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Contents

President's Message	4
Member of the Month Campaign	6
Membership Committee Update	7
Executive Director's Report	8
SB 750 Veto	10
Legislative Day	11
Looking for Leadership: Interview with Steve Vanlandingham	12
I Finally Fired My Worst Customer	14
California Small Business Day 2012	15
Calendar of Events	16
Member Feature: Margie van Lierop	17
2012 Summer Conference	18
Cars 4 Careers	22
ASCCA Chapter Network	23

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Tracy Renee, ASCCA President 2012

President's Message

What a great year for ASCCA! And we couldn't have accomplished as much without the support and efforts of our membership. Let me just highlight a few.

SB 750! Although by now everyone in ASCCA knows that we, and our aftermarket partners CAWA, AAIA, CAA, CARE, as well as AAA, successfully defeated this bill, many of you aren't really aware of the huge amount of time and effort by Craig Johnson and his Government Affairs Committee. It was truly a David vs. Goliath effort, as BMW pulled out all the stops to make permanent its six-year exemption



from the requirement allowing registered locksmiths to receive electronic key replacement information. Now, a BMW owner won't have to wait for a key replacement – a true win. Fought over the entire two-year legislative session, with our vocal opposition, we bottled up the bill until nearly the last day of the legislative session, when the author finally garnered barely enough votes to pass the bill out of the Legislature and send it to Governor Brown. Fortunately, the Governor saw through the rhetoric and listened to the hundreds of small business owners and our legislative friends who sent letters asking that he veto the bill. He did so on September 25, noting that the “24/7 standard for car key replacement should apply uniformly to all manufacturers.”

The Summer Conference in Orange County, by all accounts, was a great success. The Conference Committee, headed by Steve Vanlandingham, put on an excellent educational program, the exhibit area was sold out and several local chapters hosted informational tables. Due to popular demand, we're returning to that venue in 2013 – so mark your calendars! Check out the conference photos, too!

As many of you know, ASCCA has partnered with California Small Business this year. ASCCA was a sponsor of CSBA's Small Business Day in Sacramento, and several ASCCA members and staff attended the June event. As President, I was honored to represent ASCCA and hear the Association acknowledged by CSBA. We heard great speakers, including the keynoter, Lt. Gov. Gavin Newsom, a small business entrepreneur himself, and saw small business owners from throughout California honored by their legislators. We have also been invited to attend the California Small Business Roundtable Annual Retreat in November in Hollywood. This is a great partnership!

Members and their customers are also generously supporting the ASC Educational Foundation's newly-established Cars4Careers program, through the donation of unwanted vehicles. To date, the Foundation's C4C program has raised nearly \$15,000. The Foundation's Northern (Mary and Dave Kemnitz) and Southern California (Glenn Davis) centers make all the arrangements, including IRS and DMV documentation – so make that call today! As you know, ASCEF provides scholarships for students in automotive training programs in high school, college, and technical schools and has its sights set on other worthwhile educational opportunities.

Mary Kemnitz and her Membership Committee continue to develop programs to grow membership as well as acknowledge those members who contribute so much to the industry. The One Member Can! campaign has proven very successful – and we gave away our first iPad at the June conference to Chapter 14's own Rory Balmer! Maybe you'll be next!

The Member of the Month is another program developed by the Committee – there are so many worthy individuals in this organization that it's difficult to narrow down our recipients. Our first Member of the Month, James Justus, richly deserved this acknowledgement – he's not only an outstanding shop owner who's active in San Diego, but his relationship with his area legislators is second to none. His work on Government Affairs, his involvement in California Small Business – all were instrumental in our legislative successes this year.

Jerry Kubitsky and his PR Committee have created a slogan, ‘*The Sign You Can Trust,*’ designed with

continued on next page

the purpose of ensuring that the ASCCA sign is synonymous with quality automotive shops. This exciting new campaign started by incorporating our new slogan *The Sign You Can Trust!* with our existing logo, creating public awareness that will translate into consumers looking for shops displaying the ASCCA sign. The goal of our campaign is to increase your business with new customers and help you retain existing clients.

No other organization has more member benefits than ASCCA, and hopefully members take full advantage of them. From free legal advice to a top notch insurance program to discounts on popular vendor products and services, savings from these benefits total much more than members' yearly dues. In addition to those member benefits currently part of the ASCCA Advantage, we recently added another corporate sponsor, RO Writer, a top automotive shop software system; their team will work with you through installation and implementation.

We're also very pleased to announce that ASCCA and iATN are partnering to allow our members another highly-valuable member benefit, one in which ASCCA members will enjoy access to a Business+ membership in iATN. This will allow up to four additional iATN member accounts as sub-accounts, each with full premium access to iATN – all at a much-reduced rate. ASCCA will enjoy a corporate sponsorship as a result. You'll be hearing more about this new benefit soon.

This is just a snapshot of what we've been up to over the past year. This is what we're about – and this is what our Board of Directors keeps foremost in its work on behalf of the membership:

- **Build membership for both the Association and Chapters**
- **Encourage and support our corporate sponsors/relationships/benefit providers**
- **Encourage UNITY within the Industry**
- **Encourage public awareness**
- **Encourage industry/technical/business education for our members**
- **Keep our legislators in tune with industry and consumer needs.**
- **Support a better future for our industry, and the consumers in which we serve.**

The list goes on...

Thanks to everyone who works so hard to make this Association AWESOME!!!! ■

Refer a Member: Help ASCCA Grow Strong!

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

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

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





ASCCA LAUNCHES

Member of the Month Campaign

The ASCCA *Member of the Month* is a new 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 *First* Member of the Month: James Justus



James Justus

James Justus, James Automotive, San Diego, CA has been a four decades plus dedicated member of IGO/ASC/ASCCA since 1971. He gives back to his industry, our association, his community and his chapter. James currently serves on the Government Affairs Committee and has served on many committees with varying positions both within his local chapter and at the state level. Not only does James actively participate in the Annual Legislative Day, Quarterly Team Weekends, and attend Annual Conferences, he also regularly contacts his legislators on issues effecting the automotive industry, freely offers his experience-based advice to his colleagues and always offers an open ear to a colleague in need.

James was instrumental and active in the defeat of SB 750, which he was assigned to track and monitor by the Government Affairs Chair.

ASCCA's *October* Member of the Month: Art Ratner



Art Ratner

Art Ratner, Art's Automotive, Berkeley, CA grew up during a time when the automotive culture was in full bloom. While he was an amateur mechanic, he had several experiences with major repairs on vehicles that left him with such a feeling of accomplishment that he was drawn to attend a college-level automotive school and made a career in the field of automotive repair. He started his business 32 ½ years ago in a rented apartment with four small garages in back. He impressed people with his hard work, who agreed to help financially back his move into a commercial location. He start out purchasing one location, then added two additional locations, side by side. He eventually expanded to 20,000 square feet and fourteen employees, including nine technicians. ASCCA opened doors to educational opportunities and networking with other shop owners in a supportive community. Art says, "New ASCCA members should get involved in their Board of Directors and volunteer to boost the value of their Chapters. Make sure you attend as many meetings as possible and reach out to other shop owners."

ASCCA's *November* Member of the Month: Dave Kemnitz



Dave Kemnitz, D & H Enterprises Auto Repair, Concord, CA at the age of 15 worked for a guy who owned a race car. He became part of the pit crew and they ran it every Saturday night. It was during that period of time that he became hooked and subsequently enrolled in all of the auto shop classes in high school! Dave's wife Mary likes fast cars and she was part of the same group that hung out at the speedway and ran powder puff. It wasn't long until Dave caught her eye and the rest is history.

Dave feels like ASCCA brought his business out of a cave, they knew how to fix cars, they had a good business plan, but building ASCCA relationships has been priceless, not to mention all of the discounted endorsed vendors that they have access to! ASCCA opened many doors and brought them to the next level of success.

Dave has been an active and inspiring member of ASCCA, taking time to mentor other members and spread the word about the benefits of ASCCA membership.

James, Art and Dave are shining examples of how **One Member CAN Make a Difference!** ■

Membership Committee Update

By Mary Kemnitz, Chair

Our **One Member Can!** campaign continues to be a great success with many members stepping up and bringing new recruits on board. These members are making a difference in their Chapter and for ASCCA! At ASCCA's June Summer Conference we honored the following members for their efforts:

Rory Balmer*
Randy Begin
Marty Bloom
Kevin Boland
Dave Carney

Jeff Chin
Paul Frech
Paul Grech
Kirk Haslam
Mary Kemnitz

Andrew Klein
Jerry Kubitsky
Brad Larsen
Dana Meyer
Larry Moore

Larry Nasey
Allen Pennebaker
Art Ratner
Paul Salgado

Leading the way with the campaign is our very own membership committee member, ***Rory Balmer** who was awarded the first iPad and just happens to be a member away from earning his second!

Rory has shown all of us just how much **One Member CAN** make a difference.

Yes, you can make a difference! Invite just one member to your Chapter meeting and let them experience the benefits that membership in this amazing organization can bring them. The rest will be easy as ASCCA membership sells itself.

Our membership Committee meets monthly and our task list continues to grow with agenda items to help expand and retain membership numbers and build membership excitement. Our member Marty Bloom developed an excellent procedure for Chapters to mentor new and old members. Our Mentorship guidelines have been distributed to all of the Chapters. Currently we are brainstorming membership diversification and have established criteria and launched our "Member of the Month and Member of the Year" campaign.

I feel particularly blessed this year in my role as Chair as I have an extremely energized and innovative committee. They make the time we spend on conference calls fun as they never seem to run out of ideas or suggestions. I also feel particularly grateful for the expert guidance of our President, Tracy Renee. Tracy has the energy of 10 members and continually cheers our committee on. Don't let me forget to mention the amazing asset we have in our membership director, Heather Vigil. Heather never lets us rest and her dedication to our Association is appreciated.

Remember, **One Member Can** make a difference, is it your turn to be that member? ■



Jackie Miller, ASCCA Executive Director

Executive Director's Report

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

SB 750 – Defeated!

As you know, ASCCA was vetoed by Governor Brown earlier this week. This was truly a grassroots effort by aftermarket organizations, consumer groups and others. Our Government Affairs team, led by Craig Johnson and Jack Molodanof, led the ASCCA effort. In addition to ASCCA, other organizations who worked to defeat this onerous bill included CAWA, AAIA, CalABC, CARE, AAA, CSBA, and automotive instructors. This defeat shows that grassroots efforts, continuous contact with legislators and staff, and working together can overcome deep-pocketed corporate interests.



Kudos to everyone who worked so hard on this effort.

Other Government Affairs Activities

President Tracy Renee, GovComm Chair Craig Johnson, lobbyist Jack Molodanof and I have frequent communication with BAR. Several ASCCA members attended the recent BAG meeting, where we met several new BAR staff, including Brian Newman, Deputy Chief, who's responsible for the Bureau's enforcement activities.

Craig Johnson and the Government Affairs Committee also remain engaged in many other legislative and regulatory issues, as noted by the lengthy action list maintained by the Committee. They work on such efforts as the Smog Check restructure, known Cal-VIS, the licensing restructure, brake inspection regulations, R2R and other issues.

Small Business Partnerships; Aftermarket Coalitions

We have partnerships with California Small Business; we signed on to a letter regarding the implementation of AB 32, stating that California should ensure that its programs do not place unnecessary burdens on small business, because of the cumulative impact of cost increases such as water fees, electricity costs, fuel costs, auto insurance, health insurance, workers' compensation and local taxes. We have also been invited to attend the California Small Business Roundtable Annual Retreat in November in Hollywood.

We also continue to work with CAWA on the fourth annual Leadership Summit, taking place February 9, 2013, at the Fairmont Newport Beach. Tentative topics include R2R: what does it mean for California;

shop owners' participation in parts purchasing and distribution; using the experience of SB 750 as a lesson in grassroots advocacy; compliance issues related to brake pad reformulation. We're also inviting CAA, CalABC and SCADA

Additionally, we continue to partner with California Automotive Teachers and ASCCA members were invited to participate in its Fall Conference, October 19-20 at Cerritos College in Norwalk. One special event planned was a tour of the Jay Leno Collection in Burbank.

CAWA has also invited ASCCA and several other organizations to participate in a steering committee to educate the industry regarding the regulations with respect to brake friction formulation – timelines, legal products, packaging, etc. This will be a long-term project, as the first deadline is January 2014, when the sale of brake friction containing more than trace elements of asbestos, cadmium, chromium, lead and mercury is banned. Other deadlines are January 2021, December 31, 2023, and January 2025, when the sale of brake friction containing more than .5% copper by weight is banned.

Too, I participated in a conference call convened by Jerome Horton, Chair, Board of Equalization, regarding the November 1 Retail and Trade Business Conference taking place in Los Angeles. In addition to ASCCA, other participating supporting organizations include the California Autobody Association, California New Car Dealers Association, California Restaurant

continued on next page

Association, California Retailers Association, California Grocers Association, as well as the Franchise Tax Board and Employment Development Department. The conference, free of charge to attendees, was designed to provide businesses with industry-specific informational sessions that address regulations, tax laws, tax credits, audits, and more, the goal of which, according to Chairman Horton, was to provide information on available tax credits, and reduce frustration and regulatory hurdles for small businesses.

Membership

Membership continues to grow, under the able leadership of Mary Kemnitz, Membership Chair, committee members and Heather Vigil, Membership Director. The Committee will be focusing its efforts on the Sacramento area in coming months. The Committee hopes to continue its New Member Outreach program, as well. Additionally, the *Member of the Month* campaign is another initiative begun by the Committee. As you all know, James Justus of San Diego Chapter 24 was the first Member of the Month. Congratulations, James!

A member survey has also been sent to members. Member feedback provides helpful information to enable ASCCA to serve its members even better and to understand our members' needs.

Communications, Website, Social Media

The ETI Committee, working with Communications Director Cindi Alvidrez and Zenenergy Works, has developed a redesigned website, enhancing the tools made available to members. Cindi continues to add items to the site. The Committee is also looking at the Job Board and the agreement with Job Target to ensure that it's useful and productive. We're also posting more and more items to our Facebook page – so LIKE us!

We have also linked aftermarket organizations, as well as education and training sites, on our website; CAWA has also done the same.

And we continue to update members weekly via WYNTK, providing members the latest information regarding the Association, aftermarket and other items of interest.

PR

The new signage, "*The Sign You Can Trust*," is

proving to be a popular addition to our logo sign. The logo sign, along with the adjunct sign, was available for purchase during the Team Weekend. The sign was rolled out initially during the June Summer Conference, where the initial order sold out.

2013 Conference

The Conference Committee has been working on the 2013 program, literally since the June conference was over. It will once again take place at the Hilton Irvine in June.

ASCCA Advantage

No other organization has more member benefits than ASCCA, and hopefully members take full advantage of their benefits. From legal advice to a top notch insurance program to discounts on popular vendor products and services, savings from these benefits more than save a members' yearly dues.

And we're likely going to be adding another valuable benefit. iATN has forwarded a proposal for ASCCA members that should be highly popular.

Operations

Gloria Peterson, ASCCA's Assistant Executive Director, is responsible for much of the day-to-day operations of the Association, leaving me free to oversee staff activities and interact with other organizations, such as CAWA, CAA, AAIA, CAT, CA Small Business Association, as well as regulatory bodies such as BAR, Board of Equalization, Department of Toxic Substances Control, Air Resources Board, etc. She is invaluable.

Our other staff – in alphabetical order - Cindi Alvidrez, Kathy Amaral and Enon Gaines, Connie Payne, Monique Rice, and Heather Vigil, are devoted to ASCCA and its members and work hard on your behalf. I am proud of each and every one of them, as I know you are. ■

Find us on



SB 750 VETOED!

SB 750 is VETOED!

SB 750 was vetoed by Governor Brown on September 25, 2012. This was an anti-small business, anti-consumer bill. The passage of the bill would have deeply affected the auto repair industry due to the ability of BMW to withhold access to diagnostic and repair information embedded in BMW brand vehicle keys needed to make repairs or replace keys. In addition, consumers could have found themselves stranded without the ability to have a locksmith replace their keys, should they be lost.

The passage of this bill could have created a slippery slope with other manufacturers following suit in refusing key access to independent

repair shops. With the Governor's specific language in his veto he has prevented that possibility from happening.

In vetoing the bill, the Governor stated, "To allow manufacturers adequate time to comply, a six year exemption was made for manufacturers that provide a replacement key overnight. While the majority of manufacturers quickly complied with the 24/7 standard, this bill makes the overnight exception permanent." He went on to say, "The 24/7 standard for key replacement should apply uniformly to all manufacturers."

ASCCA President, Tracy Renee stated, "Today is a very special day for ASCCA! Thanks to the leadership of our Government Affairs Committee Chair, Craig Johnson, our Legislative Advocate, Jack Molodanof, our Executive Director, Jackie Miller,

ASCCA staff and of course, ASCCA membership. The veto of SB 750 by Governor Brown is a perfect example of the power ASCCA members have when we unite and voice our concerns. We have defeated SB 750 with our persistence, determination, conviction, and passion for our industry."

She continued, "Hundreds of ASCCA members throughout California participated in opposing SB 750. Countless hours have been spent by members, their families and customers calling, writing letters, visiting legislative representatives and utilizing other grassroots efforts to make our victory a reality."

ASCCA worked closely with CAWA, AAIA, AAA, CARE and CalABC in a collaboration to communicate the industry's opposition to SB 750. ■

ASCCA/CAA LEGISLATIVE FLY-IN



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

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

2012 President Tracy Renee, stated, "ASCCA's presence in Sacramento is critical to ensure that our members - small business owners - have their voices heard and that legislators are educated about the automotive repair industry."

The association's priorities in 2012 have included career technical education, employment issues, overseeing the restructure of the Smog Check program, and monitoring regulatory activities of the Bureau of Automotive Repair and Air Resources Board, both of which have an impact on our industry, and legislation affecting the industry.

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

- Assembly Member Curt Hagman, AD 60, Assistant Republican Floor Leader
- John Wallauch, Chief, Bureau of Automotive Repair;
- Assembly Member Katcho Achadjian, AD 33
- Senator Juan Vargas, SD 40

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Looking for Leadership

An Interview with Steve Vanlandingham of Van's Automotive in El Cajon, CA

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

Tell me about how you became a shop owner?

High school auto shop was my favorite. I did okay in the Plymouth Trouble Shooting Contest which landed me a job at the Chrysler Plymouth dealership. I worked my way up from new car to lease cars to heavy line. I received 11 years of factory/dealership training. I then moved to an independent shop for an additional three years and was doing all aspects of shop management and auto repair, so I felt I could open a shop on my own. That was 30 years ago this November 15th.

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

My shop has always been in El Cajon, CA, with an upgraded move to our present location in 1999. We offer complete auto repair on most foreign and domestic cars and trucks, specializing in diagnostics and emissions.



Steve Vanlandingham, ASCCA Member

Do you have a recipe for success?

My recipe for success has always been honest work, up-front answers, personalized service, and maintaining good, up-to-date equipment and knowledge database.

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

I enjoy ASCCA locally as well as at the state level. If you are in a service organization the rewards are on-going, from the many discounts to the invaluable interaction with shop owners throughout the state. Locally, I got involved with our Chapter, inching my way to Board of Directors, Vice President, President – twice, and Chapter Rep. I wanted to get involved in my trade, as it's been my livelihood for decades.



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

I felt the need to share my experiences as well as gain new ones. It is true ASCCA membership doesn't cost, it pays! As a member it allows me to interact with other shops from newbies to the mature shops – information that can't be found just anywhere.

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

One benefit is the support for shop owners in our Government Affairs Committee. They are always on the lookout and "have your back!"

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

ASCCA is in the forefront of this industry and I feel a difference has been made. I feel all shop owners should find the time to support this trade organization, as it could be gobbled up at any time without the help of its members. If this is your life and living, you owe it to yourself to join in and make a difference. We are all volunteers, there is always time to support the trade that supports your lifestyle, you just have to adjust your schedule. Remember one member can make a difference!



I FINALLY FIRED MY WORST CUSTOMER

By Paul Frech, President ASCCA Chapter 50

I finally fired my worst customer. It all started innocently last fall. Two of my regular women customers had just dropped their cars off for service and had gone out to the parking lot to wait for their rides. It was starting to get dark just near six o'clock, so I went out to wait with them to be sure that they would be ok.

An old 190 MBZ came into the lot, but neither woman recognized the driver. The door opened and an elderly woman got out in an agitated state. She told me that she was a AAA club member and that I could help her out. I asked her, "What is the issue?" She said that her left rear window was stuck down. She said that she must drive to Santa Barbra that night for a wedding and was afraid to do so with the window down and further that it was raining there. Could I please look at it?

Both of my regular customers sympathized with her and said, "Paul can fix anything." I suggested a rental car was the best solution, but she had no credit cards so could not rent a car. I could see that this was a slippery slope for me, so I thought that damage control might be the best solution.

I tried to work the window from the back seat switch. The older MBZ switches get dirty and can sometimes temporarily be brought back to life by just working them fast. That did not work. I tried the other side and that window started down with a crunching sound. Ouch. I was able to get that window back up and took the working switch and swapped it with the bad switch. The left window also struggled, but finally made it up. This fun took



about fifteen minutes and my adoring regular customers were cheering as the window closed. I sent her to the wedding without a bill and with the switches disconnected, but gave her a verbal quote for repairs.

The next time I saw her was a few months later; she came in the morning complaining of a noise and oil light on. I wrote up a ticket for an oil change service and went to work. We found no oil on the dipstick and deferred maintenance at every turn. We gave her a quote for the needed work. She declined everything except the oil change. She came back a few times for AAA free inspections and oil change specials that the AAA promotes and declined all other needed repairs.

The last time I saw her was at 5:45 PM on a Friday night. She had been stopped by the police for a headlight out. She asked if I could look to see what the problem might be. She said someone else had replaced the fuse the last time that it happened. This sounds familiar; one regular customer

was waiting for a ride in my waiting room near the order desk area and another was waiting outside. I explained that there would be a charge if it was more than a fuse. She said ok. The bulb was burned out and I replaced it. I charged her \$25.00 for the bulb and \$15.00 labor plus tax.

The following Monday morning I received a call from her wanting to know why I had overcharged her ten dollars. I told her I did not understand her question. She explained that she had called other shops and was given quotes for more and less, but that the MBZ dealer's parts department would sell her the bulb for \$33.00 and put it in for free. Now I know and you know that the dealer part's department would not do this at all, but many times winning a point in a discussion is the fast way to lose the argument.

I could see that this discussion was not going to be productive so I changed my strategy and told her that the dealer was the better choice for her repairs. She became indignant and said, "Well, it is obvious that you do not want my business." I said that that was her choice. She hung up.

I then heard from the AAA Club. They recounted her side of the story and their response to her. The AAA Club stuck up for me. In retrospect I should have fired her sooner, but when the opportunity became available I went for it. Keep in mind that when your worst customer passes that line that you have set as a minimum, it is time for action. Servicing your best customers properly is the way to maximize your time and profits. ■

California Small Business Day 2012

Sacramento Convention Center | Sacramento, California | June 11, 2012



When the leadership of the California Legislature, Senate pro tem Darrell Steinberg & Assembly Speaker John A. Perez extended an invitation to sponsor and attend California Small Business Day honoring the small businesses of California, ASCCA fit in perfectly with the other sponsoring organizations. In fact, ASCCA sponsored at the Platinum level. President Tracy Renee was invited to sit at the table with other association and organization leaders representing small business owners throughout the State.



Over 250 attendees witnessed leaders of the Legislature honor and present plaques to small business owners representing a variety of industries. Assembly members and Senators selected exceptional businesses within their districts to honor in "A Salute to Small Business."



Witnesses to the day's events held at the Sacramento Convention Center were several of your ASCCA leaders such as current ASCCA President Tracy Renee, Past President Dennis Montalbano, Past President Allen Pennebaker, Government Affairs Committee member James Justus, current Board Member and Government Affairs Committee member John Villa, ASCCA Legislative Advocate and Legal Advisor Jack Molodanof, ASCCA Executive Director Jackie Miller and ASCCA Membership Director Heather Vigil. ■

2012/2013 Calendar of Events

December 8-9
Team Weekend
Embassy Suites Sacramento

February 8-10
Team Weekend/Joint Summit
Fairmont Newport Beach
Room Rate: \$129
Hotel Reservations: 800 441 1414

April
Legislative Day
MORE INFO COMING SOON

June 21-23
ASCCA Summer Conference
Hilton Irvine
Room Rate: \$99
Hotel Reservation: 800 445 8667



September 27-29
Team Weekend
Embassy Suites Sacramento

December 6-8
Team Weekend
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Member Feature: Margie van Lierop, VIKING AutoCare Corp.

51 Auto Center Drive, Suite A-1 | Irvine, California | www.vikingautocare.com

How the heck did I decide to open a business in this economy and of all things an automotive repair business? The past twenty-five years of my career have been in sales and marketing. The closest I have ever gotten to a wrench and spark plug was when I changed the oil and plugs in my 1970 Fiat Spyder.

A few years ago friends asked me to help manage their repair shop so they could start thinking about retirement. One thing led to another and before I knew it they had closed their shop and I opened VIKING AutoCare Corp., at a new location with all the techs from the old shop.

I was still not sure as to what I had just gotten myself into until my girlfriend, the doctor, was complaining about the lack of business she had due to the economy. She said that the only professions making any money were her plumber and automotive repair guys. When I heard her tell me this story, I knew I was on the right track and that is what sealed the deal for me to move forward.

The good news was that I started with an experienced tech as my business partner; however, after a few months we both realized that the business needed some changes. He left the shop and the partnership to me. That is all well and good for a businessperson that owns an automotive repair shop but from a day-to-day perspective and actually running the shop – that was another story.

I quickly went into crisis management mode and knocked on other automotive repair shops' doors asking how they ran their shop. One of my neighbor shop owners invited me to an ASCCA meeting and the light went on! I kid you not! I truly believe that my knowledge and success has to do in large part from all of the ASCCA members that are helping me on a continuous basis. No, this is not an advertisement for the ASCCA! It's all about timing. THANK YOU GUYS AND GALS FOR BEING THERE FOR ME!!

VIKING AutoCare Corp will celebrate our One-Year Anniversary September 14, 2012. ■



New ASCCA Member Margie van Lierop, VIKING AutoCare Corp.

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Congratulations! ASCCA Conference Is A Great Success!

Margie van Lierop, VIKING AutoCare Corp.



My ASCCA 2012 Summer Conference Experience...

*Testimonial By Gene Morrill
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E-mail: certautospec@msn.com
Web: CertifiedAutoCa.com*

I arrived later than I wanted Friday due to unforeseen circumstances, so I missed Maylan's class, but sat in on Mitch Schneider's class and I enjoyed hearing his words of wisdom as I always do. If you have never heard Mitch or Maylan speak, I would advise you to do so. To end the day Scott Brown gave a quick overview of IATN. The classes were over but the evening was not.

After the sessions ended, a group of people walked down to a steak house for dinner. There were about 15 of us and we had a great time talking, networking and just plain enjoying our meal and the friendship of other members.

We walked back to the hotel where most retired to get a good night sleep, I however went to have a night cap and found shop owners Scott & Cindy. We sat up until 1:00 AM talking shop, enjoying sharing stories and solving the world's problems, who would have thought we could have accomplished that.

The next day came down for breakfast and guess what, I found Maylan and Ray, we shared stories of the past and caught up on family along with other cool stuff.

Tracy opened the day with her energetic style, and then came the highlight of the weekend for me at least, Kelly Bennett. I have Heard Kelly speak many times and I am never disappointed. Kelly motivates you in ways that are hard to explain until you see him. The morning finished with a BAR update report, not my favorite

topic, but I survived. Lunch was next in a room full of vendors, it was awesome. We enjoyed a great lunch, listened to 2 speakers and had time to visit the vendors. Back to the afternoon session for more of Kelly's inspiration, I say again, he is fantastic.

Next year put this event on your calendar, and plan to stay at the hotel; it is by far the best opportunity, not to mention the value to move your business to the next level.

The evening dinner was great, we sat in the same room with the vendors again, the meal was terrific and lots of time to visit with members and shop the vendors.

As the evening ended, the vendors were introduced one at time and raffled off I would guess about \$4000.00 worth of prizes, maybe more. If you were not there, I can't describe the fun and excitement in the air.

The evening ended about midnight with great networking; poor joke telling, a little drinking with about a dozen of us sharing whatever came to mind, we did not solve the world's problems that night, we did have security ask us to please disperse due to the laughter and fun was too loud. It was time for bed anyway.

The next day started with Kelly sharing some of the best stuff of the weekend, we concluded with the business part of the weekend and got more great information.

I am proud of the members who attended, I think chapter 5 had a dozen or so attend, great job.

Next year put this event on your calendar, and plan to stay at the hotel; it is by far the best opportunity, not to mention the value to move your business to the next level.

I came away meeting 5 new members whom I did not know, caught up and visited with members I have not seen in a while, solved and unsolved the worlds problems and came home feeling energized and excited to go to the shop in the morning.

I especially want to thank Joe Picker from Reseda Automotive; Joe in our chapter, I had the opportunity to get to know him and his wife, they are awesome people.

Ask the people from your chapter who attended the conference at your next general meeting about their experience; I think it will blow you away.

Thank you ASCCA and all committee members for this fantastic event, I vote to do it again. ■



*Testimonial By Margie van Lierop
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E-mail: vikingautocare@gmail.com
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My hats off to you, the Board and everyone that made this conference a SUCCESS!

I have attended many non-automotive related conferences throughout my 40-year business career and this conference hit all the targets in what I hoped to accomplish.

Industry Education Opportunities

Great exposure to the industry's best known and respected.

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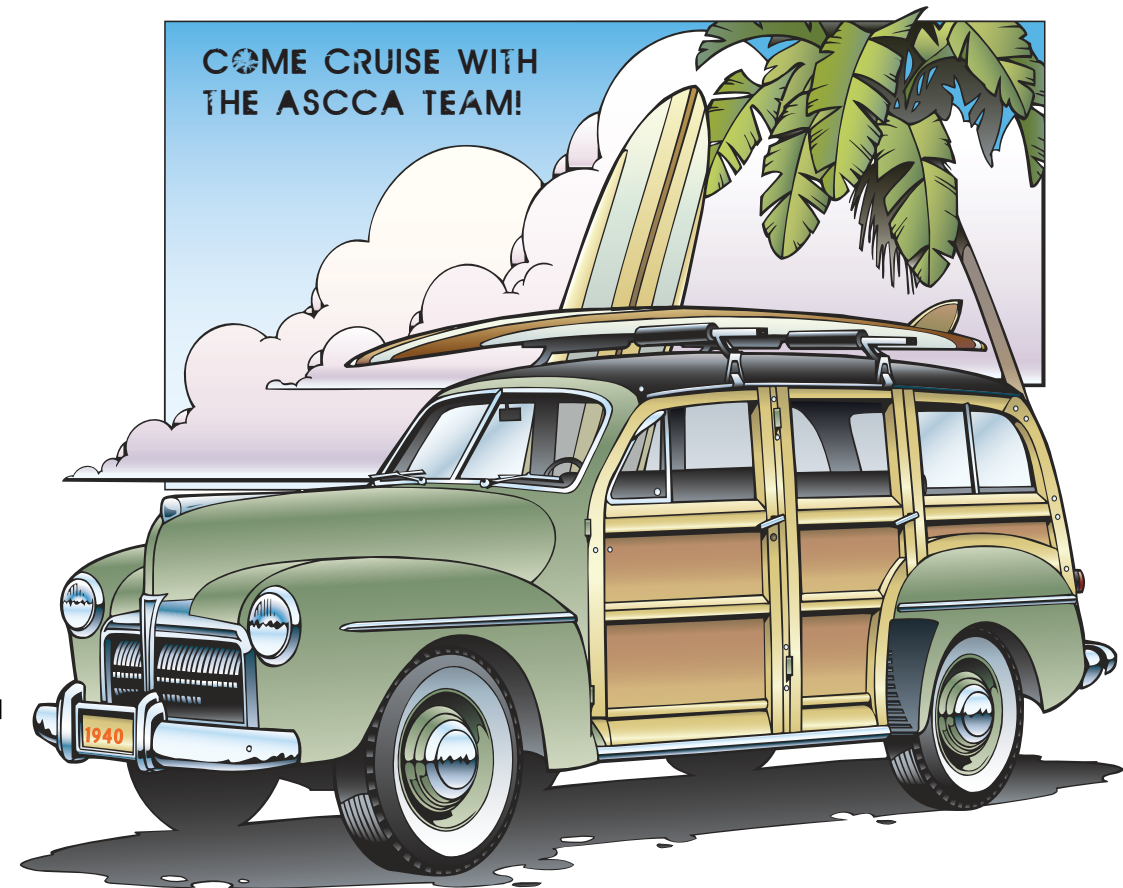
Discovering all that is being done and what my part needs to be to grow my business and to maintain the respect of the public for the industry.

Networking

Meeting and building relationships with business owners that have been through it all.

Vendors/Suppliers

Exposure to the industry leaders or those favored by business owners What a great way to grow my business knowing that I have ALL OF YOU standing next to me in support and encouragement. THANK YOU! ■



*Testimonial By Randy Waitman
RAE, An Automotive Service Company, Inc.
415 9th Street
Ramona, CA 92065
Office: (760) 788-4912
E-mail: randy@r-a-e.com*

I just joined a few months ago, been in business for 16 years and I have to say that the last two meetings had some of the most incredible guest speakers and workshop. Very helpful and I really enjoy listening and imputing information with everybody – what a great group of people. My only regret is that I didn't or couldn't see the light/value of this association 15 years ago. Looking forward to better future thanks you all! Thank You ■

SEE YOU IN 2013!

June 21-23, 2013

ASCCA Summer Conference

Hilton Irvine

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Hotel Reservation: 800 445 8667

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The California Independent

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 Applier: (626) 296-6961

Fresno (25)

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

Hemet (32)

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

Inland Empire (14)

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

Long Beach (18)

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

Mount Diablo (20)

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

Napa/Solano (9)

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

North Orange County (48)

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

Orange Coast (50)

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

West Los Angeles (12)

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

Ventura County (2)

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

Peninsula (23)

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

Redding (99)

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

Sacramento (34)

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

San Diego (24)

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

San Francisco (21)

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

San Joaquin Valley (6)

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

San Jose (42)

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

San Luis Obispo (17)

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

Santa Clarita (3)

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

Santa Rosa (28)

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

South Bay (1940)

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

South Los Angeles (10)

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

Tulare/Visalia (26)

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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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