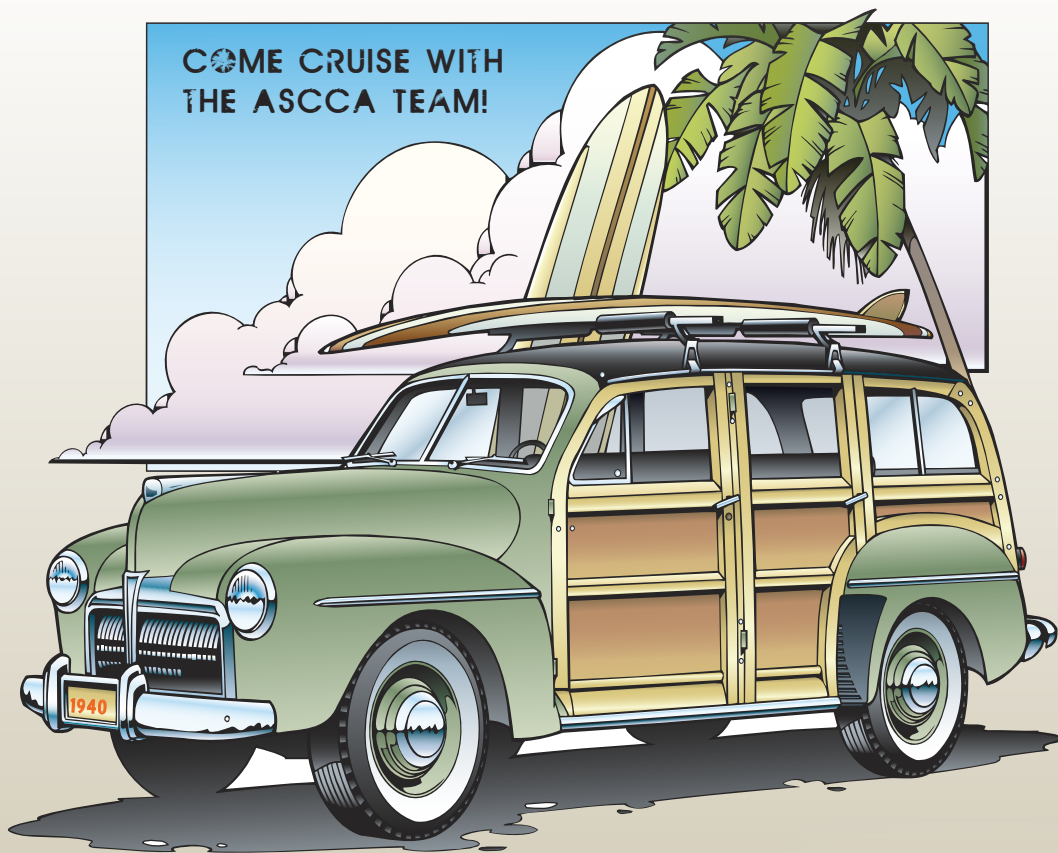


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SPRING 2012

A Publication of the Automotive Service Councils of California



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**DETAILS ON
PAGE 10**



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Tracy Renee
ASCCA President 2012

President's Message

You know, enthusiasm is infectious. When the members of ASCCA went to Team Weekend in February our goals were clear. Grow membership, have a larger legislative presence and better representation in Sacramento, advance our relationships with our vendors and provide the very best tools for our shop owners to use to become more successful... AND, have some fun! I think we are well on our way to achieving those goals.

Nothing in our Association is as confusing, but vitally important than ASCCA's Government Affairs Committee. **Craig Johnson (Committee Chair) and Jack Molodanof (Legislative Advocate)** along with the Government Affairs Committee represent the very best we have in legislative/regulatory oversight. Their constant review of bills that impact our businesses is daunting, but these tireless volunteers work to keep us all informed and protected.

Our GAC also sits at the table of BAR's Advisory Group. The Bar Advisory Group works to improve the communication and regulatory process between industry and regulators. GAC members work with regulators to draft many of the regulations that impact our lives.

Recently, ASCCA members visited our State Capitol for Legislative Day to educate California's Legislators on issues that impact our businesses. Issues like key programming, crash parts, flextime, ADA and vocational education were topics we discussed with representatives and staff within our state government. California Autobody Association (CAA) members also gathered, and I might add we had the best turn out I've seen in years.

Did you know that ASCCA is the only state organization that sits on the Board of NASTF (National Automotive Service Task Force)? NASTF ensures that shop owners have the same information from manufacturers through factory websites that the dealers do. Having access to information, tools and training keep us competitive with the dealer market. **Allen Pennebaker, Vice Chair of NASTF (ASCCA Member Representative)** spends countless hours at meetings and on phone conferences to ensure our members stay ahead of the curve when it comes to factory information. Thank you Allen!

The old saying; "there is strength in numbers" has never meant so much to members of ASCCA as it does today. Regulators and legislators are trying to find ways to generate revenue through fees, assessments and additional taxes. We need to stand together to fight for our ability to provide a good quality of life for our employees, ourselves and our community. The "**One Member Can**" campaign created by the ASCCA Membership Committee, Chair **Mary Kemnitz** seeks to achieve those goals. We need to organize to fight this onslaught. **You can make a difference!** Invite just one fellow shop owner to an ASCCA Chapter meeting and let them see the benefits that ASCCA membership provides. ASCCA has come up with a great flyer you can use describing the program. You can download it from the ASCCA website; www.ascca.com.

David Bearg, Chapter Representative Committee Chair and **Mary Kemnitz**, Membership Committee Chair, together with their committee members and **Heather Vigil**, Membership staff, have been growing membership and growing the chapters. We are seeing new faces getting involved. Chapters 14, 24 and 20 are really going to town trying to be the largest growing chapters in the state. Nowhere in our Association does the concept of "The ASCCA Advantage" become clearer than through the camaraderie and interactive exchange we all share at local chapter meetings. The effort to run a chapter is hard work. Chapter leaders have had some rough times recruiting new leaders to manage their chapters. The Chapter Reps in conjunction with the ASCCA Board of Directors and the ASCCA Staff have been working hard on programs and procedures to help lighten the load on chapter volunteers. Now, members can pay their membership dues online and set up automatic payments reducing the chapter's time in administering the process of dues collection. The Chapter Reps have been working together to gather ideas and contacts for dinner meeting speakers which add value to our members. "Shop Nights" and other fun member activities are becoming common practice amongst chapters. Communications between chapters have never been better. Many chapters are now engaged in having common meetings and educational seminars with neighboring chapters, thus expanding our sense of community. Through the efforts of the Chapter Reps, (The ASCCA Advantage) is regaining its swagger providing members invaluable opportunities to network and grow as small business owners.

continued on next page

President's Message (cont'd)

Jerry Kubitsky, Public Relations Committee Chair, and his committee have been working on a surprise they will be sharing with members at the Summer Conference...be sure to attend! See page 10 and 11 for more details.

Steve Elstins, Education, Technology and Information Chair, along with his committee have been working hard on a website redesign who should be presented to members in June at the conference.

Bottom line, ASCCA has so many wonderful members who volunteer their time to make a better industry for all of us. Thank you to all the volunteers and their families for the countless hours and dedication you give to this association! Thank you to all our members that continue to support ASCCA! **You MAKE THE DIFFERENCE!**

By far, the most enjoyable part of being the President of ASCCA is the personal interaction I get to have with members and non-members of ASCCA. Already this year I've attended four chapters. I have seen dedication from North to South. The Chapter Boards I've met are AWESOME!!! Members are engaged and making this association and industry thrive, this is worth cheerleading for.

I would like to thank our board and committee members for all their hard work and dedication...you guys ROCK! Thanks to all our sponsors, vendors and supporters of ASCCA, we couldn't do this without you.

I would like to thank staff, Jackie Miller, Gloria Peterson, Heather Vigil, Monique Rice, Connie Payne and Cindi Alvidrez... thanks for all your hard work and dedication to our association!

Don't miss ASCCA's Summer Conference June 22-24 at the Hilton Orange County Airport in Irvine. ■

Refer a Member: Help ASCCA Grow Strong!

ASCCA is a strong organization today because of members like you! Remember - use The *ASCCA Advantage* to highlight member benefits and savings when speaking to potential members.

- Larger member numbers contribute to the legislative strength of the association as a whole
- Help ASCCA reach its goal to double its membership
- Earn a \$75.00 referral fee to be paid directly to you or applied to your membership renewal dues

So bring those non-member shop owners to your next meeting and show them what they are missing by not being an ASCCA Member! ■



In Memoriam



ASCCA is saddened to report that Bobbie Hamilton, wife of 1979 ASCCA President Ken Hamilton, has passed away. She was the long-time Executive Secretary for Chapter 49. Their son, Keith Hamilton of Hamilton Alignment & Brake Service in Anaheim, is also an ASCCA member.

The ASCCA family sends heartfelt condolences to the Hamilton family.

Anniversary Milestones

ASCCA would like to recognize members who celebrate a milestone anniversary between the months of March and May of this year. Congratulations and thank you for your support! Our association has grown strong and is effective because of members like you!

60 Years

Bistagne Bros. Body Shop

45 Years

Castner's Auto Service, Inc.
Freek's Garage, Inc.
Liebsack & Son Auto
White Automotive

40 Years

Bursch, Roger
W. E. Harding Co.

35 Years

Allied Engine & Auto Repair, Inc.
Broadway German Car Service
D & L Automotive Repair

30 Years

C. H. Topping & Co.
Charlie's Auto Maintenance
Frank's X-Ray Garage
Miramar Automotive, Inc.
Pacific Motor Service
Precision Automotive

Ritter Lien Sales
Santa Monica Volvo Fiat
Bagge & Son, Inc.

25 Years

Allied Auto Works, Inc.
C & F Auto
Car Care Center
Educational Seminars Institute
Edwin L Walker Automotive
Long Beach Autohaus
Modesti's Independent Repair
National Petroleum, Inc.
The Dyno Shop

20 Years

B & D Alignment Corp.
Bertolucci's Body Shop
Bosch Automotive, Inc.
European Auto Works
Lee's Performance & More
Mike's Foreign Sports
Scheidel's Fleet Service
Walt Nehse Auto Repair

15 Years

Advance Muffler
American Smog
Auto Affair
Autos International
Brake & Wheel Center
Castro Valley High School
Classic Auto Repair
D & S Auto Air
Eye Street Automotive
Hull Automotive
Inside Garage, Inc.
J S Auto Service
Jenkins Automotive
Kavanagh Motors
Marx Servicing Mercedes
Portola Valley Garage
Pro Care Automotive
Ray's Ultimate Service Center
Skyline College
Steve's Auto Electric
Winter Automotive

10 Years

All Time Gas & Diesel Repair
Crossroads Automotive
Eden Area ROP
Exclusive S.U.V.
Fresno City College
Kingsburg High School
Ochoa Brothers
Reedley College
Young's Automotive Service

5 Years

Beverly Hills Auto Body Group, Inc.
C & D Auto Care
D & H Enterprises Auto Repair
Frederick Blum Insurance
Mastertech Auto & Electric
Melrose Motors
Raul's Auto Repair
Stu's A&E Transmission Exchange
Zurich Financial Services

Gustafson Brothers, Inc. Celebrates 41 Years in Business



Gustafson Brothers, Inc.

Their latest building is a body shop parts warehouse and industry training center where regularly hosted ICAR training, lunch and learn events, Insurance Agent CE training, smog check tech training & community events like Chamber of Commerce, girl scouts and the Kiwanis events take place.

Be sure to say hello to Dane Brown from Gustafson Brothers, Inc. who plans to attend the ASCCA Summer Conference! For more information see www.gustafsonbros.com. ■

ASCCA Member Gustafson Brothers, Inc. in Huntington Beach, CA was built from the ground up starting in 1971 in a rented single stall building next to a broom factory, a surfboard manufacturer and a cabinet shop. Now 41 years as ASCCA Members Gustafson Brothers, Inc. celebrates 41 years in business!

John notes he joined ASCCA due to a need to be around the people who knew more than he did and from learning those best practices from his growing number of peers his company is the beacon it is today!

Currently the Gustafson Brothers, Inc. complex covers 2.5 acres with 25,000 square feet of space and parking for 250+ vehicles. Servicing almost everything in their market area and performing collision repair employees now top out at 62 and sales exceed \$7 million annually and growing.



Jackie Miller
ASCCA Executive Director



Executive Director's Report

Lots going on at ASCCA! Here's a thumbnail sketch of some of these exciting things.

"One Member Can" Membership Drive

At February's ASCCA Team Weekend, the Board of Directors approved our new membership drive campaign for 2012, **One Member Can**. This campaign is designed as a tool to help us reach our goal of doubling our membership, and to remind each of you that EVERY member truly CAN make a difference in ASCCA's growth. There are several informative materials a member can use to invite potential members to join. **The One Member Can** informative, 2-page flyer is designed to be printed double-sided on 8 ½" x 11" sheets of paper, while the one page poster is designed to be a tabletop piece, printed on glossy 8" x 10" stock paper - to be placed next to the 2-page flyers. There is also a 16" x 20" poster available. There's also a great prize for the member who brings in the most new members – an Apple iPad!

If you need any additional information or have questions, please don't hesitate to contact Heather Vigil at (800) 810-4272 or hvigil@amgroup.us.

To date, ASCCA has 37 new members – moving toward our goal of doubling our membership!

Aftermarket Partnerships

ASCCA has partnered in two highly successful aftermarket meetings in early 2012. The third annual ASCCA/CAWA joint summit took place in February in Sacramento. The summit continues to grow, and addresses issues and concerns of the independent aftermarket repair industry and manufacturers and distributors of aftermarket parts. Items discussed at the summit included strength in industry unity; sharing legislative agendas; AWDA's work on warranties and labor claim form – best practices; Industry training: what's available; how to encourage participation; scholarship giving; industry image and what attracts people to enter the industry; technology and how the conduct of business between suppliers and customers.

The task force working on the next summit will be meeting to develop issues on which to focus during the next year.

ASCCA also partnered this year with the California Autobody Association, hosting its annual Legislative Day on April 18, 2012. As we heard from several legislators, it's critical that they hear our story from us because, as we say, "if we don't tell our story, someone else will."

In addition to 60 meetings with individual legislators and staff, attendees heard from John Wallauch, Chief, and Pat Dorais, Deputy Chief, Bureau of Automotive Repair; Senator Juan Vargas, Assembly Member Katcho Achadjian and Assembly Member Curt Hagman. Several key legislative issues

continued on next page

Executive Director's Report *(cont'd)*

were addressed by ASCCA members throughout the day. More information is available in the legislative update.

Evaluations from both events have been very positive.

On a similar note, I participated in a conference call convened by Jerome Horton, Chair, Board of Equalization, regarding an October Retail and Trade Business Conference. In addition to ASCCA, other participating supporting organizations include the California Autobody Association, California New Car Dealers Association, California Restaurant Association, California Retailers Association, California Grocers Association, Associated General Contractors of California, California Dental Association, as well as the Franchise Tax Board and Employment Development Department. The conference, free of charge to attendees, is designed to provide businesses with industry-specific informational sessions that address regulations, tax laws, tax credits, audits, and more. You'll be hearing more about this later in the year.

Website, Social Media

The ETI Committee, working with Communications Director Cindi Alvidrez and Zenergy Works, is developing an updated website, with the new site to be launched during the Annual Conference. We're also posting more and more items to our Facebook page – so "Like" us!

Summer Conference

ASCCA's summer conference is coming soon – we look forward to seeing all of you in Orange County. In addition to excellent speakers and exhibits, the conference committee, headed by Steve Vanlandingham, is planning social events where you can mingle and touch bases with fellow shop owners. Additional information is elsewhere in *The Independent*. ■

ATI Nose Profits

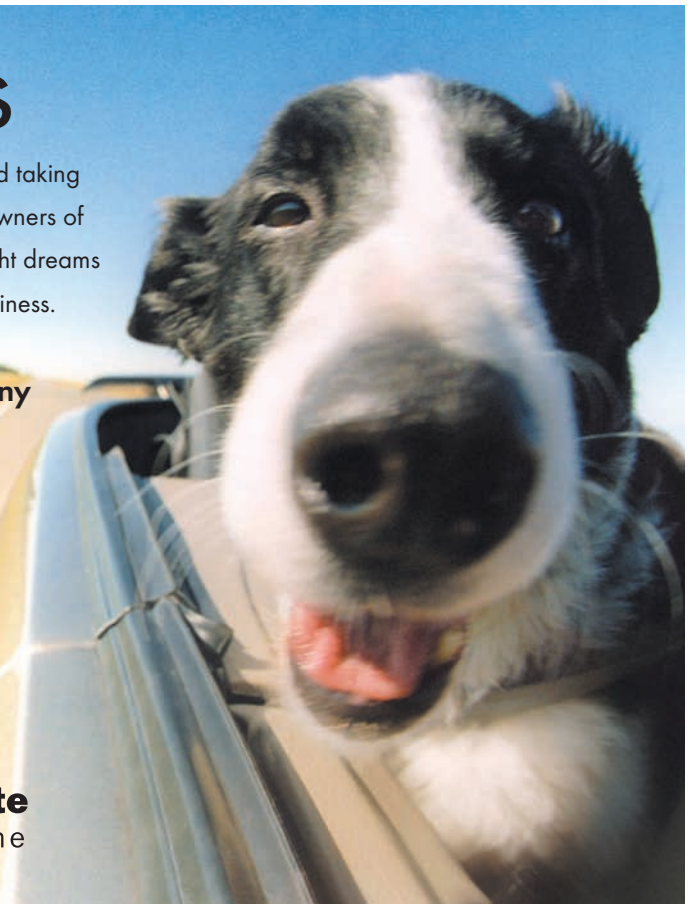
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Ask Jack

By Jack Molodanof, Esq., ASCCA Legislative Advocate

ADA Overview

The Americans with Disabilities Act (ADA) is a Federal Civil rights law that prohibits discrimination against people with disabilities. To meet the goals of the ADA, the law established requirements regardless of the size of the business or the age of their building. Businesses that serve the public must modify policies and practices that discriminate against people with disabilities; comply with accessible design standards when constructing or altering facilities; remove barriers in existing facilities where readily achievable; and provide auxiliary aids and services when needed to ensure effective communication with people who have hearing, vision, or speech impairments.

Removing Barriers

Many small businesses including some automotive repair shops have had legal actions (claiming damages, attorney fees and costs) filed against them for failing to provide access to people with disabilities and failing to remove barriers, where “readily achievable.” Unfortunately, some automotive repair facilities were built with features that do not accommodate people with disabilities, including people who use wheelchairs, walkers, canes, crutches and other mobility devices. To improve access, the ADA, among other things, established requirements for removing barriers in existing facilities.

If you own or operate a business that services the public you must remove physical barriers when “readily achievable,” which means easily accomplished without much difficulty or expense. The “readily achievable” requirement is based on the size and resources of the business. So larger businesses with more resources are expected to take a more active role in removing barriers than small businesses.

Examples include:

Parking:

If your business provides parking for the public, you must provide accessible parking spaces for cars and vans. An accessible parking space must have an access aisle, which allows a person using a wheelchair or other mobility devices to get in and out of the car or van. Furthermore, you must provide an accessible route from the parking lot to the business’s entrance.

One small step at an entrance can make it impossible for individuals using wheelchairs or other mobility devices to have access to your business. Removing such barriers may be accomplished in a number of ways, such as widening a doorway, installing accessible hardware, installing a ramp or a lift or regrading the walkway to provide an accessible route.

Accessible Route to Services:

The path a person with a disability takes to enter and move through your business must be at least three feet wide, remain accessible and not blocked by items such as vending or ice machines, newspapers, furniture, filing cabinets, display racks. Businesses must allow people with disabilities to use mobility devices in all areas where customers are allowed to go. Businesses may have to reposition shelves, move table, chairs and other furniture.

Sales and Service Counters:

The obligation to remove barriers also applies to sales and service counters. Counters must be on an accessible route. When it is not readily achievable to make a sales or service counter accessible, businesses should provide a folding shelf or a nearby accessible counter. If these changes are not readily achievable, businesses may provide a clip board or lap board until more permanent changes can be made.

Small business must make sure that the repair facility is ADA compliant. There are companies that inspect and provide ADA/Access Compliance assessments for a fee. More information on ADA requirements for small business can be found on the U.S. Department of Justice ADA website at www.ada.gov. ■

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Maylan Newton Owner/Speaker, Educational Seminars Institute (ASCCA Partner)

Maylan brings his knowledge, expertise and experience to every seminar he produces and presents, as well as every business he coaches and consults with. His knowledge base is pulled from real world experiences as an ASE Master Technician, Service Writer, Service Manager, General Manager, Coach and Consultant, and as a Temp Service Writer in hundreds of Automotive Repair Facilities across the country.

Mitch Schneider, Speaker, Automotive Training Institute

For more than 24 years, Schneider has operated Schneider's Automotive -- a successful 6-bay, family-owned and operated service facility in Simi Valley, Calif. Schneider's Automotive has won recognition throughout the area, including being twice ranked among Los Angeles Magazine's annual list of 100 best repair facilities in Los Angeles. Mr. Schneider is a frequent speaker at major conventions and meetings of automotive industry trade organizations, where he addresses the challenges and problems affecting the automotive service industry.

Kelly Bennett, Trainer, Business Management Solutions

With over 20+ years business training experience, Kelly has trained tens of thousands of shop owners, managers and employees throughout Canada and the US. He is a featured guest speaker at high profile automotive events such as CARS in Las Vegas, VISION in Kansas City and NAIT in Washington State. He is an Accredited Automotive Manager (AAM) and AMI Graduate and Certified Trainer. He has also received his ACTS Leadership Training Centre Diploma. Kelly is one of the most sought after instructors in North America!

John Wallauch, Chief, Bureau of Automotive Repair (BAR)

Mr. Wallach was appointed to the position of Chief of the Bureau of Automotive Repair (BAR) effective February 13, 2012. Mr. Wallach oversees an agency with over 600 positions, an annual operating budget of approximately \$200 million, and a statewide network of 12 field offices. He brings over 50 years of experience working in the public and private sectors on issues involving air quality and consumer protection. Prior to this appointment, John served as an advisor to the Executive Officer of the California Air Resources Board on issues concerning the Smog Check Program. He had previously worked in an engineering position at the board overseeing a pilot vehicle retirement program. He also served as Deputy Chief of the Field Operations and Engineering Division where he was instrumental in implementing California's first Smog Check Program. Mr. Wallach has also held several technical and managerial positions in the private sector.

Scott Brown, President, iATN

Scott Brown's automotive career began after tech-school in the early 80's, and later became an independent shop owner by the early 90's. With a strong focus on engine performance, electronics and OBD, Scott began collaborating with other industry professionals on-line in the early 90's. Since 1995, he has been an instrumental resource in the development of the largest on-line community of automotive service professionals, the International Automotive Technicians' Network iATN where he now serves as company president. He has been affiliated with ASCCA during his entire professional career.

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Looking for Leadership

An Interview with Kris Cesena of Auto Medics in San Mateo, CA

By Mary Kemnitz (ASCCA Secretary), of D&H Enterprises, Concord, CA

Tell me about how you became a shop owner?

In 1987, my husband Dan and I scraped up any money we could get, selling our car, holding a garage sale and borrowing from both our mothers to purchase equipment and a few parts, and pay the deposit and first 3 month's rent. Dan had worked at gas stations, dealerships and independent shops for almost 20 years and he'd wanted to own his own shop for quite some time. Together, with determination, long hours and hard work, we made it happen. This April will be our 25th year in business.

What makes your shop unique either in California or within your city?

Convenient Location: We are one of very few shops still located in the downtown area of our city. We're grandfathered into the re-zoned area. This location is very convenient for our customers: 3 blocks to the CalTrain station, only 7 blocks to the freeway, and close to all of the great businesses downtown. And we're only one block from a 12-plex movie theater. Dan knew this was a great location the minute he saw it for rent. The ad said \$800/mo., but when the landlord could tell we'd have a successful business, he asked for \$1,500. We made it work and when the property was available for sale in 1994, we were able to purchase it. It's so cool to own a corner in our downtown.

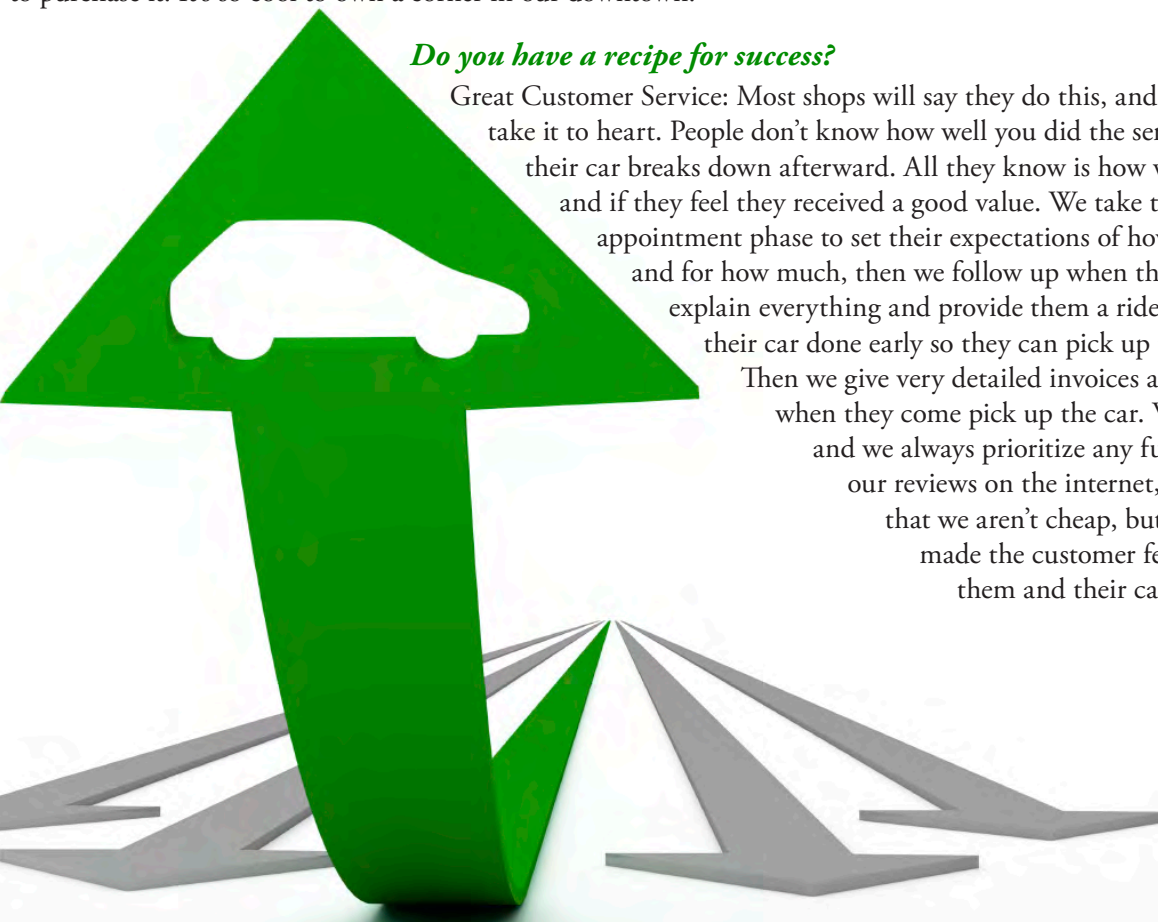


Kris Cesena, ASCCA Member

Do you have a recipe for success?

Great Customer Service: Most shops will say they do this, and many do, but we really take it to heart. People don't know how well you did the service or repair, unless their car breaks down afterward. All they know is how well they were treated, and if they feel they received a good value. We take the time during the appointment phase to set their expectations of how soon it will be done and for how much, then we follow up when they drop off the car to explain everything and provide them a ride, or loaner car, or get their car done early so they can pick up the kids from school.

Then we give very detailed invoices and a verbal explanation when they come pick up the car. We never use scare tactics and we always prioritize any future needs. If you read our reviews on the internet, the theme you'll read is that we aren't cheap, but we're thorough and we made the customer feel like we cared about them and their car.



©iStockphoto.com/3DMaster

What are the rewards you experience as a business owner by being an ASCCA member?

You can read below to see some of the details, but overall, the reward is the sense of belonging to something that helps me be a better person, and helps me run a successful business. ASCCA is a community I can rely on.

How has your business knowledge expanded by interacting with other ASCCA members?

I can't even quantify this. It's exponential. From sharing success and failures, to attending training, to going to the state Capitol on Legislative Day, and the important information received by our endorsed vendors, ASCCA never fails to keep giving me opportunities to learn more.

When did you start realizing you wanted to move into a leadership role within ASCCA?

When I attended a quarterly team weekend and participated in a Government Affairs Committee meeting. It made me realize that real people, like me and Dan, make up these committees, and they were learning and getting things done. I liked the people who were already in leadership positions and saw that I could learn from them, and it could help my business be even better. Plus I could see there was a need for volunteers at this level, and I felt compelled to help.

After being a member in ASCCA for sometime how essential was joining your industry association?

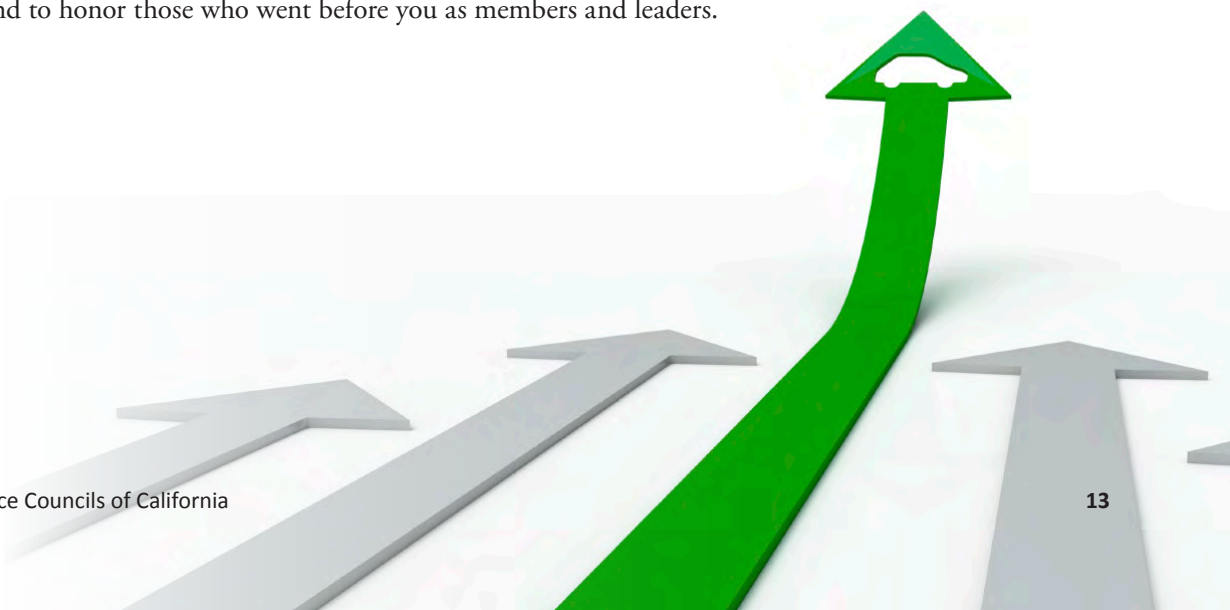
Very essential. I'm glad I joined. Although I don't participate in the leadership at a state level currently, I'm still treasurer of my chapter and attend almost every chapter meeting.

What is the one benefit that has continuously proven itself to you that you only could have received by joining ASCCA?

Well, there are two benefits for me: First is the camaraderie and knowledge sharing with the members at the chapter AND state level (i.e. meetings and Team Talk). I remember the very first chapter meeting I went to. I sat across the table from my closest competitor and wondered how something like this could work. But it did. We shared stories of successes and failures and realized there were enough Honda's in the area for both of our shops. I save Team Talk emails that share important information and refer back to them when I need the info. The second is the government affairs. I can get legislative representation for my business through many different associations, like NFIB, or ASA, but only ASCCA focuses on the state I'm in, and the industry I'm in. And I have a greater chance to participate and influence, if I desire. But even when I don't have time to participate, I know others who live in my state and understand the automotive industry are representing me, and doing it well.

How would you respond to a shop owner who says they don't have time to participate in ASCCA and/or moving towards a leadership position? If you don't, who will?

The association does good things and it needs members and leaders. Take time to give back, in exchange for the awesome benefits you have received, and to honor those who went before you as members and leaders.



California Green Transportation Collaborative

Spring 2012 Update

The California Green Transportation Collaborative made impressive gains in curriculum development and industry alliance building under a two-year California Labor and Workforce Development grant. Skyline College, with community college partners Contra Costa College (CCC) and Long Beach City College (LBCC), spearheaded Collaborative activities. Career Ladders Project (CLP) provided strategic and direct assistance to support Collaborative goals and accelerate innovation with community colleges statewide, while the Automotive Service Councils of California (ASCCA) provided the Collaborative vital support, leadership and guidance.

CLP technical assistance helped establish and strengthen an Automotive Career Advancement Academy (CAA) on Skyline and CCC campuses. The CAA model increases foundational academic skills while simultaneously enrolling students in career technical training programs, thus serving as a pipeline to college and high wage careers for young adults facing academic and social barriers to post-secondary education and employment.

Approximately 80% of CAA students at Skyline and CCC have entered the Automotive Certificate Program; a few have obtained entry-level employment and continue their automotive studies. Skyline has also redesigned its Automotive Program to allow students flexible modular options aligned with ASE certifications to best advance their career. Securing internships or short-term/part-time employment is an important component of training, as these opportunities provide students access to much-needed real world experience. Interested shop owners and managers with the capacity to provide such invaluable opportunities are urged to contact the colleges to discuss possible options.

Curriculum expansion has allowed the colleges to offer the most up-to-date training. For example, at Skyline College, two new courses – Basic Hybrid Powertrains and Principles of Hybrid and Electric Vehicles – were developed and taught by Jack Rosebro of Perfect Sky, an industry expert in hybrid technology. Rosebro recruited Richie Young of Pat's Garage, a hybrid vehicle repair shop in San Francisco, and Kalon Behravesh, a retired Ford technician, to co-instruct. Skyline's first group of Advanced Hybrid students completed their certificates in December 2011 and enrollment in the Spring 2012's Basic Hybrid Powertrains courses included 14 independent shop owners seeking to accommodate growing numbers of HEV-driving clients. Additionally, Skyline is

developing training for light duty battery electric vehicles, such as the Nissan Leaf. Response to the new courses has been positive; Adna Berryman of Peninsula Prime Motors in Burlingame observed that "The class has taken all the cloudiness out of working on the hybrid side of the vehicle," while Zim Gwee, owner of Topline Automobile, Inc., also of Burlingame, was able to diagnose a hybrid client's problem at his garage before even completing the course, and proclaimed, "I will recommend this class to other shops and technicians I know."

"I will recommend this class to
other shops and technicians I know."
-Zim Gwee, owner, Topline Automobile, Inc.

Alliance-building opportunities have strengthened the colleges' ability to further align college curriculum with industry. Building on industry connections, the Collaborative sponsored a Green Transportation event in June 2011 with Assemblywoman Bonnie Lowenthal (California State Assembly Transportation Committee Chair) in Long Beach. The event highlighted government policies and industry trends affecting transportation alternatives in California, in particular electric vehicles at the Port of Long Beach. In northern California, CCC benefitted enormously from the April 2011 Bay Area Focus Group meeting. The Focus Group, comprised of 17 independent repair shop owners and managers, explored HEV growth trends and expectations from the aftermarket perspective. One notable result of the Focus Group was the addition of four new members to the CCC Advisory Committee: Tracey Renee (current ASCCA president), Dave Kemnitz, Steve Marcus, and Jeff Stich. These new members are adding considerable value to the CCC automotive program.

The ongoing needs of the colleges' Automotive Programs offer specific opportunities for greater involvement from industry partners such as the ASCCA. Internships, scholarships, and/or entry-level employment for students are always welcome. Contributions to curriculum design to keep classes and standards modernized are also support opportunities. The donation of key equipment for technical training is yet another avenue of assistance that would be greatly appreciated. Please contact Theresa Rowland, TRowland@CareerLaddersProject.org for further information.

How to be a Better Boss:

SEVEN WAYS TO BOOST YOUR MANAGERIAL MOJO

By John Tschohl



1. Recognize, reward and respect your employees.

Too many bosses think that money will motivate their employees to perform well. Money will get you into the game, but it will have no impact on performance. If you really want to motivate your employees, acknowledge their accomplishments – and do so publicly. This costs you and the company nothing, but it results in employees who are proud of their accomplishments and who will continue to work to earn your approval and praise. Celebrating even small successes will improve employees' self-esteem and lead to bigger successes.

2. Hire for attitude, then train for skills.

Technical skills can be learned, good attitudes cannot. Hire people you can motivate and who enjoy working with people. Then train and nurture them. Give them the tools they need to do their jobs – and to do them well. And don't micromanage your employees; doing so will kill their creative-thinking and problem-solving efforts.

3. Terminate non-performing employees; they are a cancer in your organization.

They either do their jobs poorly, or they don't do them at all. Those employees often have negative attitudes that drag down other members of your team. Get rid of these people as quickly as possible.

4. Set clearly defined goals.

Establish a game plan for the year that revolves around measurable goals and target dates. To simply say, "We will increase bookings," is not enough to increase performance. On the other hand, if you set a goal of increasing bookings by 20%, it gives the employee a specific target.

5. Maximize your employees' potential.

Empower them to make quick decisions that will keep your clients coming back to you. Support their use of empowerment and trust them to do the right thing for your customers.

6. Listen to your employees.

They are the experts when it comes to improving your products and services. The suggestions they will make, if asked, will help to reduce costs, improve operations and add to your company's profits.

7. Take a good look at your own skills.

Are your managerial skills what they should be? You should spend a minimum of 20 hours each year developing and improving your leadership skills. Don't wait for the company to pay for any courses you want to take, set money aside each year and pay for the programs yourself, if necessary. It's an investment you won't regret.

John Tschohl, the internationally recognized service strategist, is founder and president of the Service Quality Institute of Minneapolis, Minnesota. Described by *USA Today*, *Time* and *Entrepreneur* as a "customer service guru," he has written several books on customer service and has developed more than 26 customer-service training programs that have been distributed throughout the world. John's monthly strategic newsletter is available online at www.customer-service.com. ■

2012 Calendar of Events

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Cerritos College is pleased to announce a new and exciting incumbent workforce training program for employers who are engaged in alternative fuels to support the Alternative and Renewable Fuel and Vehicle Technology Program (ARFVTP) that was created in 2007 under AB 118.

Cerritos College's ATTE Center is in partnership with the El Camino College's Business Training Center, who is the grant holder, to develop training in clean air transportation technologies for incumbent workers. Other direct partners in this project include Cerritos College ATTE, Long Beach City College ATTE, El Camino College ATTE, College of the Desert ATTE, College of the Canyons, Kern Community College District and Riverside Community College District.

Businesses have found a tremendous advantage to upgrading the skills of their current workforce utilizing California Employment Training Panel (ETP) training funds. This training is focused in the clean air technologies for light, medium and heavy duty vehicles including: hybrid-electric, electric, compressed natural gas (CNG), and Liquefied Petroleum Gas (LPG). Much, if not all of the training costs to offer these courses to your business or organization is offset through the ETP Program.

Training is available to "ANY" employer engaged in the alternative and renewable fuels maintenance and service of vehicles and equipment. Courses range from 8 to 24 hours depending on the specific needs of your company. A sample of courses to be offered include:

- Hybrid Vehicle Safety, Maintenance and Diagnostics
- Advanced Engine Control Systems and Diagnostics
- Fuel System Inspection
- CNG Engine Specific/Fuel Systems Operation and Diagnostic
- Utility Equipment Hydraulics
- Electrical-voltmeter, schematics, electricity principles
- Biofuels Storage, Transport, Fleet Operations and Use
- First Responder – Alternative Fuels (CNG, LNG, Hydrogen)
- Sustainable Management Systems

For more information and complete course list contact:

Cerritos College ATTE Center
Jannet Malig – (562) 860-2451 ext. 2912
www.cerritos.edu/atte

Government Affairs Committee Update

By Craig Johnson, Chair

The leadership of the Automotive Service Councils of California (ASCCA), partnering with the California Autobody Association (CAA), held its annual Legislative Day on Wednesday, April 18, 2012. Members from throughout the state convened in Sacramento to hear presentations by influential legislators and policymakers and to highlight legislation which has an impact on the independent automotive repair industry.

ASCCA's presence in Sacramento is critical to ensure that our members – small business owners – have their voices heard and that legislators are educated about the automotive repair industry. The association's priorities in 2012 include Career Technical Education, employment issues, vehicle key information access and monitoring regulatory activities of the Bureau of Automotive Repair and Air Resources Board, both of which have an impact on our industry, and legislation affecting the industry.

In addition to 60 meetings with individual legislators and staff, attendees heard from:

- John Wallauch, Chief and Pat Dorais, Deputy Chief, Bureau of Automotive Repair;
- Senator Juan Vargas, 40th Senate District, Chair, Senate Banking and Financial Institutions Committee;
- Assemblymember Katcho Achadjian, Vice Chair, Assembly Banking & Finance Committee; and; Member, Higher Education Committee
- Assemblymember Curt Hagman, Assistant Republican Floor Leader, Vice Chair, Assembly Insurance Committee.

Key legislative issues addressed by ASCCA throughout the day included:

- **SB 750 (Hernandez): Vehicles: Key Information Access: Oppose.** This bill would eliminate the sunset and make permanent a special key code/data replacement exemption for only BMW, while other car manufacturers must comply.
- **SB 1115 (Dutton): Employment: Working Hours: Support.** This bill would permit an individual nonexempt employee to request an employee-selected flexible work schedule providing for workdays up to 10 hours per day within a 40-hour workweek.
- **SB 1323 (Wyland): Career Technical Education: Support.** This bill lays out a roadmap for what the state must do to reinvigorate career technical education programs in California.



On the floor of the Senate Room in front of the marquee, ASCCA 2012 Legislative Day attendees.



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Team Weekend Roundup

By Glenn Davis

For those of you who did not attend, the February Team Weekend meetings were some of the best I've attended in quite some time. On Saturday, members of CAWA and ASCCA met for 3 hours and discussed many issues that affect both of our industries and how each organization can help the other. Topics like industry image, Government affairs (Jack Molodanof and Norm Plotkin are the two of the best there are), gave us a run-down on the legislative climate in California, warranties claims, training and education, the future of our industry and how telematics will impact us all. We could have used more time. Saturday, a new approach was tried in how we have committee meetings. Instead of breaking up into separate groups, we had each committee sit at the front of the room and conduct their business in front of the audience. This new format gave us all a chance to see the real power of ASCCA and the commitment each had toward the success of our members. Sunday's Board of Directors meeting should make us all feel proud to be members of ASCCA. We welcomed Rocky Khamenian to the Board from Chapter 50, The Year-End financials were discussed and proved that ASCCA is in great a financial position and membership is growing! ■



A P0420 TROUBLE CODE REQUIRES DIAGNOSTICS – NOT A CATALYTIC CONVERTER

Reprinted courtesy, Steve Sharp, Parts & People, Northern California Edition, May 2012

Shops should be wary of customers looking to have catalytic converters replaced, West Coast Muffler Owner, Steve Elstins said. As part of the California emissions system, catalytic converters should be replaced only after diagnostic analysis by a Smog Test and Repair station.

A P0420, or so-called “cat code” is common especially on vehicles 1996 and newer, Elstins said. “People come in all the time wanting a new catalytic converter because smog people told them their scan showed a cat code.”

When a smog station tells the customer their engine light is a result of a cat code, “the consumer assumes

it means they need a catalytic converter,” Elstins said. “What stations should be doing is referring them to a Test and Repair station for diagnosis. Telling them they failed because of a cat code is an inadequate explanation and can be misleading.”

ASCCA President and Gene's Auto Repair Owner, Tracy Renee said when a customer wants a new converter shops should ask why and verify the vehicle has been properly diagnosed. “It is unfortunate so few exhaust shops follow this suggestion,” she said. “It makes it hard for shops like West Coast who try to follow the letter when others are willing to slap a new cat on without verification.”

She said installing a new converter on a pre-1996 vehicle that has failed

the tail pipe test is a fairly common practice. It's one way that a consumer may get their vehicle to pass but “does nothing to address the true cause,” she said. “As shop owners we have a responsibility to properly repair the customer's vehicle, not just to get it to pass.”

TecHelp and Auto Electric & Fuel Owner Doug Mueller said, “Many times the P0420 case is the result of other problems and not the converter or its ability. Things like an exhaust leak, a defective O₂ sensor, or air fuel mixtures out of spec can cause this code and/or damage to the converter. Replacing the converter for P0420 code or for other smog issues without proper pin point diagnostics generally results in the consumer buying a converter they don't need.”

Elstins said West Coast Muffler specializes not just in exhaust but everything undercar. "Brakes, shocks, struts, and light repair – we do it all, including alignments," he said. "What we don't do is diagnostics. For diagnostics I recommend Doug Mueller of Auto Electric & Fuel. His shop is the best at diagnostics. If something can't be fixed, send it to Doug and he'll fix it."

Elstins said when told there is a problem with the converter, a vehicle owner sometimes buys one on the Internet and brings it to a shop for installation. "When a customer brings in their own car, the first thing you need to do is confirm that they need a converter, not make them an appointment," he said. There are other problems with

customer-supplied converters, Elstins said. Before installing a converter, it is important to check the California Air Resources Board (CARB) website to ensure it is the correct part and be sure it is out of manufacturer's warranty. "You owe it to the customer to take this step; otherwise, you could be installing a converter that isn't legal for their application," Elstins said.

The application chart, he said, can be found at www.arb.ca.gov by clicking on the Aftermarket Pats button on the left-hand side of the page. "It's not like the speed limit – there is no wiggle room in smog," he said. "There can't be any guesswork when it comes to emissions. By accessing the CARB site you know exactly what part the car must have to conform".

West Coast Muffler purchases most of its exhaust components from All Exhaust Distributing and Allied Manufacturing, Elstins said. Undercar and repair parts come from SP Automotive and Superior.

"I don't buy from everybody and I don't buy by price," he said. "Building a relationship is key. Parts issues and warranties are not a problem because of my relationships. It makes it so much nicer when you know the person on the other end of the line and they know you," he said. ■

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MATH 111: Automotive Math

Dates: 8/20-12/12 M/W/F 10:10-11:00 3.0 units

ENGL 846: Automotive English

Dates: 8/20-12/12 M-F 11:10-12:00 3.0 units



Funding is provided by the Bay Area Workforce Funding Collaborative

Lessons in Leadership



From politics to business, the hot, trigger-button issue will be about who is ready to lead, and what it takes to lead in these times. Practice these three quick and easy tips to immediately improve your leadership skills and management performance in 2012.

3D isn't just for movies.

Leaders need to encourage thoughtful engagement in the decision-making process. 3D (discuss, debate, decide) is a process that many executive teams foster to healthy dialogue. Constructive debate builds commitment and greater long-term support for the final decision. On those occasions when leaders need to make a tough call with fewer people involved, it's still critically important that they share their thoughts behind the decision.

Creativity is not the same as innovation.

Recognize the difference between creativity and innovation. Creativity is an internal process that generates the next new idea. Innovation is the external process that brings that idea to market in order to create a social economic effect. Companies that understand these differences and create systems and structures for both consistently outpace their competitors.

Leadership is sales.

With four generations in the workplace (traditionalists, baby-boomers, generation x-er's and millennials), leaders must know what each generation is seeking to "buy" from their organization (their executives) and then leaders need to know how to "sell" to each constituent in order to garner engagement, commitment and loyalty.

With presentations to 30,000+ executives in eight countries, Amy K. Hutchens, serves as a business strategist to leaders around the globe. She is the winner of five Telly Marketing Awards and the Summit International's Award for Creative and a featured guest on NBC, Fox, and ABC for her commentary on current events. www.amyk.com.

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ASCCA Chapter Network

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

Bakersfield (58)

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

East Bay (16)

Meetings held second Tuesday, 6:30 p.m.
Call Gerald Raver: (510) 793-3666

Foothill (5)

Meetings held first Tuesday, 6:30 p.m.
Call Joseph Appler: (626) 296-6961

Fresno (25)

Meetings held second Thursday, 7 p.m.
Call Zarkis Martirosian: (559) 268-6359

Hemet (32)

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

Inland Empire (14)

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

Long Beach (18)

Meetings held third Tuesday, 7 p.m.
Call Kristen Bunting: (562) 424-8726

Mount Diablo (20)

Meetings held third Thursday, 7 p.m.
Call Mary Kemnitz: (925) 356-0683

Napa/Solano (9)

Meeting times vary
Call Tracy Renee: (707) 642-1900

North Orange County (48)

Meetings held third Wednesday
Call Jack Crawley: (714) 526-3303

Orange Coast (50)

Meetings held third Thursday, 7 p.m.
Call David Baerg: (949) 855-9981

West Los Angeles (12)

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

Ventura County (2)

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

Peninsula (23)

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

Redding (99)

Meetings held last Wednesday, 7 p.m.
Call Roger Vines: (530) 221-2646 OR
Barbara White (530) 246-9277

Sacramento (34)

Call for meeting dates and times
Call Roy Joerger: (916) 383-2076

San Diego (24)

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

San Francisco (21)

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

San Joaquin Valley (6)

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

San Jose (42)

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

San Luis Obispo (17)

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

Santa Clarita (3)

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

Santa Rosa (28)

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

South Bay (1940)

Meetings held quarterly, 6:30 p.m.
Call Eulogio Tamayo: (310) 371-2449 OR
Michelle Sprockereef (424) 206-1646

South Los Angeles (10)

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

Tulare/Visalia (26)

Meetings held every other month, 6:30 p.m.
Call John Camara: (559) 688-6621

BAR, Industry Ombudsman

Rick Fong
(916) 255-2893

California Chamber of Commerce

Headquarters
(916) 444-6670

CARB (General Number)

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Now Available ASCCA Consumer Brochure

ASCCA has created a consumer brochure for members to use in their shops! It's a handy new tool which describes the value of choosing ASCCA member shops over others.

Download the free electronic template from the member's only section of the ASCCA website, www.ascca.com.

Note that you must login with your member ID to access the template. ■

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Kimberly Layton, Association Sales
Kimberly.Layton@elavon.com
(866) 638-8614

Heartland Payment Systems

Bob Payne
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Maylan Newton
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James Hwang
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LEGAL SERVICES

Jack Molodanof, Esq.

jack@mgrco.org
(916) 447-0131

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(301) 654-6664
kathleen.schmatz@aftermarket.com

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(916) 505-7262
Roderick.Campbell@officedepot.com

ConocoPhillips

Tammy Tinder
(253) 906-1051
Tammy.Tinder@conocophillips.com

CUSTOMER SUPPORT

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Todd Westerlund
(415) 904-8080

Repair Pal

Andrew Drake
(800) 969-9204

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Joe Gibson
(888) 942-5448

Customer Loyalty Systems

Ryan Tunison
(888) 622-7552

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Tim Ross
(866) 794-0167 x 109