

June Team Weekend Recap



Board members at work

The splendor of Seaport Village



Beautiful San Diego, old friends, new friends, and ASCCA. That was the crux of the ASCCA June Team Weekend, held at the Hilton San Diego – Mission Valley, June 10 -11, 2006.

The weekend officially started on Saturday, but many ASCCA members arrived early and decided to have dinner at one of the many waterfront restaurants in San Diego's Seaport Village, Gas Lamp District, Little Italy, or Coronado.

Saturday morning, we held several committee meetings, including Membership, Government Affairs, Policy and Bylaws, and Education and Training. After two hours of meetings, we broke for lunch and everyone had a chance to catch up on how business is going and the health and happiness of everyone's family.

Then, after lunch, we resumed ASCCA business and held the Chapter Representatives Meeting. Chapter Representatives gave an update on their chapter events and discussed issues of concern expressed

by their individual chapter members.

Saturday night, a bunch of ASCCA members and their significant others went out on the traditional "Biggs Brigade Dinner Event" to a wonderful restaurant in Coronado, called Peohe's. Everyone had a great time and we even learned a few good jokes – some of them were even good enough to merit repeating.

Sunday morning, we held the Board of Director's meeting and the Board voted to allocate some money for the state to purchase new ASCCA signs that display our new logo. Soon you will be able to order a new sign for your shop. You will just need to pay for the leasing rights to display the sign at a nominal cost.

All and all, the weekend was busy and everyone had a good time. Please join us for our next big event, the ASCCA 66th Annual Meeting, in

(continued on page 17)

New ASCCA Signs Available Soon

As you all know, last March your Board of Directors voted in a new ASCCA logo. Well, ASCCA staff has slowly been incorporating your new logo into its communications and will soon have new letterhead and envelopes, displaying the new logo.

In addition, per the Board of Directors vote at the recent June Team Weekend, we have ordered 500 new ASCCA logo signs. These signs will be available soon, either from your chapter or by calling ASCCA Headquarters. All ASCCA members have the option to order a new sign – you just need to pay a nominal licensing fee for the sign, plus the cost of shipping and handling. For exact pricing, please contact ASCCA headquarters, or if your chapter has ordered the signs in bulk, please contact your chapter for further details.

The new signs are smaller than the current sign and will help you

(continued on page 17)

In this issue . . .

President's Message.....	2
Executive Director's Report	3
Insurance News.....	4
Legislative Update.....	7
Learning from Losses	8
ASC Educational Foundation News....	9
ASCCA Members Receive Awards.....	10
Industry Meeting Calendar	11
Why Become A Green Business?.....	13
Start of Something Special.....	15
Meetings & Contacts.....	19
ASCCA Meetings Calendar	20

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

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President's Message



Daniel Fogle
State President 2006

Get Your Kicks in Year 66

You read the title right, I wrote "IN Year 66!" This year ASCCA will hold its 66th Annual Meeting and Elections in Buena Park, California from September 29 – October 1, 2006. I encourage each of you to "come one, come all" and join us for this fun-filled and important weekend.

The Annual Meeting weekend will involve several fun filled events. Of course, there is *some* work that needs to be done, but we plan on making the whole weekend a party! Come join us for an exciting weekend of fun for the entire family!

On Friday, we will hold the ASC Educational Foundation's Second Annual Golf Tournament and Fundraiser to raise money for its scholarship programs. Later that night, we will all attend a dinner show at "Medieval Times" (dinner included in Team Weekend Registration price). Also, we hope to hold an education session sometime during weekend – stay tuned for more information as it becomes available. Additionally, for your family, little ones, or just those young at heart there is a free shuttle from the hotel to and from Knott's Berry Farm and Disneyland.

Saturday night is the President's Reception and Banquet, which I can safely say will be memorable, but most importantly, it is sure to be a good time for all those in attendance. Attendees are still talking about last year's Annual Meeting in Monterey and we hope that this year's festivities will elicit the same favorable response from attendees. Of course, during this weekend we will vote in some new Board of Directors and our 2007 Executive Committee, which is one of the main reasons we hold our Annual Meeting.

So, I will ask you again to "Save the Date" for the ASCCA 66th Annual Meeting and Elections and come ready to network, catch up with old friends, celebrate 66 years of ASCCA and, if you are your Chapter's Representative, participate in the Board of Directors elections.



ASCCA Staff & Associates

Shelly Nolder, Executive Director	916/924-9054
Elizabeth Hicks, Director of Administration & Programs	916/924-9054
Shauna Scott, Director of Membership & Marketing	916/924-9054
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Executive Director's Report



Shelly Nolder
Executive Director

Unity – the Key to Success

Partnership is defined as the “state of having shared interests or efforts.” That seems simple enough and many moderately successful relationships are, no doubt, based on this concept. However, I challenge you to accept that sometimes a simple partnership, while well-meaning, just isn’t enough to elicit the kind of tremendous success most of us would like to see in either our personal or professional lives.

It is here that I would like make a bold and unusual statement – “I believe partnership is no longer enough for us, the Automotive Service Councils of California (ASCCA). I do not believe the concept of partnership is strong enough to weather the new forces in our industry. Pulling together for the pure benefit of having ‘shared interests or efforts’ just won’t get us to the next 65 years.”

Unity, on the other hand, is defined as a “singleness or constancy of purpose or action.” Well, that sounds more like it! If we agree to have a unified voice, purpose, pursuit, goal, (I could go on and on here,) we could take over the world! Okay – maybe not the world, but we could most certainly elevate automotive professionals and professionalism and see to it that our voice is not only heard, but commands the utmost authority and respect. After all, we live the laws and regulations set forth by the BAR and everyday you work hard to give your customers the best service, advice and value possible. If that doesn’t give our UNIFIED opinion clout, then I don’t know what could.

ASCCA must move beyond the concept of mere partnership and become united. I am removing the slogan “ASCCA. Your Partner. Your Resource. Your Voice.” from our promotional materials. I wrote it. But, I realize now it isn’t enough, we need and deserve more. Our membership must look beyond a “partnership” and move towards the concept of “uniting” in a common cause – our cause.

Consider the immense difference between entering a relationship based on passion, mutual respect, mutual aid and comfort, with someone you can trust to always look out for your best interests and a partnership where, at any give time, one partner can simply choose to “go

(continued on page 17)

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Insurance News

ASC Insurance Services continues to grow and serve each ASCCA member with the best insurance coverage and the personalized attention from your skilled staff that you've come to expect and enjoy. Call us if you want to purchase insurance, get a quote or have your policies reviewed to see if they are in line with your expectations. Your personal insurance specialists Shannon Blakeman and Deserée Carter are ready and waiting to help you!

While we are very proud to be associated with one of the most respected workers' compensation carriers providing coverage in California today – Preferred Employers Insurance Company, we also have access to many other carriers, such as Employers Insurance Group, Redwood Insurance, National Liability and Fire, Zenith, State Fund, ICW, Republic Indemnity and several others. Make your insurance premiums work for you twice. Once to provide protection from claims and additionally to fund your Association and Chapter services and benefits.

Not only do we want to be your resource for insurance coverage but also for health and safety information so you can make sure you are protected and that your business practices are designed to help keep your employees injury free. Here are just a few hints to make your lives easier in the event the unthinkable happens to you:

1. **Prepare!** Expect the unexpected. Make sure your employees are aware of your emergency action plans and keep necessary information posted in an area that is prominently visible.
2. **Identify** the hospital, doctor or clinic that will provide medical treatment and decide how injured employees will be transported to that facility. Injured employees should not drive themselves. Call 911 if the employee is bleeding profusely, is unconscious or is having a heart attack. *(Note – An employee can pre-designate a physician before an injury occurs. If an employee pre-designates a treating physician then ensure there are means of transporting them to this doctor.)*
3. **Advise** employees that they can return to work after an injury to perform modified or light-duty work if it is available. Tell employees to advise the medical provider that light-duty is available.
4. **Report** the injury to your workers' compensation insurance carrier soon after you are assured the employee is receiving medical treatment. Report the injury even if it just a first-aid injury. California law requires employers to report within **5 DAYS** of knowledge of every occupational injury or illness that results in lost time beyond the date of the incident or requires medical treatment beyond first aid.
5. **Remove and Preserve** faulty machinery, equipment or tools from service as evidence.
6. **Stay** in frequent contact with the injured employee and your workers' compensation insurance carrier during the course of the claim.

Good luck and we'll be in touch! ASC Insurance Services – Co-owned by ASCCA and truly your trusted insurance partner. **Call Shannon at (916) 609-8396 or Deserée at (916) 609-8402 regarding all manner of workers' compensation, garage keepers', or package policies and let them take care of your insurance worries for you!**

~Chuck Coppage, ASCIS

Confirmed Flood Cars Sold at Auction in LA

At least six of fourteen vehicles sold at auction in Los Angeles on October 13, 2005, are listed in the National Insurance Crime Bureau (NICB) database as vehicles that were affected by the Gulf Coast hurricanes and subsequent floods. All six of the sold vehicles are new 2005 Nissan Sentras, Xterras, and Altimas.

To protect their health, automotive repair technicians should be on the lookout for these and other hurricane-damaged vehicles, which pose significant health risks because of hidden toxins that can cause serious illness and even death, according to published news reports in industry-related magazines, such as *Automotive Body Repair News*.

California Insurance Commissioner, John Garamendi, said at a news conference in January that as many as 600,000 vehicles were damaged in the hurricanes and some of those vehicles are starting to appear on California used car lots.

Technicians are urged to check the VIN of any vehicle previously unknown to them in the database at www.nicb.org before they begin making any repairs. Simply enter the VIN in the space provided and click "search."

~BAR, Smog Check Advisory

**The ASCCA Website
is available for you
24/7!**

**Please visit
www.ascca.com for
all the latest
association
information!**

One Member's Story

Do you sometimes wonder whether it pays to belong to ASCCA? I have a story to tell you that should end any doubt in your mind. I have been trying to get a certain shop owner to join ASCCA for about a year. He always seemed to have an excuse to delay making a decision. He was also always asking me about different car problems that had landed in his lap.

Recently, I helped him with no less than three cars. The last one was a problem Volvo. He said he couldn't figure out a drivability problem with the car, so he was forced to send it to a dealer shop (with the permission of the owner). The dealer shop manager called him and told him that it would cost \$1,200 to fix a bad computer in the car. The prospective member asked if he was sure their diagnosis would fix the problem and he assured him it would. Well, \$1,200 later, the issue still wasn't resolved and the dealer shop still charged \$1,200 for services rendered.

I told the guy that if he had joined ASCCA, he wouldn't be in this situation because if he had attended just one meeting or picked up the phone to call a fellow ASCCA member, he would have been informed that he should send the car to Andrew Gescheidt at Popular Mechanix

for diagnosis. Andy has the Volvo factory tools to diagnose those cars. As far as the \$1,200 charge – I really didn't know what to tell him, except that if he were an ASCCA member, he could call our association law firm for free advice.

I arranged a freebie consultation with our lawyers and they advised him to pay the \$1,200, but to take them to Small Claims Court. So, as a result of him not joining ASCCA earlier, he was not only out \$1,200, but all that time he spent dealing with the car and the dealer shop. (He is rather new to the business and a bit stubborn.)

That is one of the biggest benefits of being an ASCCA member – the ability to benefit from someone else's experience. Plenty of times, I have taken an issue to a fellow ASCCA member shop and they have loaned me diagnosis equipment that was more detailed than my own, loaned me tools I hadn't invested in yet, or used their expertise to help me diagnose a problem. Likewise, I have done the same for many of my fellow members. So, once again, this story shows that it doesn't cost to belong to ASCCA, it pays BIG.

~Paul Grech, Allied Engine, Chapter 21 – San Francisco

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If Your Shop Is Anything Like Ours . . .

If your shop is anything like ours, it now costs an average of \$450 to get a customer through your doors for the first time.

Couple this with figures from the American Marketing Association that suggest that the average business loses 50% of its customers every 5 years – and that many leave before they become profitable – and it becomes all the more important to know the answer to the question, “Where is your marketing money going?” Just as importantly, how hard are you working at keeping the customers that you already have?

Good marketing strategies are a balance of these two ideas, of bringing in new customers and holding on to the ones you already have. Are you 100% clear on why each of these is *critical* to your success?

External Marketing

You could also call this **new customer** marketing. It's the most *expensive* and the most *difficult* thing to do. Most coupons and similar offers just rob the business of its profits. What I mean is that the goal shouldn't be to have the busiest shop in town; a busy front counter and full bays *don't* automatically translate into more money.

Ultimately, it's not about attracting hordes of new customers to your shop, but about attracting a smaller number of the *right kind* of customer. The *right kind* of customer puts cost

behind quality and service in their list of concerns.

We've found that these three steps are not only critical, but are also difference-making in terms of transforming your shop from simply busy to busy and profitable:

1. Make sure the **image** of your shop and personnel are the best you can possibly make them.
2. **Train every person** who works for you, every day. You simply cannot train and adjust enough when it comes to trying to *perfect* your system.
3. Work with someone to design the right direct mail piece. Have someone design your direct marketing who understands the *exact* customers you are after, and who also understands auto repair.

Internal Marketing

This marketing and advertising is all about **retaining** the customers that you've already spent a *fortune* on looking for and locking in.

What do **you** use to do this? Do you do it with *every customer*? Are you *certain* that it's working? Internal marketing should be very *inexpensive* and very *effective* compared to the time and effort and money that you spent trying to get them in the first time.

Most businesses make the mistake of either reaching around in the dark, hoping to

find something that works, or throwing money at things until something sticks. **Neither** of these typical approaches works for auto repair shops, nor are they repeatable and sustainable! You must figure out what works and do it over and over again until you are ready to sell the business or retire.

Try creating a **bounce-back coupon**, and make sure every single customer that does business in your shop receives one of these every time they come in. You will find that this ensures a much better overall return on the investment you made in the **external marketing** that brought them in to you in the first place!

For more ideas on marketing your shop successfully, visit our website (www.longtermfix.com) or give our dedicated ASCCA representative, John Bamford, a call at (866) 520-3030, or drop him a line at john@longtermfix.com.

~ David Rogers, President of the Automated Marketing Group, an ASCCA endorsed vendor. See further information at www.ascca.com Member Benefits Endorsed Programs.

**Workers' Comp
and Garage
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Insurance Quote
Forms Available at
www.ascca.com!**

Legislative Update

CARB: On June 14, 2006, Shelly Nolder, Executive Director of ASCCA, traveled to CARB in El Monte with Rodney Pierini, of the California/Nevada Wholesalers Association (CAWA) and Aaron Lowe, of the Automotive Aftermarket Industry Association (AAIA). The meeting focused on working on draft regulations to institute an automatic recall on vehicles where emissions systems components are determined to fail in 4% of the total or 50 cars, whichever comes first. ASCCA, CAWA and AAIA have asked those working on the draft regulations to request their legal counsel to do a review regarding their statutory authority to limit ability to dealers or if the independent shop can play a role, as well. Stay tuned for more information.

Big Three: ASCCA, CAWA and CAA (California Autobody Association) sent out a press release on June 21, 2006 regarding their recent commitment to enhance the way they work together to address issues of mutual concern to the automotive industry in California, as the three longest running and most powerful voices for the independent sector of the automotive industry.

HR 2048: All indications are the bill is moving up for a vote before Memorial Day. There are over 100 cosponsors at this point and ASCCA continues to monitor the situation.

BAR: The BAR had a regulatory hearing on May 12, 2006, regarding itemization on invoices. Jack Molodanof, ASCCA's lobbyist, was there and presented ASCCA's position regarding changes to those regulations. Jim Allen, of the BAR staff, will be making some changes to the proposal based on input received and we will see those results soon. We do not have an indication at this time how many of our suggestions will or will not be included, but we feel like the hearing was positively received.



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INCIDENT DESCRIPTION

A father and son, owners of a car wash in Southern California, were arrested for allegedly telling an employee to lie about his on-the-job injury to avoid making a workers' compensation claim.

The injured employee suffered severe lacerations to his right hand when it got caught in the wheel of a moving vehicle that unexpectedly started rolling. Co-workers drove the employee to a local hospital emergency room for treatment. Shortly after arriving at the ER, the owners arrived and demanded that the employee be treated at a different medical facility, and proceeded to drive the employee to another medical provider.

On the way to the clinic, the owners instructed the employee to remove his work shirt, and to tell the medical provider that the injury occurred at home while working with glass, instead of reporting the truth about his injury.

Clinic personnel asked general questions about the injury and how it occurred. After noticing inconsistencies with the employee's story, they asked the employee additional questions. The clinic was able to get the truth about the injury from the employee since he didn't want to lie in the first place.

Both the father and son were booked for workers' compensation fraud, with bail set at \$25,000 each. If convicted, both suspects are facing imprisonment in county jail for 1 year, or state prison for two to five years, or by a fine not exceeding \$150,000, or double the value of the fraud, whichever is greater, or both imprisonment and fine, according to the Department of Insurance.

RECOMMENDATIONS

1. **Tell the Truth.** If an employee is hurt at work, don't circumvent the workers' compensation system by lying. You may be tempted to pay for a worker injury, other than first-aid, because you think that a reported claim will increase your workers' compensation rate, but actually the rates you pay for workers' compensation insurance are calculated using loss information reported to the Workers' Compensation Insurance Rating Bureau by every business in California. An individual claim usually has very little effect on a classification's rate. The best way to keep rates down is to work within the system to ensure that employees get the medical treatment needed, and all the laws governing lost time and disability benefits are fulfilled.
2. **Employers can pay for first aid treatment of work injuries; however, IF you pay for the first-aid medical treatment, still report the injury to your workers' compensation company.** "First-aid" is defined as, any one-time treatment, and any follow-up visit for the purpose of observation of minor scratches, cuts, burns, splinters, or other minor industrial injury, which do not ordinarily require medical care. The onetime treatment, and follow-up visit for the purpose of observation, is considered first aid even though provided by a physician or registered professional personnel.

When reporting the injury to your insurance company tell them you are reporting a first aid claim, and that you intend to pay for the medical treatment. The Claims Department needs to know of the injury should it develop into something more serious, and their claim management and cost containment strategies are needed.

If you have any questions about injury reporting, ask you Workers' Compensation Insurance Co. before an injury occurs.

LFL 1015

Accident prevention is the responsibility of your Company's management. The information in this publication should not be considered all encompassing, or suitable for all situations, conditions or environments. Every business is responsible for implementing an effective injury and illness prevention program and should consult with legal, technical or other advisors as to the applicability of this information to your business.

ASC Educational Foundation



Julia Johnson receives award from Kristine Cesena

I had the pleasure of attending Skyline College's Automotive Department Awards Banquet on May 20th as a special guest so that I could present the Jim Hunt Memorial Scholarship to one of our five winners, Julia Johnson. Skyline College is on the San Francisco Peninsula, and organizes their own awards banquet every year, independent of the College's awards ceremony. Skyline College is an educator member of Chapter 23 – Peninsula. The banquet lasted almost four hours. There were nearly 200 people in attendance, students and their families, faculty and supporters of the program. After some heartfelt speeches and acknowledgments from/for the faculty, we ate a wonderful dinner and then spent two hours announcing awards, certificates and scholarships. I could say a lot more about the whole evening, and about Skyline's Automotive Program and their wonderful faculty and students, but I want to tell you about Julia.

(continued on page 17)

San Luis Obispo Awards Local Scholarships

The American Legion Hall in San Luis Obispo was the site for Chapter 17 – San Luis Obispo's April Scholarship dinner and they had a VERY good turnout of members, techs, students and their families. Even Toni Sommer, Dean of Cuesta College, and her husband used their date night to come and support ASCCA!

The chapter was able to award academic scholarships to two young men, Shaun Martin, who attends Cuesta College, and Raul Calderon, who actually works for Advanced Automotive (an ASCCA shop) and is continuing his education at Hancock College.

In the past, the chapter awarded tools to its scholarship winners. This year, they began reimbursing winners'

(continued on page 17)



Shaun Martin and Raul Calderon pose with certificates

ASC Educational Foundation Scholarship Fund Contributions 2006

Date	Name	Chapter	Amount	Scholarship
5/1/2006	Larry's AutoWorks	42	\$100	Jim Hunt
5/3/2006	Family Smog & Auto	1	\$500	General
6/1/2006	Larry's AutoWorks	42	\$100	Jim Hunt

ASCCA Members Receive Awards

Allen Pennebaker

Allen Pennebaker, of Orinda Motors, was recently awarded the California Small Business of the Year award by Assemblymember Loni Hancock at the Sheraton Grand Hotel in Sacramento, California. According to the Assemblywoman's staff, it was important to the Assemblywoman, as Chair of the Natural Resources Committee, to find a business that was not only a well respected business in the community, but also one that has strong green business practices.

Orinda Motors has been a mainstay of the Orinda Village for about as long as there has been an Orinda Village. Housed in one of the oldest buildings in Orinda, Orinda Motors has become a cutting edge automotive service facility with the best-trained technicians and the most modern diagnostic and repair equipment.

Allen Pennebaker, owner of Orinda Motors Inc., is a long time resident and businessman of Orinda. Under his ownership, Orinda Motors Inc. has achieved almost every possible recognition for excellence available to an automotive business. The managers of the two divisions of Orinda Motors Inc., John Vanek and Jeff Joyce, along with Allen and his wife, Terry, have involved themselves in many community-oriented endeavors. As an automotive repair business they are especially proud

of their certification as a Green Business in Contra Costa; the whole company sees protecting the environment as being part and parcel of being a responsible business in its community.

Bob Constant

Congratulations to Bob Constant and Forest Hill Automotive Service for being selected the "Pacific Grove Business of the Year" by the Pacific Grove Chamber of Commerce. The awards ceremony was at the Asilomar Conference Center and was well attended by the "A" list from Pacific Grove, Monterey, Carmel, Carmel Highlands and Pebble Beach. Bob did himself and his shop justice and spoke his long relationship with ASCCA.

Larry Nobriga

Like many people, Larry Nobriga did not enter the automotive industry with the intention of becoming a repair shop owner, so when he finally bought Salel Automotive Service in 1993, after working as a technician there for almost three years, he still had a lot to learn.

Obviously, Larry is a quick learner because his business has thrived and he is now a semi-finalist for the Technician of the Millennium contest. This is a BIG achievement. Congratulations Larry! The finals will be held in Las Vegas later this year at the AC Delco convention.

Sick of advertising into your customer's garbage cans?

The Automated Marketing Group is dedicated to helping small business owners compete **with** the big boys, and **like** the big boys for **less money**. Our products like our Dear Neighbor Letter (DNL) produce results, increase traffic, and attract quality customers.

Repair shops don't need the "discounters" that traditional advertisements bring in, so ditch them! The DNL is more than just a friendly "Hello." It's a direct mail marketing campaign that targets the customers that you want to reach...not the bottom feeders, and not the "How fast? How cheap?" crowd, but quality customers who are ready to buy.

We're so convinced that this is the most effective advertising out there that we're reluctant to even put a sample on our website (www.longtermfix.com). We'd love to share it with you, though, and to tell you more about it.

How to Contact AMG:

John Bamford, dedicated California representative

Toll-free: **866-520-3030**

On the web: **www.longtermfix.com**

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Industry Meetings Calendar

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

July 25	Inspection and Maintenance Review Committee	Coastal Hearing Room, EPA Building, 1001 "I" Street, 2nd Floor	Sacramento, CA	(916) 322-8181
August 2-6	2006 I-CAR International Annual Meeting	The Fairmont, San Jose	San Jose, CA	http://www.i-car.com
August 22	Inspection and Maintenance Review Committee	Coastal Hearing Room, EPA Building, 1001 "I" Street, 2nd Floor	Sacramento, CA	(916) 322-8181
September 12	BAR Advisory Group Meeting	TBA	San Deigo, CA	(800) 810-4272
September 26	Inspection and Maintenance Review Committee	Coastal Hearing Room, EPA Building, 1001 "I" Street, 2nd Floor	Sacramento, CA	(916) 322-8181
September 29-October 1	ASCCA 66th Annual Meeting & Elections	Embassy Suites Hotel - Buena Park	Buena Park, CA	(800) 810-4272
October 24	Inspection and Maintenance Review Committee	TBA	Sacramento, CA	(916) 322-8181
November 13	BAR Advisory Group Meeting	TBA	Sacramento, CA	(800) 810-4272
November 28	Inspection and Maintenance Review Committee	TBA	Sacramento, CA	(916) 322-8181
December 9-10	ASCCA Team Weekend	TBA	San Francisco, CA	(800) 810-4272
December 26	Inspection and Maintenance Review Committee	TBA	Sacramento, CA	(916) 322-8181

Non-Deductibility Statement

Pursuant to IRS regulations you are hereby notified:

Contributions or gifts to the Automotive Service Councils of California are not deductible as charitable contributions for Federal Income tax purposes. However, your dues may be deductible under other provisions of the Internal Revenue Code except for that portion which is allocated to Association political and lobbying expenses.

ASCCA estimates that the non-deductible portion of your dues attributable to political and lobbying expenses for the 2006 year are as follows:

ASCCA Lobbying:	3%
Total Non-Deductible Portion of Dues:	3%

Please consult your tax advisor for further information.



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- CAL-OSHA Injury Prevention Plans (SB 198)

A Word from Your Ombudsman

A shop owner recently contacted me about an issue that had arisen with the Bureau of Automotive Repair (BAR) that resulted in confusion among not only shop owners but BAR representatives as well. However, after a few phone calls and a little research, we think we have everyone on the same track and we can now clarify the issue. Here's some of the history of how it all came about.

During a routine inspection of an auto repair shop, a BAR representative asked the owner of the repair facility to provide the required tools for inspection. The owner asked his employee, who was the smog technician, to show the BAR representative the tools. The representative inspected the tools, and found they were the required tools but stated they were not in compliance because the owner of the facility did not own them – the smog technician owned the tools.

The representative cited Sections 3340.16(a) and 3340.16.5(a) of the laws and regulations relating to automotive repair dealers, licensed official stations, and licensed smog check stations. Section 3340.16(a) states that a Test-Only station (and 3340.16.5(a) references it) "...shall have all testing equipment and emission application and referenced manuals necessary to test and/or inspect all affected vehicles..." and provides a list of the actual tools and reference materials.

I emphasize the two words "shall have," because that's where the confusion began. How do you interpret "shall have?" Does it mean you shall own or shall have available? After some debate among BAR representatives and management, a clarification that meets the requirements of the law, but also meets the needs of the industry, was developed and has been communicated to BAR field offices statewide, according

to Dick Sullivan, Manager of BAR's Smog Check Field Operations and Enforcement Program.

So the answers to the "shall have" questions are:

"Shall have" means every shop shall have available on the premises the required equipment during business hours. A shop is not required to actually own the required equipment listed in the law.

In fact, many shops lease their smog analyzers, and, in some shops, the Smog Check technician owns many of the other required tools such as the ignition timing light, or basic hand tools required to conduct the inspections.

"As long as all the tools required are in the shop and available to test and repair, if they're in a Test and Repair shop, during the

(continued on page 18)

esp

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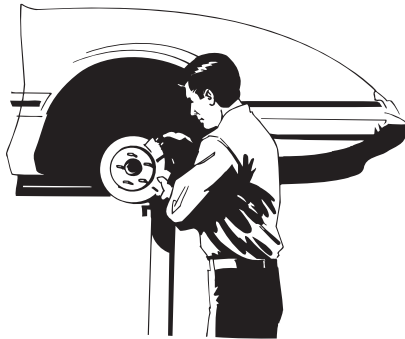
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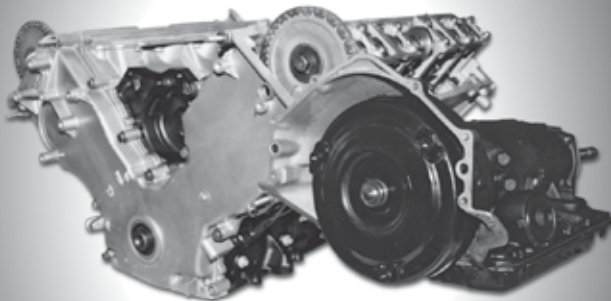


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Why Become a Green Business?

Good question. Why should you become a green business? I mean, we all know its good for the environment to incorporate environmentally friendly practices into our business, but did you know that it can also translate into bigger business and even greater business savings?!

More than 31,000 vehicle service and repair shops exist in California. Individually, these businesses do not generate a lot of hazardous waste, but collectively they represent a significant source of pollution. If you operate an auto repair shop or fleet maintenance facility, there are opportunities to save money, conserve resources, reduce emissions, possibly reduce permitting fees, and help meet compliance with environmental rules by making simple changes in your shop practices.

Green Business Program Goals

To reduce environmental and health impacts of vehicle repair and maintenance operations in California by:

- Introducing cost effective pollution prevention practices
- Working with the vehicle service and repair industry and government to implement pollution prevention options
- Increasing compliance with environmental laws and regulations

You Can Save Money

- Aqueous Brake Washing - About 20% to 80% annual cost savings for all test shops when compared to aerosol brake cleaners
- Aqueous Parts Cleaning - Larry's Autoworks (an ASCCA member) saved approximately \$14,874 annually
- Oil Life Extension - Reduced oil purchases, resulting in a payback period of four months
- Oil Water Separators - One green business saved approximately \$3,000 a year
- Reusable Oil Filters - Another green business saved approximately \$4,100 a year
- Spill Prevention & Floor Cleanup - "Cleaning up spills when they occur saves us time and money and keeps the shop looking clean, which my customers and workers both appreciate." - Larry Moore, Larry's Autoworks
- Waste Antifreeze Recycling - On business experienced a seven month payback period
- Refillable Spray Bottles - One business annually saves \$2035 switching from aerosol cans to refillable spray bottles

Continued on Page 17

How Long Should I Keep Tax Records?

This oft-asked question is a tricky one for many reasons. First, retention requirements are unique to the type of document in question. Internal audit reports? Three years. Canceled checks? Seven years. Year-end financial statements? Well, find a good place to store them because you will need to retain such statements until the cows come home (i.e. forever). Second, just knowing how long to keep a document on hand is not enough. Applying a record retention policy at a company site poses some logistical and human resource issues which must be addressed. Lastly, when it comes to record management, the IRS likes to see adherence to lawful, organized, consistent retention policies. Therefore, the best advice is to develop a record retention policy your company can actually manage and then stick to it.

Below you will find a listing of retention guidelines for accounting, tax, insurance and corporate records.

Retention Guideline	Retention (Years)
Accounting & Tax Records	
Purchase orders, except purchasing department copy; Stenographer's notebooks	1
Budgets and productions	2
Audit reports, internal; Bank reconciliations; Bills of lading; petty cash vouchers; receiving reports; sales commission reports; shipping reports	3
Accounts payable & receivable ledgers, schedules & invoices; Bank statements & deposit slips; Canceled checks, except as described below; Expense analysis & distribution schedules; Expense reports; Inventories; Invoices for non-property purchases; Notes receivable ledgers & schedules; Purchase orders, purchasing department copy; Sales invoices & other sales records; Subsidiary ledgers; Trial balances; Vouchers for payments to vendors, employees, etc	7
Payroll records	8
Audit reports, external; Canceled checks for important matters such as purchases of property, payment of taxes, special contracts, etc; Cash receipts & disbursements journals; Chart of accounts; Depreciation schedules; Financial statements (year-end); General ledger & journals; Invoices for property; IRS determination & approval letters; Systems records; Tax returns, worksheets & other documents used to determine tax liability; Retirement & pension records; Training manuals; Union agreements	Permanent
Correspondence Records	
General	2
Legal, tax & other important matters	Permanent
Corporate Records	
Contracts & agreements (expired); Option records	7
Mortgages, notes & leases (expired)	8
Articles of incorporation, bylaws, charter, minute books, etc.; Capital stock & bond records; Copyrights patents & trademark registrations	Permanent
Property records, including costs, appraisals, depreciation schedules, blueprints & plans, deeds & easements, etc.	Permanent
Insurance Records	
Policies (expired)	3
Accident reports (settled); Fire inspection reports (settled)	6
Group disability records; Safety reports	8
Claims (settled)	10
Personnel Records	
Contracts (expired); Disability & sick benefits; Garnishments; Personnel files (terminated); Withholding tax statements	7

The Start of Something Special

Over the past few years, groups that supported federal funding for the arts did not feel they had many friends in Washington. Some in Congress have long objected to specific grants as unnecessary or objectionable. So how exactly was it that the National Endowment for the Arts (NEA) received a budget increase of \$5 million in 2006?

A cynic might say, "I'm sure a golf trip was involved," but the answer is a lot more heartening. Everyone has his or her own ideas about who can influence elected officials, but the *real* advocates who can shake Washington to its core and turn the tide of any legislative battle are the informed constituents who interact with members of Congress.

The Power of the People

According to a survey by the Congressional Management Foundation, 60 percent of congressional staff believe *constituent visits* have "a lot" of influence on undecided members of Congress, compared with only 15 percent who believe lobbyist visits have "a lot" of influence. Armed with solid research, a thoughtful story to tell, and a good legislative strategy, a group of well-organized constituents with a national association behind them can have a profound impact on decisions in Congress.

A group called Americans for the Arts did just that, and their effort helped culminate in the NEA budget increase. They built a network of people who cared about the issue, conducted research on the impact of arts funding on local communities, and made sure their members communicated their concerns to their elected officials in Washington.

Giving Meaning to the Message

After extraordinary efforts to convince lawmakers that "We're right" on an issue, many association members will fail to follow through

with their requests. The association members will wrongly assume that their five-minute meeting is all that's required (or expected), and that there is nothing else they can do.

In fact, the five-minute meeting should be just *the beginning of the process*. The activists that don't just "go home" are the ones who usually win in the end. Here are some tips that could make the difference between winning and losing on issues crucial to your association.

• Create the local connection.

When meeting with constituents, members of Congress, and staff turn on a special radar that is seeking an answer to a key question: What is the impact of this issue on my district or state? Every issue presents a political equation: How many people are going to be mad (or happy) with me if I do what this group wants? Groups that do their homework ahead of time—and do the math for the legislators—usually end up winning. In the case of Americans for the Arts, the group designed "Creative Industry" maps that identified the number of people employed in NEA-related arts programs and the businesses that interacted with those programs. Each member of Congress got an exact and reliable answer as to how many people cared about the issue.

• Build a relationship with staff.

Some citizens come to Washington and are told that the member of Congress has a conflicting appointment and that they'll be meeting with a "staffer." The self-important grassroots lobbyist thinks being schlepped off to a 25-year-old "aide" who looks like an intern is some kind of an insult. In fact, the kid who looks like he isn't old enough to buy a drink in a bar is probably the person who's going to decide the fate of your issue. With members of Congress

AAIW 2006 Registration is now open!

Plan now to attend the SEMA Show, to be held Tuesday, October 31 - Friday, November 3, 2006, at the Las Vegas Convention Center, and AAPEX, to be held Tuesday, October 31 - Thursday, November 2, at the Sands Expo & Convention Center.

You can save up to 70% by pre-registering online! Online registrations cost only \$15 per person. Registration via fax or mail is \$25 per person. That's a 60% savings if you pre-register online and 70% off the cost of onsite registration.

Advance Registration closes October 13, 2006. You will receive your badge in the mail if you register by October 6, 2006. Don't stand in line - register today! For registration information, visit <http://www.aaishow.com/reginfo.htm>.

Ways to Stop Revenue Leaks

- Not charging for shop supplies.
- Not charging for information.
- Not carefully watching employees who are given responsibility for purchasing or inventory.
- Not being willing to charge what you're worth.
- Setting your labor rate to the competition instead of to your worth and the type customer you want to attract.
- Setting the expectation that you'll do a lot of work for free.
- Not knowing the margin you're making on each job.
- Not setting customers' expectations on what they'll need to pay for the required services.
- Not watching hourly pay and tech productivity.
- Being open hours that don't matter.
- Not watching parts prices creep up.
- Tech turnover.

Continued on Page 17

Continued on Page 18

Common Credit Card Processing Questions and Answers

Card acceptance is becoming a necessary part of doing business. More and more people are choosing to pay with credit or debit cards. But a merchant processing account can be complicated and confusing. For your convenience, NOVA has put together some frequently asked questions to help you better understand your payment processing program.

Why do I have to pay fees either to MasterCard, Visa or my Credit Card Processor?

You pay your credit card processor fees for processing your credit card transactions. Those fees are designed, in part, to cover your processor's expenses, including the interchange fees, paid to credit card issuers.

What is "interchange" and why are there so many different rates?

Interchange fees are paid by the credit card processor to the credit card issuer for transactions that are processed through interchange. The card associations (MasterCard/Visa) set the interchange fees. Interchange rates vary depending on the type of card presented, how it is processed and the type of merchant accepting the credit card. Credit card processors also pay the card associations an assessment fee for each transaction. Typically, each card association reviews its interchange fee structure twice a year, at which time either or both card associations may make adjustments to its fee structure.

How can I receive the lowest interchange rate?

In order to qualify for the lowest processing fee for a particular transaction, make sure you swipe the card (i.e. cardholder is present), enter any required fields and settle the terminal daily. The processing rate will be higher for a transaction manually keyed, missing data elements (i.e. address verification)

or not settled through the terminal until the next day.

Why do commercial and business cards cost me more to process? Commercial cards (also known as purchasing cards), business cards, and corporate cards are essentially a form of payment for companies that do business with other companies. Commercial cards look like ordinary Visa or MasterCard credit cards but are governed by a different set of regulations. Depending on the type, commercial cards require additional entries in the terminal at the time of the transaction beyond what is requested for a consumer card purchase. For example, when processing a purchasing card transaction the terminal will prompt for sales tax. Only when all the requirements are met at the time of purchase do you achieve the lowest possible interchange rate.

Can I charge my customers for my rates? No. MasterCard and Visa regulations prohibit passing of these fees to the consumer.

Why do I pay more for reward cards? The interchange fees charged by MasterCard and Visa are higher for reward cards regardless of how the transaction is processed.

What do I do if I am suspicious about a card or cardholder?

Call the voice authorization center and request a "Code 10" authorization. By saying, "I have a 'Code 10' authorization," you put the center on alert without letting the customer know you are suspicious. They will give you further instructions.

Why do I need to get an imprint of a card that will not swipe? Without an imprint of the card, you have no proof that the card was present at the time of the sale. If the customer chooses to chargeback the transaction, you will

have nothing to submit to dispute the transaction.

Why should I update my terminal and processing programs? Old equipment is less reliable than newer technology so precious time can be lost on downtime. Old terminals are costly to repair and replace and are getting more and more expensive to maintain. In fact, there are some older models that are no longer manufactured. You should check with your current processor from time to time to make sure your terminal has the current programming that is required by MasterCard and Visa.

From time to time MasterCard/Visa will make changes to prevent fraud and other issues that come up, such as address verification. Normally, if you do not update your program for these changes you will see your sales drop to a partial or non-qualified rate. When these changes occur your processor automatically adds these changes to its programs. As a precaution, you should check with your processor periodically to make sure you have updated programming.

What are the advantages of leasing equipment? Leasing equipment requires a lower initial investment. You can spread your payments over 36, 48 or 60 months without paying finance charges.

Do I have to accept a MasterCard or Visa sale if it is less than \$5.00? If you display the MasterCard/Visa logo you must accept all sales under this program. You are not allowed to pass the charge for these sales on to your customers and should you be reported for this the fine will be more than the interchange rate would have been.

If you have any concerns or

Continued on Page 18

Continued from pg. 1

June Team Weekend Recap

Buena Park, California. Information on this event will be available soon.

To view pictures from this weekend, visit the ASCCA website at www.ascca.com.

Continued from pg. 1

New Logo Signs

avoid violating city/county signage regulations – ultimately leaving more room for other important signage, such as a larger sign displaying your shop name. Now that the sign is smaller, you can always order two signs – one for the outside and one for the inside of your shop! The exact dimensions are: 14 inches high, by 28 inches across. The colors are, of course, patriotic red and blue.

For more information, please contact your local chapter or ASCCA Headquarters at (800) 810-4272.

Continued from pg. 9

ASC Education Awards

First, let me say that Julia scored the highest of all the scholarship winners, and even received a perfect 60 from one of the trustees. Julia is married and a mother of two girls. She just completed the second year of Skyline's three year automotive program. Besides attending classes, she has a part-time job at an independent auto shop, where she is learning as much as she can. She has four ASE certifications and plans to be a Master ASE Technician by the time she finishes school.

A career in the automotive industry has been a life long dream of hers. She has set high goals for herself. After school she will work full-time as a technician and hopes to be promoted to a management position, so she can become familiar with small business practices and local/state laws governing our industry. From there, she hopes to own her own shop – ideally, a woman owned and operated shop, where she can provide employment opportunities to other women. She also wants to offer educational opportunities, such as weekend clinics to women

who want to know more about their cars.

Julia has the respect and admiration from her teachers and fellow students that you would expect from such a dedicated person. In her first year, she was elected to be the Auto Club's treasurer, quite an honor for a first year student, and this year she was the Club's President. She has maintained a 4.0 grade point average during her two years, and has been on the Dean's Honor List. She was also chosen to represent the automotive industry when the college held an "Expand Your Horizons" conference, where Julia lead three workshops encouraging girls ages 12-18 to prepare for careers in math, science and technology.

Here's a fun tidbit for you classic car buffs: During her first year, one of her class projects was to rebuild a Chrysler 440 engine and install it in her 1967 Plymouth Satellite. With the intention of running it at the drag strip only, she modified it to reach approx 500hp. All of the machining and assembly procedures were done by her as part of her lab assignments.

Julia plans to use her scholarship to pay for her tuition and buy tools for her future. I believe Julia has the attitude and the aptitude to take her anywhere she wants to go in this industry. Congratulations to Julia and all of the scholarship winners for 2006.

~ Kristine Cesena, Chair-
ASC Education Foundation

Continued from pg. 9

San Luis Obispo Awards

tuition, books, and class supplies. There are certain restrictions on what the money can be used for, but ultimately it is to ensure that these students continue in the automotive industry.

Continued from pg. 3

Executive Director's Report

a different way." When you have unity, there is no reason to go a different way because your paths are the same, your purpose singular, and your loyalty complete.

Think about it. Let us not be partners together anymore; instead, let us unite.

Continued from pg. 13

Why Become A Green Business? Helps With Compliance

- Can help eliminate or reduce a hazardous waste stream, and possibly result in a reduced compliance burden
- Use spill prevention practices and maintain a dry shop. The result is compliance with water quality regulations and zero discharge of pollutants to surface waters.

There are several programs out there for you to join, depending on your geography, but the purpose of each program is the same – to help the environment and reward those shops that make a concentrated effort to "go green." To find out more about the California *Pollution Prevention Program* (P2 Program), visit <http://www.dtsc.ca.gov/PollutionPrevention/p2program-overview.cfm>. To find out more about local "Green Programs" please visit <http://www.greenbiz.abag.ca.gov/> or <http://www.co.sandiego.ca.us/deh/hmd/greenbusiness.html>, depending on where you live.

Continued from pg. 15

Ways To Stop Revenue Leaks

For more information on CustomerLink, please contact Jill Stenson, Marketing Communications Manager, at (916) 781-4344 ext. 107 or JStenson@customerlink.com

~Walt Samuelson, CustomerLink

Time to Think About . . . Gas Saver Specials

Help your customers stretch those precious gas dollars by offering them a "Gas Saver Special." There are a number of different services you could perform to help increase fuel efficiency. For more information on CustomerLink, please contact Jill Stenson, Marketing Communications Manager, at (916) 781-4344 ext. 107 or JStenson@customerlink.com.

Welcome New Members

Shop Name	Chapter
AMG.....	3
WTA Inc.	5
Angel's Auto Repair.....	5
D & J Automotive.	10
Harper's Auto Service.....	10
Bill Currie's Automotive Inc.	23
Firstline Merchant Services	24
Baron's Foreign Car Service	24
BTM Motorwerks.....	42

Continued from pg. 15

The Start of Something Special

being forced to make thousands of decisions each year on legislative issues, they rely heavily on their staff for advice. Similarly, staffers become familiar with the nuances of their boss's opinions and usually can guess before the end of the meeting whether it's a "go" or "no-go." Treat staffers with respect and recognize that they are the conduit to the member of Congress. Build a relationship by continuing the dialogue after the meeting. Ask for their direct dial phone number or e-mail address, and send a thank you note to the *aide*, as well as to the member of Congress. And always follow up within two weeks of the meeting to see if the member of Congress has acted on the request. Aides remember the persistent activists and appreciate personal thank-yous.

• Craft messages that make a difference.

In 2004, Congress received more than 200 million e-mails and postal letters. With that kind of volume, only well-crafted communications are likely to have an impact. In your follow-up efforts, amplify your voice by building a local network to send communications to Congress. (Yes, they do read almost every one, particularly those communications that offer specifics to act on.) According to the Congressional Management Foundation survey, staffers want information that ties

a piece of communication with a particular issue—such as the number or name of a bill. Also, the staff wants the constituent to demonstrate the impact of the issue on the member's state or district. Members of Congress genuinely need this information to weigh the impact of their decisions, and a few intelligent and informed e-mails can sometimes tip the balance on an issue.

These are only a few of the tools and tactics you can use to influence the policy process. Every campaign is different, and you'll need to tailor the tactics and scale to the issue and your goals. Yet every campaign can benefit from its leaders changing the way they look at interactions with elected officials and staff—by thinking of the five-minute meeting not as the *end* of the affiliation, but the *beginning*.

~Brad Fitch is the CEO of Knowlegis, (www.knowlegis.net) a Capitol Advantage company located in Virginia, and the former deputy director of the Congressional Management Foundation. He spent 13 years on the Hill meeting with activists. E-mail: bfitch@starpower.net

Continued from pg. 12

A Word from Your Ombudsman

shop's business hours BAR representatives know the shops meets the requirements of the law," Sullivan said. "Shop ownership of every tool isn't required. However, if all the tools aren't available on the premises when the BAR representative makes an inspection, it will be noted on the inspection report."

In this case, ownership is not the issue after all, but availability is the concern for BAR representatives. Shop owners don't have to own all the required equipment and tools, but they do have to have all the required items available on the premises during an inspection. [The Ombudsman serves as an impartial and independent liaison between BAR and auto repair registrants and Smog Check

licensees when they are unable to or do not wish to deal directly with BAR management to resolve issues of concern. Station owners and managers may contact Mr. Fong at (916) 255-2893 or BAR_Ombudsman@dca.ca.gov.]

~ Rick Fong, Ombudsman

Continued from pg. 16

Common Credit Card Q & A

questions contact the customer service area of your processor. The Internet is always a great source of information. Remember, always ask questions! In this business there is never a dumb question.

For more information about NOVA credit card processing, call Barbara Martin at (800) 725-1243 ext. 8519 or e-mail her at barbara.martin@novainfo.com.

~Barbara Martin, NOVA

Gift and Customer Loyalty Cards

Thinking about allowing your customers to use gift cards in your shop or even implementing a customer loyalty program? Here are some companies a fellow ASCCA member recommends:

Giftcard Loyalty Reward Services - contact Michael Leonard (888) 625-4053, www.glrinc.com
ProfitPoint - contact Jim Juliano (888) 541-6789 ext. 117, www.rewardforloyalty.com
Valuetec - contact Jared Crenshaw (615) 485-6272, www.valuetec.net - recommended by Bank of America
Ecard Systems - contact Greg Grove (615) 776-7406 ext. 113, www.ecardsystems.com

Industry and Endorsed Vendors Contact List

BAR, Chief:

Dick Ross (916) 255-4565

BAR, Industry Ombudsman

Rick Fong (916) 255-2893

California Chamber of Commerce

Headquarters (916) 444-6670

CARB: General Number

..... (800) 242-4450

EPA: Headquarters

..... (202) 272-0167

ASC Insurance Services

Chuck Coppage (916) 679-2951

ALLDATA

Mauricia Lopez (916) 684-5200 x3008

Allied: call ASCIS

CA Preferred Credit Union:

Bobbie Adams (415) 546-3980

CustomerLink:

Jill Stenson (916) 781-4344

Heartland Payment Systems:

Yolanda Heinz (888) 472-0065 x4722

Jacobs and Gregory:

Katie Jacobs (951) 781-9091

Mitchell1:

Mike McBurney (888) 724-6742 x6986

NOVA:

Barbara Martin (800) 725-1243 x8519

PayChex:

Joe Blinn (559) 432-1100 x3505

Thomson Delmar Learning:

Jessica Cipperly (518) 348-2578

ConocoPhillips-Kendall Oil

Bill Curry (310) 376-0179

Automated Marketing Group

John Bamford (303) 543-9600

Chapter Meetings & Contacts

Bakersfield (58) — Meetings: 4th Thurs., 6:30 pm, Place varies. Mbr. Info.: Bob Klingenberg at (661) 631-5765.

Central Coast (52) — Meetings: 3rd Wed., 6:30 pm, place varies. Mbr. Info.: Fernando Garibay at (831) 758-8277.

Central Valley (27) — Meetings: 2nd Tue., 6:30 pm, Early Dawn Cattle Co., Modesto. Mbr. Info.: Robert Raduechel at (209) 575-6326.

Coachella Valley (30) — Meetings: 2nd Tue., 6:30 pm, Augua Caliente, Rancho Mirage. Mbr. Info.: Kenneth Williamson at (760) 346-3115.

East Bay (16) — Meetings: 2nd Tue., 7:00 pm, The Englander Restaurant, San Leandro. Mbr. Info.: Ron Bessette at (510) 774-3394.

Foothill (5) — Meetings: 1st Tue., 6:30 pm, Marie Callender's, Pasadena. Mbr. Info.: Jo Ann Fischer at (714) 773-0949.

Fresno (25) — Meetings: 2nd Thur., 7:00 pm, Ramada Inn, Fresno. Mbr. Info.: Ray Rasmussen at (559) 855-2398.

Gold Country (36) — Meetings: 2nd Tue., 6:30 pm, place varies. Mbr. Info.: Robert Brocke at (530) 477-5712.

Hemet (32) — Meetings: 2nd Tue., 6:30 pm, Sizzler, Hemet. Mbr. Info.: Phil Fournier at (909) 927-2102.

Inland Empire (14) — Meetings: 3rd Tue., 7:00 pm, Royal Cut Restaurant, Ontario. Mbr. Info.: Glenn Davis at (909) 946-2282.

Long Beach (18) — Meetings: 3rd Tue., (no mtg. July & Aug), 7:00 pm, Colonial Cafe, Long Beach. Mbr. Info.: Sam Baayoun at (562) 433-5523.

Merced (33) — Meetings: 3rd Tue., 6:45 pm, Eagle's Nest Restaurant. Mbr. Info.: Rick Schroeder at (209) 722-3856.

Mid Cities (1) — Meetings: Varies, call for info. Mbr. Info.: Russ Okimoto at (562) 926-7317.

Mt. Diablo (20) — Meetings: 3rd Thur., 7:00 pm, place varies. Mbr. Info.: Barbara Livingstone at (925) 837-1000.

Napa/Solano Counties (9) — Meetings: 2nd Tue., 7:00 pm, Rockville Inn, Fairfield. Mbr. Info.: Tracy Renee at (707) 642-1900.

North Orange County (48) — Meetings: 3rd Wed., Wyndam Anaheim Park Hotel, Fullerton. Mbr. Info.: Jo Ann Fischer at (714) 773-0949.

Orange Coast (50) — Meetings: 2nd Thur., 7:00 pm, Irvine Marriott, Irvine. Mbr. Info.: Rita Thomas at (949) 855-0590.

Orange County (49) — Meetings: 3rd Thur., 7:00 pm, Sterling Suites Hotel, Anaheim. Mbr. Info.: Ken Hamilton at (714) 535-4100.

Peninsula (23) — Meetings: last Tue., 7:00 pm, place varies. Mbr. Info.: Vallerie Williamson at (408) 264-9495.

Redding (99) — Meetings: last Wed., 7:00 pm, place varies. Mbr. Info.: Tim White at (530) 246-9277.

Sacramento (34) — Meetings: 4th Tue., 7:00 pm, Frasinetti's Winery. Mbr. Info.: Carol Bartels at (916) 332-1883.

San Diego (24) — Meetings: 3rd Tue., 7:30 pm, Handerly Hotel, San Diego. Mbr. Info.: Stuart Terry at (619) 287-9626.

San Fernando Valley (11) — Meetings: 3rd Tue., 6:30 pm, Odyssey Restaurant, Granada Hills. Mbr. Info.: Marilyn Schanley at (818) 768-3656.

San Francisco (21) — Meetings: last Wed., 6:30 pm, Delaney St. Restaurant. Mbr. Info.: Paul Grech at (415) 474-7323.

San Joaquin Valley (6) — Meetings: 2nd Thur., 6:30 pm, place varies. Mbr. Info.: Andy Pollino at (209) 472-9866.

San Jose (42) — Meetings: 2nd Wed., 7:00 pm, Michael's at Shoreline, Mt. View. Mbr. Info.: Valerie Williamson at (408) 264-9495.

San Luis Obispo (17) — Meetings: 3rd Wed., 7:00 pm, place varies. Mbr. Info.: Smitty Price at (805) 546-9892.

Santa Barbara (8) — Meetings: 3rd Wed., 7:00 pm, Mulligan's Café, Santa Barbara. Mbr. Info.: Rachel Barajas at (805) 682-9441.

Santa Clarita (3) — Meetings: Varies, call for info. Mbr. Info.: Kevin Browning at (661) 251-6736.

Santa Cruz (15) — Meetings: 3rd Tue., 7:00 pm, Hindquarter, Santa Cruz. Contact: Nate Smith at (831) 476-1332.

Santa Rosa (28) — Meetings: 1st Tue., 7:00 pm, Coco's Family Restaurant, Santa Rosa. Mbr. Info.: Barbara Baker at (707) 546-4280.

South Bay (1940) — Meetings: 3rd Thur., 7:00 pm, place varies. Mbr. Info.: Peter Alper at (310) 328-1981.

South Los Angeles (10) — Meetings: 4th Thur., 7:00 pm, La Pamilia Restaurant, Los Angeles. Mbr. Info.: Les Morris at (323) 778-1014.

Tulare-Visalia (26) — Meetings: 4th Thur., 7:00 pm, place varies. Mbr. Info.: Jaimie Hammond at (559) 688-4713.

Ventura County (2) — Meetings: 2nd Tue., 6:30 pm, place varies. Mbr. Info.: Kathy Riggs at (805) 983-8100.

West Los Angeles (12) — Meetings: Varies, call for info. Mbr. Info.: Dee Cherko at (310) 837-0446.

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ASCCA Calendar

September 29 thru
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**ASCCA 2006 66th Annual
Meeting & Elections
3rd Quarter Board of Directors/
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Embassy Suites Hotel,
Buena Park**

December 9-10, 2006

**ASCCA Team Weekend
4th Quarter Board of Directors/
Committee Meetings
Adopt 2006 Budget
Board and Chapter Reps
Orientation
Location TBA
(San Francisco Bay Area)**

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