tapes and what now is an antique Beta-Max reside in the closet. All that stuff I thought was historic or irreplaceable is by and large inaccessible now. And while Sony will always be Sony, their dominance of the Beta market set them back years in terms of VHS and DVD players.

Video stores were a license to print money. Now they are all but gone. The few major chains that survived had to keep up with format changes and offer a wider variety of products such as video games.

**Department Stores.** Long-time family-owned department stores have been gobbled up by corporations until there are just a few major high-end stores like Macy's and Nordstrom left to anchor malls. All the better, since most people regularly shop at big box and discount stores anyhow.

**Gas Station Attendants.** I'm not sure what triggered this memory, but I was probably pumping my own gas in the rain!

**The Moral of the Story:** Are you going to be open in five years – 10 years? Do you have the proper equipment to repair new automobiles? Do you know your numbers? Are you at the forefront of technological change? Are you keeping your customers close to you? Can you write comprehensive, accurate estimates and make sure you are paid for what you do? What kind of shop will you run in the future? Will you be the best or will you be gone? Don't be a dinosaur – you know change is coming. Master it.

*Copyright Karyn Hendricks. All rights reserved. Ms. Hendricks is managing editor of Autobody News and can be reached at karynhendricks@cox.net. ■*



# Executive Director's Report

## So What Have You Done For Me Lately?

Jackie Miller

**T**hat's a refrain all of us hear pretty often these days – so – what has ASCCA done for you lately? Here are a few things:

- ♦ Along with a coalition of aftermarket organizations, filed legal action against the California Air Resources Board, challenging its regulations requiring car companies to extend emissions warranties for parts found defective by emissions warranty information reporting requirements. ASCCA is not only the lead plaintiff, but ASCCA member shop owner Scott Brown is also a named plaintiff...
- ♦ Increased communication through the monthly What You Need to Know. This publication provides up-to-date, late-breaking information you need to know to stay competitive in California...
- ♦ Your Government Affairs Committee met with BAR, IMRC and Air Resources Board on a variety of issues, including regulations relative to Smog Check and tire pressure checks, and commented on IMRC recommendations to the Legislature, to ensure that your interests are represented...
- ♦ Opposed AB 1483 (Carter), which would have required automotive repair dealers to provide a signed affirmation to the customer upon completion of repairs indicating the parts identified on a work estimate had been installed – the bill was redundant and unnecessary, and ASCCA, along with other aftermarket organizations, urged the Governor to veto the bill. He did so...
- ♦ Met regularly with other California-based automotive aftermarket associations, including the California/Nevada/Arizona Auto-

motive Wholesalers Association and California Autobody Association to discuss legislative issues, insurance programs, increased funding for career technical education, etc., to ensure that we work together on matters of mutual concern...

- ♦ Recommended to Governor Schwarzenegger the appointment of ASCCA member Andy Pollino to the Inspection and Maintenance Review Committee (IMRC), which reviews and evaluates the vehicle inspection and maintenance program and recommends program improvements to the Administration and Legislature...
- ♦ Participated in meetings of the National Automotive Service Task Force (NASTF). With Allen Pennebaker as a board member, ASCCA's participation adds credibility because automotive repair businesses are the direct and immediate beneficiary of information access...
- ♦ Worked with ASCIS, the Association's insurance company, to update current insurance products, making them more competitive and innovative. In fact, the Eagle is Landing Soon, so watch for an important announcement regarding an even better product...
- ♦ Sponsored the Top Tech award – a prestigious award that will be presented at the ASE national awards event in November to the highest scorer of the combined fall '07 and spring '08 ASE tests...
- ♦ Sponsored a Ford 6.0L Powerstroke Clinic in December, taught by Mike Cleary, an expert in the field...
- ♦ Through its Educational Foundation, raised funds for and provided five scholarships to worthy community college students participating in automotive repair programs, to be presented by Foundation board members in May...
- ♦ Continued to bring you free legal services through David Gregory,

ASCCA's legal counsel...

- ♦ Attended many Chapter meetings, stressing the importance of the chapters, and offering assistance in strengthening and re-energizing their membership...
- ♦ Sponsored a membership recruitment and education event in March in Fullerton, which provided excellent workshops by leading educators and an opportunity to talk to ASCCA-endorsed vendors...
- ♦ Embarked upon an ambitious membership campaign to bring new members to chapters and to raise our presence in non-chapter areas by visiting shop owners and inviting them to join...
- ♦ Assisted chapters in collecting dues by instituting a pilot project – 10 chapters are now taking advantage of this time-saving program. If you want to take advantage of this, contact Paul Simmons at the ASCCA office – 800.810.4272...
- ♦ Last but not least, we're hosting a Legislative Day on April 29 at the State Capitol. We'll be hearing from influential legislators as well as representatives from the Bureau of Automotive Repair, and meeting with Senators and Assembly Members from ASCCA members' respective districts. We'll provide all the information you need, as well as breakfast and lunch, and transportation to and from the airport for those who are flying to the event. There's still time to sign up – so go to ASCCA's website, [www.ascca.com](http://www.ascca.com), and download a registration form...

So next time someone asks you, "What has ASCCA done for me lately?," let them know! ■

# Hiring and Recruiting Winners

By David Rogers

**Knowing the right questions to ask and listening to a candidate's answers is key in hiring.**

To figure out how to keep the right employee, we must first understand that attitudes have completely changed in today's world. A human resources (HR) director for a large, well-known computer manufacturing firm told me a while ago that when she sees more than three years at the same job on a resume, she immediately assumes that the person is complacent and that their resume gets stuck at the wrong end of the list.

Could it be? Is this the end of loyalty and longevity being viewed as a good thing?

The average resume I see today has a new job for every 1-1/2 to 2 years! It is unbelievable to me that these people ever get hired! Yet, here was my insider at the computer firm telling me that HR personnel are being trained to view people who stay longer than three years at a company as complacent and lacking ambition!

## I personally say, "Baloney!"

But if you've been reviewing resumes lately, you'll see that the trend is certainly toward a more "transient" attitude, and that many skilled people are moving around frequently from job to job.

## What does this mean to you?

First, you should know that according to many studies I've seen, the average cost of replacing an employee is upward of \$35,000 per position, every time you do it. This includes advertising for the position, loss of sales and productivity while the position is empty, and further loss of sales and productivity while the new trainee is trying to get up to speed - which sometimes can take a year.

Add to that the cost of uniforms, taxes, insurance, the typically expensive "new guy" mistakes, and the administration time required to get everything in



David Rogers

line, and you have a big investment in each of your team members.

Even though this trend is unfortunately real, I recommend you consider fighting it. First of all, don't give in to hiring the "professional basketballs" or "job hoppers."

Once you've made that commitment to yourself, staff and business, there are many ways to increase the odds of a particular new hire lasting longer, and becoming a more permanent employee.

## Putting Out the "Feelers"

Does your ad look like all the others out there? Be more specific and seek a personality that fits. Think about your offer and compensation: does it speak to the personality you're looking for? For instance, I offer insurance benefits that are paid for a percentage of the entire family. I find family types are more stable, so I want to attract them.

When you screen (on the phone or Internet) before the interview, ask questions related to the person's values. Try to determine if they are more or less like the best employees you currently have on the team.

Make sure to project the culture of your healthy workplace: make it clear and verbalize to the new potential hire, that we do not allow infighting, gossip or game-playing. Set an example of enthusiasm, dedication and a positive attitude. Recognize individuals and teams within the organization when they achieve. Pay them well and offer great benefits. Test your own policies to make certain they help protect the culture you wish to develop and don't conflict with it.

And when you do make an offer, make sure to get a commitment. As we all know, depending on the time of year that a person comes on board, they may experience the first few weeks or even a month or so of a seasonally slow time. If they don't stick around long enough, they may never realize how good it can be when the entire year is over, and the dust settles over their total income picture. I always ask each candidate if he or she can give me a minimum of a one-year commitment. I never hire anyone who will not look me in the eye and give me that promise.

## Superior Service Advising

One of the easiest ways that you can make a big difference in your shop is to change your notion about what makes a good service adviser. Believe it or not, a good service adviser does not have to have a good knowledge of cars. Some of the best service advisers I have hired in my shop have absolutely no automotive experience at all because their primary job isn't to know how a car works.

In our shop, anyway, their job is to provide excellent customer service, and to take the time with every customer so that they can make an informed decision about a recommended repair.

Yes, knowing about cars is important, but that information can be taught. Having excellent customer service skills, on the other hand, can't be taught as easily.

I meant what I said about hiring people with no automotive experience ... it works. Case in point: In the past, I hired some of my best service advisers away from their jobs as a gas station attendant, a Burger King assistant manager, and a grocery store produce manager.

I've also found that when I hire for customer service specialists over seasoned automotive industry advisers, they're much less likely to "burn out" quickly because they're used to providing great service to even the most unpleasant customers.

## When You're Hiring Technicians

When you're thinking about hiring a new technician, however, make sure you're getting the most highly qualified tech you can find. For example, the first question we ask in an interview is "Are you ASE certified?" If they're not, they won't become a tech in our shop. The following are the 21 questions we ask in every technician interview:

1. Are you ASE certified?
2. Are you presently employed?
3. How long have you been at your current job?
4. How long were you at your last job?
5. How many hours can you bill per week?
6. What type of work are you best at?

*Continued on page 10*



# 68th Annual ASCCA Annual Meeting on the Bay!

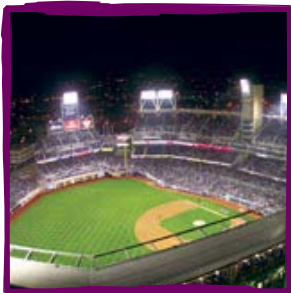


**SAVE THE DATE**  
**October 3-5, 2008**

## Come join ASCCA at the San Diego Hilton Resort for *Networking, Education & Fun!*



- ✧ Golf Tournament at Riverwalk
- ✧ President's Annual Banquet
- ✧ Educational Seminars
- ✧ Leader Elections
- ✧ Chapter Support
- ✧ Balboa Park Excursions
- ✧ And Much More!



### Places of Interest

Sea World ® . San Diego Zoo. Balboa Park and Museums. Old Town and Presidio Mission. Old Town Trolley Tours. 92 World Class Golf Courses. Shopping Centers of Fashion Valley and Mission Valley. Seaport Village waterfront dining and shopping. Cabrillo National Monument. Downtown Gas Lamp Quarter Tijuana, Mexico.

### Leisure Facilities

Large swimming pool complex with waterfall, children's wading pool and whirlpool spas. European-style treatments at the full-service Villa di Lusso Spa. Tennis with tennis pros on staff for group or personal lessons, fitness center with professional trainers, putting green and basketball. Jogging trail and playground nearby in Mission Bay Park. Water craft and bike rentals at the Hilton boat dock.

### Dining & Entertainment

When it comes to dining and nightlife, the Hilton San Diego Resort offers everything from contemporary, yet elegant dining to poolside snack bar and festive lounge. Enjoy the view of the majestic bay from our outdoor terrace or the Mediterranean ambience of our indoor dining.



Continued from page 8

7. What type of work is toughest for you?
8. How much money do you have invested in tools?
9. If I offered you a chance to work here, when could you start?
10. Are you a happy person?
11. Are you from around here?
12. Which job have you had that you enjoyed the most?
13. Why did you enjoy it the most?
14. Which job have you had that was the worst?
15. Why was it the worst?
16. Have you ever had a good manager?
17. What was good about him?
18. Have you ever had a bad manager?
19. What made him bad?
20. What makes a shop successful?
21. How could you help us become that shop?

The idea here is to get the interviewee to open up and talk. So do not just read through the question and accept a "yes" or "no" answer; it's important that you use these to open up a dialogue so you may begin to get a "feel" for who this person sitting across from you might

truly be, and how they might fit within your organization. If you just coldly ask questions and record answers, you might as well not ask them at all.

Remember also that some people interview very well, but are not nearly so cooperative and helpful once they are hired. One of the ways I avoid being caught up in that is to make certain that every reference is checked, and that all references are from previous employers, not "guys they worked with in the past." Who cares how many other techs or service writers a guy can convince to say nice things about him? I am only interested in what the previous bosses have to say.

We all know that the previous employers are not supposed to reveal anything in the reference call, but there's a key to getting the feedback you need to make an informed decision. It's all in how you ask, and it's up to you to read between the lines. For instance, I don't ask if the candidate is eligible for rehire. I ask, "If you could only have one [technician/service writer/bookkeeper], would this person be likely to make it into the position?"

The hesitation - or outright laughter - is often all the answer I need to know that there was something much less than perfect about this supervisor's experience with their former employee.

Many times it's possible to get the previous employer to open up if you do a good job of building rapport with them over the telephone before asking key questions anyway.

Hiring the right people doesn't have to be difficult - and it goes a long way toward making your shop successful. As long as you begin the process knowing exactly the type of person who will help make your shop successful, you can help prevent staff turnaround and save thousands of dollars in the long run.

If you'd like to learn more about hiring the right people, I invite you to e-mail me anytime. My shop does upward of \$3 million every year with six techs and an apprentice, and the people I've hired are a big reason why we're able to sustain those kinds of numbers.

*David Rogers is president of Auto Profit Masters. He is also an active member of the National Speakers Association. Rogers is operator of Keller Bros. Inc., a CarQuest National Excellence Award-winning shop. Rogers is the host of a weekly television program in Denver called "The Monday Morning Mechanic" and is also a published author. He can be reached at coach@autoprofitmasters.com. Visit his Web site at [www.AutoProfitMasters.com](http://www.AutoProfitMasters.com) ■*



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## ASE Updates Refrigerant Program

On April 1, 2008, the National Institute for Automotive Service Excellence (ASE) announced that it has updated its Section 609, EPA-approved Refrigerant Recovery and Recycling Program. This latest version includes EPA's adoption of a new standard for refrigerant handling equipment, along with updated awareness of acceptable and unacceptable refrigerants.

The new standard, J2788, from the Society of Automotive Engineers (SAE), supersedes an older standard, J2210. The J2788 standard specifies more stringent performance requirements for refrigerant handling equipment. J2788 only ap-

plies to equipment built after December 31, 2007. "Technicians and shop owners needn't panic over the adoption of this new standard by the EPA," said Tim Zilke, ASE President. "The action doesn't automatically make older equipment obsolete, nor does it make the use of that older equipment a service procedure violation in the eyes of the EPA."

As a reminder, technicians should not confuse the ASE Refrigerant Recovery and Recycling Program with the ASE Heating and Air Conditioning (A7) certification. Only the ASE Refrigerant Recovery and Recycling program meets Section 609 requirements by the US EPA for

motor vehicle air conditioning service.

Incorporated on June 12, 1972, the National Institute for Automotive Service Excellence was established as a non-profit organization to help improve the quality of automotive service and repair through the voluntary testing and certification of automotive technicians and parts specialists. Today, there are approximately 400,000 ASE-certified professionals at work in dealerships, independent shops, service stations, collision repair shops, auto parts stores, fleets, machine shops, schools and colleges throughout the country. For more information about ASE, visit the Website at [www.ase.com](http://www.ase.com). ■

## ASCCA 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 and you are advised to check on meeting times and locations the day before the event if you plan to attend.

Date	Event	Location
April 29, 2008	ASCCA Legislative Fly-In	Sacramento, CA
May 13	Chapter 16 Presents: Technology Education Recognition Night at 6:30 PM The Automotive Service Councils of California, Chapter 16, presents a Career Technical Education (CTE) awards ceremony. We will recognize local college, high school, and regional occupation programs (ROP) that are producing our future automotive technicians. Those students that have shown exemplary work in the class room and have the potential to be outstanding technicians will be recognized and presented with awards. A BBQ dinner will be served and a free raffle will be part of the festivities. We invite you, the school administrators, Board of Trustee members, Mayors, and State Representatives to this event. Parents and school counselors are invited too! Check out <a href="http://autoprider.com/news/ASE_NEWSLETTER_JAN-2007.pdf">http://autoprider.com/news/ASE_NEWSLETTER_JAN-2007.pdf</a> to see scenes from last year's successful "Back to School Night" event! Donations to this event may be sent to the Chabot College Foundation, a 501(c)3 non-profit organization. Contributions are tax deductible.	Doral's Auto Repair, 2000 Merced Ave., San Leandro Stephen Small President, ASCCA Chapter 16 <a href="mailto:stephen_a_small@yahoo.com">stephen_a_small@yahoo.com</a> 510-537-8103 Roy Doral Vice President, ASCCA Chapter 16 <a href="mailto:roy@doralsautorepair.com">roy@doralsautorepair.com</a> 510-352-4221
May 31- June 1 2008	ASCCA Team Weekend 2nd Quarter Board of Directors/Committee Meetings	Embassy Suites Sacramento Promenade Sacramento, CA
October 3-5 2008	ASCCA 2008 68th Annual Meeting & Elections 3rd Quarter Board of Directors/Committee Meetings	San Diego Hilton Resort, San Diego, CA
December 6-7 2008	ASCCA Team Weekend 4th Quarter Board of Directors/Committee Meetings	Embassy Suites Riverfront, Sacramento, CA



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April 2008  
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Item #: 513850

**ASCCA Price  
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Merchandise and prices for ASCCA members only and are only available online AT [HTTP://BSD.OFFICEDEPOT.COM](http://bsd.officedepot.com). On line purchases over \$50 receive FREE Next Business Day Delivery. To login into your ASCCA account goto <http://bsd.officedepot.com> and use your business telephone number with area code as your logon name and welcome for your password. For any questions on these discounts please contact Dale Gluck at [dale.gluck@officedepot.com](mailto:dale.gluck@officedepot.com).

**Office DEPOT.**

## New California Laws for 2008

Every year the State Legislature passes and the Governor signs hundreds of new laws that may impact repair shops. Below are a few key measures that took effect January 1, 2008.

**Mechanic Liens.** Increases what an auto repair shop may charge a bank or finance company for work, services and storage. The work and services "cap" increases from the current \$750.00 to \$1,500.00 and storage will increase from \$400.00 to \$1,025.00 and from \$500.00 to \$1,250.00, if the shop filed a lien sale.

**Minimum Wage.** California minimum wage has been increased \$0.50 per hour to \$8.00 per hour for employees.

**Employee Rights.** Only the last four digits of an employee's Social Security number may be shown on paychecks or other similar documents. Specifically, employers are prohibited from the following:

- ♦ public posting or displaying of an individual's Social Security number;
- ♦ printing an individual's Social Security number on any card required for the individual to access products or services provided by the person or entity;
- ♦ requiring an individual to transmit his/her Social Security number on the Internet unless the connection is secure or the Social Security number is encrypted;
- ♦ requiring an individual to use his/her Social Security number to access a website, unless a password, unique identification device, or unique personal identification number also is required to access site.
- ♦ printing an individual's Social Security number on any materials that are mailed to the individual, unless state or federal law requires the social security number to be on the document mailed.

**Earned Income Tax Credit Notification.** Requires employers to provide all employees written notice of their potential right to an Earned Income Tax Credit on their federal income tax returns. Please consult with your payroll service, accountant and /or lawyer regarding compliance.

**Temporary Disability.** An employee may collect temporary disability payments over the course of five years instead of just two, though the maximum number of weeks for which the employee may collect the benefit is still 104.

**Military Spouse Leave.** Requires employers with 25 or more employees to give qualified employees as many as 10 unpaid days off when their spouse is on leave from military deployment.

**Above Petroleum Storage.** Requires the owner or operator of a tank facility, with an aggregate storage capacity of more than 1320 gallons of petroleum to prepare and implement a Spill Prevention Control and Countermeasure (SPCC) plan in accordance with federal law.

**Replacement Keys.** Requires car manufacturers to make key codes available to licensed and registered locksmith at any time so motorists can get replacement keys when theirs have been lost or stolen.

**Smoking in Vehicles.** Prohibits anyone from smoking in a vehicle, whether in motion or not, in which there is a minor (under 18 years old).

**Cell Phones and Driving.** Prohibits the use of handheld cell phones while driving. Starting July 1, 2008, a driver may use a cell phone only if it has hands-free listening and speaking system.

**Workers Comp.** Provides the Labor Commission additional authority and power to identify unlawfully uninsured employers. ■

### ASC Educational Foundation Scholarships

The 2008 Scholarship Applications have been scored and the results are in! Congratulations to the following scholarship winners:

**Jason Orchard**  
Chabot College  
Hayward, CA

**Htet Aung**  
Skyline College  
San Bruno, CA

**John Heffley**  
Chabot College  
Hayward, CA

**Ryan Rodriguez**  
Chabot College  
Hayward, CA

**Ray Fabroquez**  
Southwestern College  
Chulla Vista, CA

### 2007 ASC Educational Foundation Winner is an Inspiration

The top scorer of the 2007 ASC Educational Foundation scholarship contest, Julia Johnson, is a success story. She has graduated and has become a teacher. You can learn more about her success on her website, <http://www.teamshedevil.com/>.



## ASCCA MEMBER SPECIAL OFFER



### *Direct-Hit is where technicians find fixes faster.*

- Direct-Hit was created by Identifix to share the knowledge generated from the 10,000 shops that call into the Repair Hotline each year.
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- Direct-Hit's Supercharged Search™ engine helps technicians cut through industry jargon by automatically searching on related symptoms and terms.
- Direct-Hit now includes the MOTOR Parts & Labor Guide.

*Because of increasing complexity and the constant introduction of new vehicle systems, diagnosing symptoms is more difficult than ever before. Direct-Hit delivers quick and accurate diagnostic information on what's breaking on today's vehicles, in an easy-to-use online system. Direct-Hit combines real-world short cut tests and quick fix information. Find Fixes Faster!*

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\* Offer valid for first 90 calendar days of service. After introductory period, the rate of \$119 per month, per shop will be charged according to the standard ASCCA Member Direct-Hit pricing schedule. Payment options for this program are credit card or EFT.



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## Going Green

**A**SCCA will be conducting a survey among its members to see what steps your businesses have taken to go "Green." If you have tips you would like to share, please do so by sending them to [info@ascca.com](mailto:info@ascca.com).

The Car Care Council article is something you may want to share with your customers in an effort to help them "Drive Green", which is provided below.

Additionally, ASCCA's endorsed vendor Office Depot has an entire on-line catalog of discounted office products that are considered "Green." Check it out by logging in to the Members Only section of the website [www.ascca.com](http://www.ascca.com). You can then follow the directions on how to log-on to the Office Depot ASCCA discount program.

### New Version of Car Care Guide Shows How to Save Gas and Drive Green

In a March 27 press release the Car Care Council announced that a new sections on Fuel Economy and Environmental Awareness have been added to the Car Care Guide to show consumers how to get better gas mileage and make their vehicle environmentally friendly. Published by the Car Care Council, the guide is a popular consumer give-away at repair shops and retail stores.

The Fuel Economy section covers the parts of the car that need proper maintenance in order to maximize efficiency and save money at the pump. It recommends typical service intervals and includes questions to ask the automotive repair technician.

The section on Environmental Awareness explains how motorists can do their part to protect the environment in terms of driving habits and vehicle maintenance. This section has tips on Driving Green and lists the components of a vehicle that should be routinely checked to make sure a car's performance is as environmentally friendly as possible.

"The new sections are designed to help people better understand that the amount of gas they use is directly related to how they maintain and drive their vehicle," said Rich White, executive director, Car Care Council.

The Car Care Guide uses easy-to-understand everyday language, instead of technical automotive jargon, and fits easily in a glove box. The guide covers the

most common preventative maintenance occasions and procedures that need to be performed to keep cars safe, dependable and efficient. It also includes descriptions of 12 major vehicle systems and parts, and a list of questions to ask when maintenance or repair procedures are being done on a car. A Car Care Checklist reminds motorists what vehicle systems need to be maintained and when service

or repair should be performed.

Single copies of the guide can be ordered on the Car Care Council Web site at [www.carcare.org](http://www.carcare.org).

The Car Care Council is the source of information for the "Be Car Care Aware" consumer education campaign promoting the benefits of regular vehicle care, maintenance and repair to consumers. For more information, visit [www.carcare.org](http://www.carcare.org). ■

## June 9-15, 2008 is Automotive Service Professionals Week



The National Institute for Automotive Service Excellence (ASE) has declared June 9-15, 2008 as National Automotive Service Professionals Week. Building on the success of Automotive Service

Professionals Day established in 2001, ASE launched National Automotive Service Professional's Week in 2005 to honor the commitment and dedication of automotive, truck and collision technicians, along with parts specialists and other support professionals who serve the motoring public. For 2008, ASE continues this recognition for a full week and has it listed in the 2008 *Chase's Calendar of Events*.

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## Win \$500 from ASCIS

ASC Insurance Services is conducting a logo design contest. With the recent modernization of the ASCCA logo, ASCIS has decided it needs to do the same thing. You can help us out. If you're creative and would like to design a new logo enter your design for a chance to win \$500!

To enter simply submit your design to Chuck Coppage at [ccoppage@iwins.com](mailto:ccoppage@iwins.com) by May 15, 2008. You will be notified if your design is selected. The winning designer should be willing to sign a release of the artwork to ASCIS.

Be creative, make it interesting and have some fun!



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## ASCCA Chapter Network

The Automotive Service Councils of California is made up of 28 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.
- ✦ 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 Joseph Appler (800) 564-1272.
- ✦ Fresno (25) - Meetings held 2nd Thurs., 7:00 PM, Call Ray Rasmussen (559) 259-0854.
- ✦ 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 Scott Parsons (562) 434-4446.
- ✦ 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.
- ✦ West Los Angeles (12) - Meetings-Varies, Call Dee Cherko (310) 837-0446.
- ✦ Ventura County (2) - Meetings held 2nd Tues., 6:30 PM, Call Kathy Riggs (805) 983-8100.
- ✦ 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 John Neiswenger (805) 772-8448.
- ✦ Santa Clarita (3) - Meetings-Varies, Call Kevin Browning (661) 251-6736.
- ✦ 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. ■

## 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
Law Offices of David Gregory	951-781-9091	David Gregory
Kevin Landy	800-998-7498 ext: 2582	Andrew Bearese
Mitchell1	858-386-9176	Chris Hurst
NOVA	800-725-1243 x8519	Barbara Martin
PayChex	559-432-1100 x3505	Joeseeph Blinn
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
Pacific Management Services	559-251-4060	L. Dean Lowe
Identifix	800-745-9649	General Number
QuickTrac.biz	650-793-4245	Larry Moore
Hertz Rental	800-654-2210	General Number





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