

THE CALIFORNIA *Independent*

SPRING 2013

A Publication of the Automotive Service Councils of California



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News Flash!
***DAD Speaker Added to
Summer Conference
Agenda -See Insert for More
Information.***





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President's Message



Jack Crawley,
ASCCA President 2013

Good Day Fellow ASCCA Members,

If you missed the Legislative Day, you really owe it to yourself to join us at next year's meeting. This year's meetings with our legislators were very productive and eye opening to those who had not been there before. It was a pleasure to co-host the event with the fine folks at California Autobody Association. These face-to-face meetings are how the folks who govern California learn about us, our industry and small business concerns. Taking one day to make our voices heard is a simple way of giving back to this great association. There are many freshman assembly members this year and reaching out to them on our Legislative Day and all through the year will keep your business and industry concerns in front of them.

Speaking of small business, I was recently invited to be part of a California Small Business Association (SBA) focus group with

Betty Jo Toccoli in Irvine. Business owners from around the area met to discuss issues that affect their day-to-day operations. The SBA works hard to represent all small California business interests. The main concerns are finding ways for us to deal with the regulatory and HR laws that come from the Capitol. It was obvious that all small businesses in California have common issues and ASCCA supports the SBA's efforts. If you ever get a chance to sit on one of these focus group panels, I suggest you join the group and provide your own perspective.

Not all of our members are on Facebook or Team Talk, but the "Sign You Can Trust" contest was a hit! Even your President joined in the fun (see my picture above). With the newer ASCCA sign and adjunct sign, your shop will get the recognition by the motoring public as the PR committee moves to its next step to gain real public interest in ASCCA shops. If you need a new ASCCA sign or the adjunct sign, just call the state office.

The Bureau of Automotive Repair (BAR) has started to finalize the consumer brochure in regards to fluid services. Even the negative connotation term of "wallet flushing" is going to be removed in any printed materials. Hopefully we won't ever see that term used again. Look for a best practices information sheet that is coming out so we learn how to sell fluid services to the public.

So have you made plans to join your fellow shop owners in Irvine June 21-23, 2013? What are you waiting for? It's time to "Take Your Shop to the Top!"

That's the theme of this year's Summer Conference and keynote speaker Bill Haas will lead the weekend with motivating messages on taking your shop to the top. The best in shop management trainers will provide ways to improve your business and your bottom line. Three of the "Top Shops" in California will be on a panel to discuss the ways they have found success and overcome the challenges of being an automotive repair facility in these trying times. To add even more to your summer conference experience, major vendors locally and nationally will be there to show you the latest tools, services and technology. Just go to the ASCCA website, go to events and sign up for an all inclusive weekend of training, vendors and meals! I'll see you in Irvine!

Best Regards,

Jack Crawley

Legislative Report

By Jack Molodanof, ASCCA Legislative Advocate

Bills:

A. Legislative Bills:

1) AB 10 (Alejo)-Minimum Wage: Annual Adjustment; Increases the minimum wage on and after January 1, 2014 to not less than \$8.25 per hour and makes annual adjustments thereafter.

2) AB 227 (Gatto)-Prop 65: Enforcement- Allows a person who receives a notice that alleges the person is in violation of the warning requirements of Prop 65 to correct violations.

3) AB 228 (Logue)-Labor Commissioner: Employee Claims-Authorizes the Labor Commissioner to waive penalties against an employer if the employer resolves an employee claim for wage and hour violations within 30 days of receiving notice.

4) AB 501 (Nazarian)-Vehicles- Permits retailers of replacement brake friction materials in limited instances to continue to sell brake friction materials not certified as compliant for the purpose of depletion of inventories.

5) AB 907 (Conway)-Employment: Flexible Work Schedules. Support. Permits a nonexempt employee to request an employee-selected flexible work schedule providing for workdays up to 10 hours per day within a 40-hour work week without the obligation to pay overtime.

6) AB 1164 (Lowenthal)-Liens: Employees and Workers. Authorizes an employee to record and enforce a wage lien upon specified real and personal property for wages, other compensation, and related penalties owed to the employee.

7) SB 202 (Galgiani)-Automotive Repair. Deletes current BAR registration exemption for shops repairing and changing tires. This would require tire dealers to register with BAR.

8) SB 540 (Wyland)-Career Technical Education (CTE). Support. Authorizes a school district to award a pupil a Career Technical Education (CTE) certificate if specified conditions are met.

9) SB 607 (Berryhill)-Employment: Working Hours. Support. Permits a nonexempt employee to request an employee-selected flexible work schedule providing for workdays up to 10 hours per day within a 40-hour workweek without the obligation to pay overtime.

10) SB 660 (Hancock)-Career Technical Education (CTE) Funding. Support. Requires Superintendent of Public Instruction using funds appropriated for career technical education programs, to apportion from the amounts provided in the annual Budget Act an amount to each



county office of education and school district.

State Budget:

ASCCA continues to monitor State Budget legislation that would impose fees and taxes on small business including extending sales taxes to automotive services (labor). The ASCCA is opposed to any legislation that would extend the sales tax to automotive labor services.

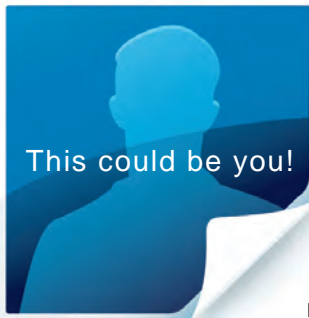
Bureau of Automotive Repair (BAR):

1) The BAR has been actively involved with addressing issues surrounding unnecessary maintenance services or what they have referred to as “wallet flushes”. The BAR has said they are not focused on what is sold but “how it is sold.” The key is the “point of sale,” communication with the customer. The BAR has said that the vehicle manufacturer recommendations are a starting point when selling such services. BAR has indicated that shops should disclose if a maintenance service is not recommended by the vehicle manufacturer or if the service may void the vehicle manufacturer warranty. BAR is going to do a public campaign (Brochure) to educate consumers. ASCCA has been working with BAR to make sure that information provided to consumers is educational and balanced rather than a broad negative portrayal of the entire industry. The BAR is developing a Consumer Brochure and Frequently Asked Questions. ASCCA will continue working with BAR on this issue and will keep members up to date.

2) Smog OBD II Equipment Update. The BAR is in the process of finalizing new smog check regulations which will require only OBD II testing for 2000 and newer model vehicles rather than tail pipe testing with BAR 97. The BAR is currently working with equipment manufacturers on the new OBD II stand alone equipment (referred to as DAD). The BAR is in the process of certifying the DAD equipment for use by smog shops; no equipment manufacturer has been certified yet. The shops will have options and will not be required to purchase the new DAD equipment from existing BAR 97 manufacturers. Before the DAD equipment is certified it will go through Beta testing; automotive smog shops with high volumes will be asked to participate in Beta testing sometime later in 2013. ASCCA members are encouraged to participate in Beta testing. DAD certified equipment should be available for sale in early 2014 (See insert).

3) BAR Repair Excellence Score Concept. The BAR is working on developing a Repair Excellence program

Cont'd page 11



Member of the Month Campaign

The ASCCA *Member of the Month* is a program developed by ASCCA Leadership to recognize our members who go above and beyond to support our core purpose:

To Elevate and Unite Automotive Professionals and Give them Voice.

Each *Member of the Month* will receive a certificate and a \$50 Visa gift card. Additionally, the member will be recognized on the ASCCA website homepage for one month, announced on Team Talk, featured in the WYNTK and in the *California Independent*.

YOU can nominate a *Member of the Month* by sending your recommendation to Heather Vigil at hvigil@amgroup.us. All nominations should include a summary of why your nominee should be considered for ASCCA's *Member of the Month*.

When making a recommendation, please use the following criteria:

- Faithfully adheres to ASCCA code of ethics
- Active proponent of ASCCA (both State and Chapter); talks up ASCCA to non-members
- Actively helps other shops succeed (both member and non-member shops)
- Utilizes member benefits (ASCCA Advantage) and mentors new members in utilizing benefits
- Active in local Chapter (where applicable) and state events
- Adds his/her voice to legislative issues; contacting representatives on key issues
- Pays dues on time
- Participates in/monitors Team Talk

Each nomination will be carefully reviewed and considered by the ASCCA Membership Committee. The pool of *Members of the Month* winners will be voted on by the Chapter Representatives Committee for *Member of the Year* to be honored at ASCCA's Summer Conference, June 21-23, 2013 at the Hilton Irvine Orange County! ■

ASCCA's *March* Member of the Month: Cindy Brown



Cindy Brown

Scott, my husband and I have owned Connie & Dick's Automotive Service Center, Inc. since 1996. My husband inspired me to become more involved in our business about 10 years ago. Almost 5 years ago he told me he had a wonderful opportunity to help take iATN (a second business) to new levels and I have been running Connie & Dick's Automotive, Inc. since.

Running our shop has been a huge learning curve for me. I had to step into some big shoes (Scott's), so I re-branded our business as woman-owned-and-run and continued with great business training classes and attended trade shows with training.

It's been a wonderful experience, my customers love knowing I run the business and my employees have expressed very positive feelings too.

ASCCA has been a part of our world for as long as my husband has been a Tech. It's an honor being part of an association dedicated to the improvement and growth of our businesses

and our industry. ASCCA keeps me updated on what's going on in the state and in my own backyard - giving us a voice in legislative matters.

The discounted programs and services offered ONLY to ASCCA members can really add up. My membership dues are much less when I take into account all the great savings from ASCCA benefit providers. With everything ASCCA has to offer my favorite benefit is our Chapter meetings (I'm Vice President of Chapter 14), each month we get to meet and network, talk about our month, share marketing ideas, and just know that everyone goes through the same things - or it can just lift someone up who needs it.

To those thinking about joining ASCCA, what are you waiting for? This is the best decision you will ever make for you and your business. You will meet and make some of the best friends in your life. You will find a chance to grow in your Chapter as well - so get involved and help out anyway you can!

ASCCA's *April* Member of the Month: Gene Morrill

My wife Robin and I are the owners of Certified Automotive Specialists in Glendora. Our goal has always been to stay ahead of the changing automotive industry, have an awesome place to work and be profitable.

Certified Automotive Specialists' mission is to provide safe and reliable transportation for our customers by thoroughly inspecting each car we service. We're committed to educating our customers so that they can make the best service and/or repair decisions possible.

We also believe it's our responsibility to be leaders in the automotive industry and to meet or exceed all industry standards.

I'm a 28-year member of ASCCA, but didn't attend meetings early on, much like many members today. After being encouraged by a member to go to a meeting, I was hooked. Older and wiser members let me sit with them and shared their secrets of success and even bought me a beer or two to boot.

Most of these members have retired or passed on, but I cannot thank them enough for the track they put me on to improve my business.

"The more you know, the more you grow" is my philosophy

and I now have an Associate's degree in Automotive Technology, I graduated from the AMI program with an AAM degree. In addition, I am a graduate of ATI's owner's course, an ASE Master Technician, a Professor at Citrus College in the Auto Tech Department and very involved with my local community.

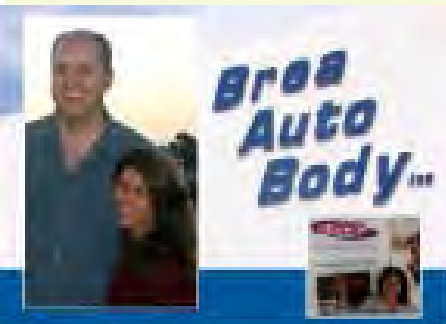


Gene & Robin Morrill

All of this happened over many years of commitment to myself - to become a better shop owner by being involved with our industry. Remember, if you don't start, you can never finish.

My affiliation with ASCCA and Chapter 5, as well as other professional organizations, and other shop owners has catapulted our company to one of the top shops in our area. Thanks to the many trainers and fellow shop owners who shared their time and expertise with me.

ASCCA's *May* Member of the Month: Denise Piña



Denise & Fred Piña

Thank you for this honor from a great association with amazing members!

I remember one day, when I was young, Dad said, "I want to start my own shop." Things were really tight, so this was a big leap of faith. In 1979, my parents started Brea Auto Body, located in North Orange County, California. Brea Auto Body has grown to a state-of-the-art collision repair and paint facility; a certified green shop, ASE Blue Seal, with all of the equipment, training and services of an A+ shop,

recognized locally and nationally for community service. Consumers voted us Best Auto Body Shop in Orange County twice.

Our key values include excellence in customer service, a commitment to giving back, and dedication to making our industry better. Brea Auto Body is involved with many trade, business and charitable organizations as well as advisors to automotive colleges. We were honored with

the NABC Pride Award, a national award given for humanitarian acts.

I grew up in the automotive industry - after college and a career in the Tech Industry, family brought me home and back to Brea Auto Body in 2002.

We joined ASCCA shortly thereafter. Thanks to Ira Newman who welcomed us, joining the board followed. When I think of ASCCA, I think of valuable friendships, strong, dedicated industry leaders, coming together to make a difference, and amazing people I learn from, every time we are together. We have been involved with the organization from hosting shop nights, attending Leg Day, contributing to marketing materials, legislation and more. ASCCA has embraced us as family, and I always know I can pick up the phone and ask a leader in the industry anywhere across the state a question. I am proud of our voice in government, our contributions to our industry and to each other as shop owners. I am grateful to ASCCA and its members.

Cindy, Gene and Denise are shining examples of how **One Member CAN Make a Difference!** ■



Jackie Miller, ASCCA Executive Director

Executive Director's Report

I'm currently reading an excellent book, *The Tipping Point: How Little Things Can Make a Big Difference*, by Malcolm Gladwell. He hypothesizes that ideas, products, messages and behaviors spread just like viruses do, and he uses the examples of the huge success of Hush Puppies shoes in 1995 and the dramatic drop in crime in New York City by 1997 as textbook examples of epidemics in action. They share a basic, underlying pattern.

1. They are examples of contagious behavior
2. Little changes had big effects
3. Both changes happened in a hurry

He concludes this excellent book, stating:

"Look at the world around you. It may seem like an immovable, implacable place. It is not. With the slightest push - in just the right place - it can be tipped."

Now just think if our members called or talked to one other shop owner and convinced them to join ASCCA. Our membership would double in a "New York minute." A tipping point would be reached, and membership would continue to grow exponentially. Are you up for the challenge?

BMW recalls 220,000 vehicles in widening airbag issue

BMW is recalling about 220,000 vehicles worldwide from model years 2002 and 2003 as part of a wider recall affecting airbags made by supplier Takata Corp, BMW said on Tuesday.

The latest recall includes BMW's popular 3-Series sedans, coupes, convertibles and station wagons.

Last month, 3.4 million vehicles worldwide made by Toyota Motor Corp, Nissan Motor Co, Honda Motor Co and Mazda Motor Corp were recalled because of the airbags made by Takata, the world's second-largest manufacturer of airbags and seatbelts.

About 1.3 million of those vehicles are in the United States.

In the United States, the National Highway Traffic Safety Administration (NHTSA) said 42,080 BMW vehicles will be recalled.

BMW said that it was not aware of any injuries or accidents related to the issue, nor of any improper deployments of the airbags in its vehicles, company spokesman Dave Buchko said.

In each of the recalls, the Takata-made airbags for the front passenger seat may not inflate correctly because of a manufacturing defect in the propellant used in the airbag inflator. As a result, there is a risk of fires starting or of passengers being injured by metal fragments shooting up toward the windshield or down into the passenger foot well. In addition to the 3-Series models from 2002 and 2003, BMW M3 Coupe and M3 Convertible are involved in the recall.

The Takata airbags involved in the BMW recall were made from April 2000 to September 2002 at Takata's plant in Moses Lake, Washington, BMW's NHTSA report said. At that plant, NHTSA said, propellant components in the airbags may have been produced with an insufficient compaction force.

The NHTSA report also said inflator propellant components made from October 2001 to October 2002 at Takata's plant in Monclova, Mexico, may have been exposed to an uncontrolled environment with too much moisture.

If either of these conditions occur, over time the inflator propellant could degrade, which could create a condition of excessive internal pressure within the airbag system when the bag deploys, NHTSA's report on BMW said.

Takata last month said it learned of the problem from an automaker it did not identify in October 2011 after an airbag deployment in Japan. It learned of a Honda accident in Puerto Rico the following month, according to documents filed with U.S. safety regulators.

From February 2012 through June last year, Takata could not reproduce the problem in testing, but that autumn the supplier was alerted to three additional incidents - two in Puerto Rico and one in Maryland - according to documents filed with NHTSA.

BMW's Buchko said that including all five manufacturers with cars involved in the massive Takata recall, only about a dozen or so improper deployments of airbags have been reported among more than 3.4 million vehicles.



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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 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!

Receive **\$75** off
Your Membership Dues
When you refer a member.
Save!



Classic Car Auctions in Scottsdale, AZ

This past January, ASCCA member Fred Blum of Fred Blum Insurance Services spent some time at Auction Week in Scottsdale, AZ. He brought back some great feedback and photos of his experience.

Barrett-Jackson **January 13-19, 2013**

Record attendance, at 300,00 with record sales at \$108,700,000 (tied with 2007)

This huge, well organized auction with spacious surroundings, included parking and shuttle buses to and from the auction site. The featured vehicle was a 1973 Plymouth Duster Custom. Seller, Tom Robinson brought this Gold Duster up to current standards with extensive modifications. Mr. Robinson has a specialty shop in Bozeman, MT and performed all work on the vehicle, except the upholstery. The car was built as a daily driver and gets 28 mpg. Now the car is a beautiful black and gold custom with a 5.7 liter Hemi, 5-speed automatic and 4-wheel power disc brakes. The car was sold at the start of auction week for \$27,500 (including buyers fees).

Side note: Mr. Robinson is also involved in Hydrogen Fuel Cell technology and has a Chevy pickup that uses gas with a Fuel Cell back up that gets 44mpg.



Gooding and Company **January 17-18, 2013**

Sales \$52,500,000

This auction was held in the very stylish section of downtown Scottsdale. The top selling cars included a 1958 Ferrari 250 GT LWB California Spider at \$8,250,000. A world record for this class of auto! A 1959 Porsche 718 RSK at \$3,135,000; a 1957 Dual Ghia at \$176,000; and a 1964 Pontiac GTO convertible at \$220,000.

The featured car was the 1957 Dual Ghia. The car was originally designed to be Chrysler's answer to the 1957 T-Bird. It didn't happen, and rights to the design were sold to the Dual Motor Car Company. The featured car is #34 of only 117 of its type manufactured. All produced were convertible, and most had Chrysler D500 Hemis with a 2-speed automatic transmission. Frank Sinatra, Dean Martin, Peter Lawford and Vic Damone were a few of the Hollywood crowd to own one of these vehicles. The original sale price of this car was more than \$8,000.



Fisk Automotive Celebrates 40 Years



ASCCA President, Jack Crawley's shop, Fisk Automotive is celebrating 40 years in business! Through various owners and at least three moves, this shop remains a leader in the industry because of the growth and foresight of its current owners Jack and Cyndy Crawley. We asked Jack a few questions about his success and these are his answers:

What makes your shop unique?

JC: Cyndy and I decided to purchase an empty lot in 2008. We completed our brand new facility in May, 2011. Over the past 40 years, this was the third, and most likely the last move for Fisk Automotive. It was a challenging, but rewarding project. We built the facility to our specifications and included as many "GREEN" features as possible. Our clients now enjoy a first class experience at an independent facility with all the amenities they need when they need our services.

Do you have a recipe for success?

JC: We always try to make the client's visit to our shop the best it can be. We love our clients. Over the years we have found that even though everyone is different, if we treat each of them with fairness, compassion, and respect, it's always good for business.

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

JC: Camaraderie seems to be the most rewarding. The other is that along with my peers, I actually have the power to influence our legislators. One thing is for sure - the longer I'm a member, the more great people I meet!

Congratulations to Jack and Cyndy Crawley and to Fisk Automotive!

Legislative Update Cont'd

whereby shops would receive a score based upon criteria including comparing the initial estimate with final cost, customer satisfaction and fixing vehicle correctly the first time without comebacks. The concept of somehow acknowledging good/honest shops is fine but the concern is "unintended consequences," especially if it is based upon an estimate which is not an objective standard. There are too many variables involved and concerns that good shops might be penalized while bad shops are rewarded. The devil is in the details. ASCCA has recommended that BAR move very slowly and thoughtfully on this issue and have open meetings/discussions with industry and other stakeholders before implementing. ASCCA will be monitoring this issue very closely.

4) Brake Inspection Regulations. ASCCA continues to work with BAR on finalizing the brake inspection

regulations. There have been numerous delays and the BAR has indicated they plan on finalizing and releasing the updated draft of the regulations in the next several months.

ASCCA Government Relations Committee members have participated in industry meetings with government officials to educate and promote the automotive repair industry and are actively involved in government relation activities, including legislative day at the Capitol, to protect the interests of members. ASCCA will continue to keep members updated on legislative developments as they occur.

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Automakers Fear the Digital Generation is Yawning at Cars

Excerpted from the New York Times:

Madison Avenue and the automotive industry are fretting over a growing trend involving the important demographic group of young Americans known as millennials or Generation Y: more of them are just not that into driving, car culture or the lure of the open road.

The shift in attitudes is being spurred by technology, in that many younger consumers are more interested in the newest smartphone or tablet than in the newest sedan or T-top. The cooling of the love affair between youths and cars could jeopardize billions of dollars in automotive sales — and billions of dollars in advertising spending in the automotive category, which is typically the largest category when United States ad expenditures are tallied each year.

“The digitalization of our world, mobile phones and social media have allowed a certain level of independence,” said Loren Angelo, general manager for brand marketing at Audi of America in Herndon, Va., part of Volkswagen. “That’s what the automobile used to provide.” Data shows that significantly fewer young consumers today are getting driver’s licenses compared with a decade ago, he said.

Although the brand’s core buyers are in their 30s and 40s, Mr. Angelo said, Audi of America seeks to offer products that “teens would aspire to” — among them the Audi A3, a smaller, entry-level sedan, and the Audi R8 sports car.

“To keep relevant conversations going” with younger potential customers, he added, “we want to keep the brand on the cutting edge” through technological innovations like LED headlights and using social media as a communications tool.

Doug Murtha, vice president at Scion, the youth-focused brand from the Toyota Motor Sales U.S.A. division of Toyota, said, “Some things have changed in the world, and we have to acknowledge that.”

Another example of a youth-centric initiative is Toyota’s decision to buy, for the first time, advertising space in Teen Vogue magazine, owned by the Condé Nast Publications division of Advance Publications. The

ads will bear the Toyota logo and the brand’s current marketing theme, “Let’s go places,” but they will not be promoting entry-price cars like the Toyota Yaris or the Prius C.

As for any diminution in interest in cars among millennials, “the reality is we know they’re all going to drive at some point,” Marjorie Schussel, corporate marketing manager at Toyota Motor North America, said. “And when they do drive, they need to be as safe as possible.”

The “Arrive in style” initiative is in addition to Toyota efforts that include Web sites devoted to teenage drivers and how they drive. The campaign is being created by Teen Vogue and an agency that works for Toyota, the Dentsu America unit of Dentsu. The budget for the “Arrive in style” campaign, scheduled to appear through February 2014, is estimated at \$2 million. It includes 13 ad pages in Teen Vogue and Toyota’s becoming a sponsor of the magazine’s second annual Back-to-School Saturday, a national shopping promotion.

It is not lost on Jason Wagenheim, vice president and publisher of Teen Vogue in New York, that, as he put it, “teens are much more likely to be distracted drivers, or be a passenger in a car with someone who is not focused on the road, because they’re so connected” — and, by the same token, that a serious side effect of today’s teenagers’ being “so hyperconnected” is distracted driving. He added, “We decided to approach one automaker partner, and went to Toyota first because of its history in driver education, in the teen new-driver segment in particular.”



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Active Listening (Adapted from Getting Past No)

By William Ury

When the other side feels distrustful, angry or threatened, and inflexible positions have developed, you are up against the barrier of emotion. Active listening is the primary communication skill for defusing intense emotions. It is a communication skill in which the listener hears and feeds back accurately the emotional content of the speaker's message – without arguing, moralizing, judging, or advising. It surprises the other side by interrupting the confrontational tit-for-tat and stepping to their side.

Give a Full Hearing

- Listen to the grievances to understand their experiences, feelings and point of view.
- Engage them in a cooperative task – that of understanding their problem.
- Listening may be the cheapest concession you can make.
- People get genuine satisfaction from airing their feelings and resentments.
- Satisfies a deep need to be heard.

Use Verbal and Non-verbal Cues to Indicate Listening

- Maintain eye contact, nodding occasionally and responding with “uh-huh”.
- Adapt your own communication style to be like their style and use of language.
- If colloquial fashion, adopt it.
- Observe the other person's body posture – if he/she leans forward to emphasize a point you should show your interest.
- Much of your message comes across in the form not the content of communication.

Encourage

- Ask if there is anything more the other person wants to add.

Clarify

- Ask questions to help you understand what the other person has said or to get more information.
- Says to the person that you are interested.

Restate

- Repeat in your own words what the other person has said or to get more information.
- Lets the other person know you have heard him/her.

Summarize

- Reiterate the major themes, ideas and feelings the other person has expressed.
- Retain the other person's meaning and feeling.

Acknowledge Their Point of View

- Be bold in acknowledging the other person's point of view, bold in asserting yours and bold in expressing optimism that your differences can be resolved.
- If you acknowledge that you understand and appreciate what the other person has said and the other person's perspective, it begins to lose its emotional charge.

Acknowledge Their Feelings

- Try to put yourself in the other person's shoes so you can truly sense what is being communicated.
- Empathetically acknowledge the content and intensity of the emotion – “I can see why you feel the way you do, it is entirely reasonable in terms of the experience you've had. I'd probably feel angry too.”
- It sends a message to the other person that he/she has been heard and appreciated.

Acknowledge Their Competence and Status

- It is disarming to receive recognition.
- Let them know that you are not challenging them personally on issues.

Agree Whenever You Can

- You don't need to concede anything.
- Focus on the 1% you agree with – your common ground.

Accumulate “Yeses”

- “Yes” is a magic word.
- A powerful tool for disarming.
- Look for as many occasions as possible where you can say yes without making a concession.
- “Yes, you have a point there.”

Build a Working Relationship

- One of the best ways to acknowledge the person – invite them out for coffee or lunch.
- It’s like a savings account to draw upon in moments of trouble in the negotiation.

Cognitive Dissonance

- In listening to the other person, and acknowledging the points and agreeing whenever you can, you are acknowledging him/her as a person.
- By acknowledging the person, you create what psychologists call “cognitive dissonance” (an inconsistency between perception and reality).

Respect Breeds Respect

- It is harder to be hostile to someone who hears you out and acknowledges what you say and how you feel.
- The other person thinks that you actually seem to understand and appreciate his/her problem.
- The other person thinks that maybe he/she can negotiate with you after all.

2013 ASCCA Member Milestone Anniversaries

5 Years

1-800-Radiator
A & J Truck & Auto Repair
Advanced Techniqx, Inc.
Burrough & Sons Automotive Inc
Chase Auto Service
Chris Engine & Auto Repair Inc.
Chuck Merciers Union 76 Service
Costa Mesa Auto Service Center
Drinnins Auto Repair
Frank's Auto Service
Gilbert Motor Service
Import Service Center
Metric Motors
Monkey Wrenches, Inc.
Moraga Motors
R.M. Automotive
Robert Bosch, LLC
Summit Transmissions
Swedish Car Clinic Inc
T G I F Automotive
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10 Years

Advanced Techniqx
Cuyamaca College
Nextruk, Inc.
ProAuto
Steve Foust Automotive
Trimen Oil Sales, Inc.

15 Years

California Career Schools
Griffin's Auto Truck-Air
Harloff Automotive
Hemet High School
Holland Service
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20 Years

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Johnny's Auto Service
QuickTrac Software
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25 Years

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**Dave Kemnitz, Northern California at
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SCHEDULE

Friday, June 21, 2013

11am - 2:30pm Conference Check in

1:00 - 4:00pm RLO Training

Speaker: Dan Gilley, RLO Training

Topic: How to Survive and Prosper in the Auto Repair Business

Course Description: Overcome the most common concerns of process inefficiencies, decreasing market share and customer loyalty. This workshop will demonstrate proven strategy to increase profits in a highly competitive market. Also addressed is the key area of improving staff production, providing 40-plus solid business building marketing strategies, and much more. You'll learn to identify profit leaks in the area of parts and labor and methods to improve profits; marketing strategies to improve customer awareness and loyalty; and marketing strategies to increase car count and sales per repair order.

5:00 - 7:00pm Wine and Cheese Welcome Reception

7:00pm Dinner on Your Own

Saturday, June 22, 2013

7:00 - 8:00am General Registration

Continental Breakfast & Coffee

8:00 - 8:15am Opening Remarks

Speaker: Jack Crawley, ASCCA President

8:20 - 8:40am Legislative & Regulatory Update

Speaker: Jack Molodanof, Legislative Advocate

8:40 - 8:50am **BREAK**

8:50 - 9:40am **Keynote Speaker:** Bill Haas, CEO, Haas Performance Consulting, LLC

Topic: Rewarding Bad Behavior.

Course Description: Life is full of choices, you choose how you behave and your behavior defines you. Your behavior sets an example for everyone that observes you. Bad behavior is not learned, it is allowed by what is tolerated. You don't have to look far to find examples of bad behavior. Every day the news acknowledges the bad behavior of entertainers, athletes, politicians and anyone else craving attention.

People are defined by their behavior. It is the way they act or react that is observed by others or how they respond to circumstances and situations. Do you ever do something and hope no one is watching? Do you look the other way rather than confront another's behavior? Let's examine the choices YOU make, the examples YOU set and the difference YOU make with your behavior.

9:40 - 9:45am **BREAK**

Saturday, June 22, 2013 (cont.)

9:45am - Noon **Speaker:** Margie Seyfer

Topic: Impact Presentations- Lip Service: First Class Telephone Skills
Course Description: Is the "VOICE" of your business the image you want projected? This training teaches the "WOW" factor. Our telephone is the most important tool we have in our business. Are we using it to drive customers to us or drive them away? This training is tailored specifically for the automotive repair business.

- How to deliver a "knock your socks off" telephone greeting
- How to work your voice to improve your perceived image—Yours and your business
- What to say when placing a caller on hold as well as when releasing the "held" caller
- Three simple no-cost ways to immediately improve your business image
- Thirteen positive "phrases that pay" rather than offend
- Replace rude responses like "hang on", "nope", "yep", "picking up or dropping off?"
- How words like "I'm sorry", "ma'am" and "I'll have to" affect people
- Tons of tiny techniques that will WOW your customers

11:00 - 11:10am **BREAK**

Noon - 2:00pm Luncheon with Exhibitors

2:00 - 3:30pm **Speaker:** Maylan Newton,

CEO Educational Seminars Institute

Topic: Success or Struggle you decided!

Course Description: Ever wonder why some businesses are always packed, and making money while others seem to struggle? This class will outline the 4 major differences in owner/manager thought processes or stages in business and how they affect the business!

3:00 - 3:15pm **BREAK**

3:30 - 5:00pm Top Shop Panel Discussion:

Learn how to get the look from the shops that shine.

Moderator: Mary Kemnitz, Vice President

Panelists: Gene Morrill, Certified Automotive Specialists;

Larry Moore, Larry's AutoWorks; Scott Osborn, Osborn's Automotive

6:00 - 10:00pm Fun Night with Exhibitors

Mix and mingle with representatives from industry leading companies in a fun, exciting atmosphere. Bring your business cards. Enjoy a silent auction, live entertainment, drinks and dinner!

Sunday, June 23, 2012

8:00 - 9:00am Industry Networking Breakfast

Continental Breakfast & Coffee

9:00am - Noon ASCCA Committee Meetings

Noon - 2:00pm ASCCA Board of Directors Meeting

TOP INDUSTRY SPEAKERS



Bill Haas is the owner of Haas Performance Consulting LLC, with 40 years of experience in the automotive service and repair industry. Bill began his career working part-time at a full service gasoline station in Appleton, Wisconsin. His career includes time as a technician in a new car dealership and several independent shops, shop manager, parts counterperson, shop owner, technical trainer and most recently on the staff of the automotive industry's oldest and largest association representing automotive service and collision repair businesses. While at the association Bill had the opportunity to work with numerous advisory committees, automobile manufacturers, information providers, tool and equipment companies, insurance companies, parts suppliers and program groups, related industry organizations and most importantly shop owners and managers.

Margie Seyfer is a motivational speaker who conducts high energy keynotes and workshops on attitude enhancement and telephone customer service. She has inspired thousands of people to become more effective in the areas of communication, interpersonal skills and workplace harmony. She has written customer service and attitude articles Auto, Inc and Motor Age magazines as well as for ASE Blue Seal newsletter. With a 20 year background leading a large sales and management team she presents in a style that is both exhilarating and exciting. She has conducted training and provided keynotes to corporate audiences such as Qwest, IBM, HBO, Dish Network and Frontier Airlines. From banks to schools and associations she engages her audience both as a trainer and keynote speaker. She has been the owner of Impact Presentations since 1985. She is a member of the National Speakers Association, Professional Level, as well as an Accredited Automotive Manager and a certified trainer for the Automotive Management Institute.



Maylan Newton has often been referred to as a Blue Collar speaker, do in no small part to his over 35 years of achievements within the Automotive Repair Industry. His energetic style of training captures your interest immediately and maintains your focus throughout his seminars like no other. Add to that the over 20 years he has been sharing his high energy style of teaching Automotive Repair Shop Management with people all over the country and his experience of Writing Service in over 500 repair shops, teaching hundreds of people just like you how to make more than just a living in this industry, and you will quickly see, that his seminars are the ones for you! Maylan is an AMI accredited instructor and continues to be in high demand to present at the major trade shows and association events across the country. Join Maylan as he shares his experiences with you, through his unique sense and style in approaching workplace attitudes and procedures, enjoy learning how to build your tomorrow... today!

Dan Gilley is the President and Owner of RLO training. Dan has worked as both a technician and service advisor at several independent repair shops and new-car dealerships. Early in his career Dan became passionate about learning all he could about the auto repair business. He attended seminars, business schools and was a member of RLO's Bottom-Line Impact Groups™. Dan joined the RLO team in March of 2003 as a full time instructor and coach sharing his passion with others. Now as president, he continues to passionately work to further the automotive industry and encourage shop owners and their teams in achieving personal and professional best.



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Bristol Marketplace (6 miles)
The Block at Orange (7 miles)
Irvine Spectrum Center (7 miles)

Shop Huntington Beach (8 miles)
WestField CountrySide Mall (8 miles)

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Anaheim Mighty Ducks (12 miles)	Crystal Cove State Park (15 miles)



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Saturday, June 22 at 7:30 pm
at ASCCA's 201 Summer Conference during the Fun Night
Need not be present to win, but we hope you are!

TICKETS CAN BE PURCHASED THROUGH YOUR CHAPTER OR ON THE CONFERENCE REGISTRATION PAGE.



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FP = First Person

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Shops and Chapters that send more than 1 person are allowed to send additional registrants at the **Additional Person Discounted rate.*

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CANCELLATIONS

Cancellations must be made in writing, refund, less a \$25 administrative fee. No refunds will be issued after June 11, 2013.

ASCCA Public Relations Moving in the Right Direction



The ASCCA Public Relations committee has been hard at work to find various campaigns to brand the ASCCA logo to the motoring public. Last year the Sign You Can Trust campaign began and concluded with a bang this year with a contest that had members send in pictures of their new signs mounted on their shop walls. The members who sent in pictures were entered into a drawing for five great prizes, including a personalized jacket from G & K Services (2), a \$100 Visa gift card, three cases of synthetic oil from Kendall Oil, and a limited edition print from wildlife artist Sandra Jordan. PLUS the Chapter with the highest percentage of submissions won (1) free admission to the 2013 Summer Conference in Irvine, PLUS two-nights stay at the Hilton Irvine. The winners were: Roy Doral of Doral's Auto Repair and Ken Fritzberg of Solano Way Auto Repair won G & K jackets, Joe Picker of Reseda Automotive Center

won the \$100 Visa gift card, Margie van Lierop of VIKING Auto Care Corp. won 3 cases of synthetic Oil from Kendall Oil, and Joe Boucher of Mira Mesa Automotive Repair won the limited edition wildlife print. The Chapter with the highest percentage of submissions was Chapter 24. Congratulations to all of the winners!

Next up for the committee was the development of a consumer focused ASCCA Facebook page, Auto Repair Help by ASCCA. The PR Committee is working closely with AutoVitals, Inc. in the development and management of the page. The page has been launched, so if you haven't "Liked" the page yet, please DO IT NOW! And ask your customers, friends and family to "Like" the page as well. AutoVitals is hard at work on two apps for the page, including ASCCA University - a video FAQ page, and My Car - an app that will allow the user to enter the make and model of their car and get specific maintenance information. This app will also include a "Find a Local ASCCA Shop" feature that will include all ASCCA member shops. This page is another tool that will lead consumers to recognize ASCCA shops as the top shops in the state and the go-to source for automotive repair information and help.

We're all in this together - support these efforts to brand ASCCA to the consumer as THE source for automotive repair reliability and information!

Membership Committee Update

Welcome New Members!

BG Products, Fleming
Distributing
El Dorado Hills, CA

Blue Devil Products
Charleston, SC

California Smog Certification
Chula Vista, CA

CKM Auto Service
Fresno, CA

CleanTech Environmental
Irwindale, CA

Frontier Bay Insurance
San Mateo, CA

iATN
Brea, CA

Kahuna Payment Solutions
Bloomington, IL

Kahuna Payment Solutions
Fallbrook, CA

Kukui Corporation
San Jose, CA

Long Beach City College
Long Beach, CA

Made in Japan/USA/Europe
Campbell, CA

Napa Auto Parts -El Monte
El Monte, CA

Quality Motors
Laguna Niguel, CA

Repair Shop Solutions
Redondo Beach, CA

Rio Hondo College, CTE/
Automotive
Whittier, CA

Santa Monica Motors
Santa Monica, CA

Tax and Financial Group
Newport Beach, CA

Wabco Products
El Cajon, CA

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 Brad Larsen: (949) 462-0648

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

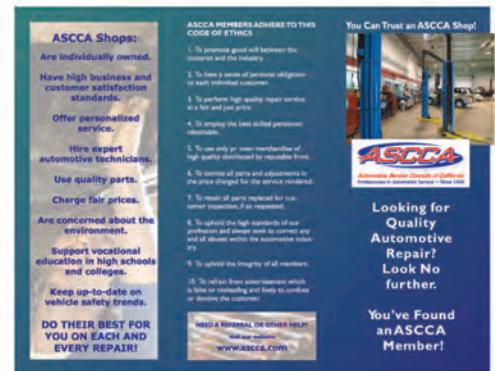
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Now Available ASCCA Consumer Brochure

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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Educational Seminars Institute (ESI)

Maylan Newton
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esi@esiseminars.com

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jack@mrgco.org
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kathleen.schmatz@aftermarket.com

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