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President's Message



Jack Crawley,
ASCCA President 2013

So what's it like the first few weeks as your ASCCA State President? It's just a little crazy. I am now copied on all committees' e-mails, ASCEF and I still watch Team Talk. Dealing directly with our executive director Jackie Miller and her assistant ED Gloria Peterson on different association matters makes me feel like I should have a "bat phone"! Seriously though, it's been all good so far. My first Chapter visit was with Chapter 5. Their keynote speaker was Brian Newman, BAR's new Deputy Chief with his focus being on enforcement. It was a sellout crowd of over 70 shops and associates as Mr. Newman reviewed the current issue of "wallet flushing" or the excessive servicing of the different fluids in a vehicle. That's not my favorite term, but that's what BAR is calling it. You may not agree with them in what's good for your client's vehicles, but keep this in mind: It's not what you sell, but how you sell a fluid service. Reviewing with a client the past service records and going over the owner's manual maintenance schedule will keep you out of trouble. It goes back to some of

those Maylan Newton classes we've taking along the way; document everything to keep you and your shop out of trouble.

The membership committee has a new chair, Rory Balmer. Rory has been a superstar when it comes to recruiting. He and his committee will go to another level by focusing on and reaching out to Hispanic shop owners in California by having a bi-lingual liaison in each chapter. That liaison will volunteer to visit Hispanic owned shops and explain what the ASCCA advantage can do for them. If anyone would like to be a liaison for their chapter, give Rory a call.

Our last Team Weekend in Newport Beach February 8-10th was a huge success. Our Joint Summit with CAWA, the parts suppliers and manufacturers was larger than expected, with over 125 attendees. Our Team Weekends are free to attend and offer a great opportunity to network with other shop owners, and learn about what ASCCA is doing on your behalf. Our next Team Weekend will be in September in Sacramento, join us there if you can. But before then, make sure to register for our Summer Conference in Irvine, June 21-23. You can find more information on our website at www.ascca.com where online registration will be available soon.

Take note that ASCCA's Legislative Day has been bumped up one day to April 16, 2013. This is a great time to start reaching out to you local legislator and their staff if you haven't done so already. Keeping a constant and friendly relationship with these folks is critical after what we saw with SB750 last year. Keep in mind it's not always just about the automotive repair industry. Make sure you discuss with them bills that might impact small businesses and our families' futures.

I look forward to visiting many chapters this year. Some chapters are already planning membership drives and I would love to be part of your event. Just give me a call so we can coordinate. Heather Vigil is in charge of membership at the state level. She is the one who can help chapters put on a successful membership event, send her an email at hvigil@amgroup.us. She will be available for chapter visits in the spring after her baby is born. Congrats Heather!

Last, for those who tend to stand on the sidelines, it's time to get into the game. Join a dinner meeting or other chapter event. Set an appointment to visit a legislator. Visit another shop just to say hello and see how things are going. 2013 is going to be a great year for ASCCA, but if you make the effort to get involved, it can be even better!

Best Regards,

Jack Crawley

A Consumer Bought the Car, But Are They Really in the Driver's Seat When it Comes to Telematics?

AAIA is a national partner aftermarket organization and works with ASCCA on legislative and regulatory matters. Aaron Lowe, AAIA Vice President, Government Affairs, has given ASCCA permission to reprint his excellent blog of February 15, 2013, regarding telematics.

Feb. 15, 2013

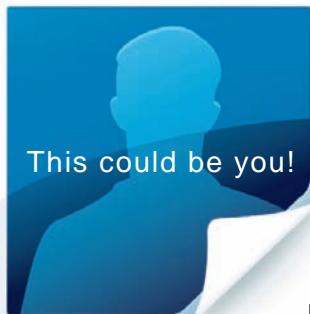
The old saying goes that “you can’t stop progress,” but does that mean that you shouldn’t try to make sure it’s going down the right path? This question should be on everyone’s mind as we see the use of telematics become more prevalent on motor vehicles. What is telematics? The technology is evolving so quickly it is difficult to find a good definition anywhere. However, in general, telematics is the ability of a vehicle to wirelessly communicate and accept data from off-vehicle sources. From the point of view of the repair aftermarket, telematics permits a vehicle to transmit, to an off-site facility, information regarding diagnostic codes, GPS and vehicle mileage. This data could be used by a repair shop to determine what repairs are needed and then obtain the necessary tools, software, and parts even before the vehicle is in the shop. Telematics would permit a shop to know the actual mileage of a vehicle and then transmit a reminder to the car owner that it is time for a regular maintenance, and then help the motorist make an appointment online with the repair center. Telematics would permit a manufacturer to update software on a vehicle without the driver even knowing it is occurring.

This leads me to the point of this blog. While there is an incredible number of benefits to car owners and the repair industry from telematics (many beyond our industry, including entertainment and vehicle safety), there are a lot of issues that need to be sorted out as well. First and foremost, who owns the information that is being transmitted by the vehicle, the car owner or the vehicle manufacturer who built the vehicle and developed the telematics technology that is on the car? Let’s say that I, as a car owner, do not want my diagnostic information going to the car manufacturer or their franchised dealer network. What if I want that information to go to Joe’s repair shop down the street that has been repairing my car for years? What if I want AAA or another emergency service to obtain alerts when my car is disabled and not the service that is under contract with a manufacturer? Or, what if I don’t want my information going anywhere but to my home computer? Shouldn’t this be my choice? Yes, the car company designed the system, but it is my vehicle and I paid for the development of that system when I purchased that car.

While telematics on vehicles is still a developing technology, now is the time to begin having these discussions before we move too far down the road. As our vehicles become more and more connected, the decisions as to who owns the data produced by our vehicles must be made. Further, from the aftermarket point of view, we must work to develop standards such that, if the car owner wants to send information to a non-car company location, the information can be read and utilized by the independent repair shop. This could require some standardization of the data transmission by the vehicle and some checks and balances such that any non-original equipment telematics solution does not create unintended issues with the motor vehicle’s operating system.

Implementation of a telematics system that utilizes open architecture will provide car owners with choices in vehicle repair and in other areas such as entertainment and safety. However, an open system also will require cooperation between the vehicle manufacturer and the independent aftermarket. Similar to the other new technology, providing choices to car owners in what they can do with their telematic systems is going to make those vehicles more appealing to the car owner, so it should be favorably received by the car companies. “Should be” is the question, discovering what they actually do is something AAIA is looking forward to discovering.





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 December Member of the Month: Bob Toepp



Bob Toepp, Bill's Auto Electric & Repair, Santa Rosa, CA: Bob was raised in the shop where his dad was part-owner and started working with him when he was 15-years old. He wanted to learn what made cars tick. It was June 1976 when he started working at Bill's Auto Electric & Repair. His dad (Bob Toepp, Sr.) started working at the shop in 1958 and in 1971 he and a partner bought from the owner. Bob worked his way up the ladder - from mopping floors, cleaning parts to working on cars. He went through the automotive apprenticeship program, went to Santa Rosa Junior College and graduated with an AA degree in automotive repair in June, 1981. He knew that the automotive business was in his blood. Bob worked alongside his Dad until November 1986 when he passed away. He stayed at Bill's and in June 2007, bought the business from his dad's partner. Now Bob has three full-time employees and is hoping to add another in 2013!

Bob Toepp

ASCCA's January Member of the Month: John Camara



John Camara

John Camara, Camara Auto Services, Inc., Tulare, CA: John became inspired to get involved in automotive repair from always being curious as to how toys and other objects worked. When he entered high school he enrolled in auto shop classes and eventually an opportunity came along for him to work part-time at a full service station assisting in auto repairs.

In 1972 the owner of the facility managed could no longer work full-time. At that time John decided that was his opportunity to own his own repair shop. On January 01, 1973 he opened his own business.

From the very first ASCCA chapter meeting John attended with five shop owners he knew he wanted to belong after the attendees tried to help another shop owner solve a problem with a car he was working on. After that, staying in ASCCA was easy. John quotes Henry Ford, "If you want to be successful surround yourself with successful people."

ASCCA's *February* Member of the Month: Kris Cesena



Kris Cesena

Kris Cesena, Auto Medics, San Mateo, CA: Kris's inspiration to become involved in the automotive repair industry came in the summer between high school and college when she got a job working as a bookkeeper at a service station. It was there that she met her future husband, Dan Cesena, who was working there as a technician. Three years later they opened their own shop.

Dan had worked at many independent shops and always wanted to have his own service facility. The popularity of Hondas in the eighties and people's understanding of the importance of routine maintenance was the perfect formula to get the shop going. Dan found a great location in Downtown San Mateo and after several weekends of cleaning up the building they opened in April 1987. The formula worked and the shop was profitable from the very first month. In 2000 the Cesenas bought out their partner and Kris went to work full-time at the shop.

After 25 years, the Cesenas' level of customer service and understanding of business management have established them solidly in the community.

Kris, John and Bob are shining examples of how **One Member CAN Make a Difference!** ■

Membership Committee Update

Welcome New Members!

Red Carpet Quick Lube
Fresno, CA

Plaza Automotive Center
San Pedro, CA

Pak Auto Service
San Francisco, CA

Certified Auto Repair Specialists, Inc.
Pasadena, CA

Berkeley Bob's
Berkeley, CA

Heritage Auto
Costa Mesa, CA

Promotive Performance & Repair
Walnut Creek, CA

Bill's Automotive, Inc.
Santa Rosa, CA

Sages Auto Repair
Crestline, CA

Murrieta Auto Repair
Murrieta, CA

Japanese Automotive Center
Torrance, CA

Clovis Smog Shop
Clovis, CA

California Smog Certification
Chula Vista, CA

Rim of the World Towing & Auto
Crestline, CA

Larsen Auto Care
Santa Rosa, CA

The Auto Specialists in Rancho Cordova
Rancho Cordova, CA

One Stop Parts Source, Signal Hill
Signal Hill, CA

Stuttcar Service, Inc.
Pasadena, CA

2013 ASCCA Member Milestone Anniversaries

January

	Years
Ward Service	57
Amador Automotive	25
Double S Automotive	25
Hontech Automotive	25
All-Car Specialist, Inc.	25
Chuck's Automotive	25
Woodbridge High School	20
Dave & Son Automotive	20
Sako's Automotive	15
Shasta College	15
Besa Quality Autocare	15
Glenmoor Auto Repair	15
Foothill Auto Service	10
Coast Automatic Transmission	10
Pacific Radiator Sales	10
Modesto Technical College	5
Huntington Tire & Auto Center	5

February

	Years
Ira Newman Automotive	30
Collins Diesel Injection	30
The Auto Shop	20
NAPA, Chapter 24	15
Five Star Automotive	10
Toyo Star Auto Repair, Inc.	10
Chabot College	10
Performance Haus Auto Service	10
Harbor Brake	5

March

	Years
Willie & Pat Pappler, Retired	35
TransPlus Complete Auto Repair	35
J.J. Ray, Retired	30
Fresno City College	15
Jasper Engines & Transmissions	5

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Jackie Miller, ASCCA Executive Director

Executive Director's Report

Where did 2012 go? It seems like just yesterday we were meeting and planning for 2012! Here at ASCCA, we're already in 2013 mode, as the new Board of Directors, headed by Jack Crawley, has been installed and is hard at work.

2012 President Tracy Renee and the Board worked together so well last year and I know that this will continue under our 2013 President, Jack Crawley. I would like to thank the 2012 Board of Directors, Chapter leadership and others who have worked hard to make ASCCA the organization it is.

Under President Renee's leadership, we strengthened our ties with other organizations, including the California Small Business Association, participating in its June California Small Business Day; held a successful summit in conjunction with CAWA; a well-attended legislative day in conjunction with CAA, and worked with AAIA, CAWA, CAA, CalABC, AAA and other organizations in defeating SB 750. Too, along with many other membership organizations, we worked with Board of Equalization Chairman Jerome Horton in convening a November Retail and Trade Business Conference which took place in Los Angeles.

We've created new member benefits and corporate sponsorships, including iATN, RO Writer, AES Wave and Motor Age Training. These benefits, in addition to our many others, more than pay for ASCCA's membership dues.

We've also seen membership growth in several Chapters, under terrific Chapter leadership, and hope to reinvigorate those chapters which need new leadership. Chapter 34, Sacramento, is a focus of efforts by the Membership Committee in 2013. 2012 Chair, Mary Kemnitz, and her Committee did excellent work, creating innovative membership initiatives to increase our numbers. In addition, those members who have worked above and beyond what could be expected have been recognized as a "Member of the Month," including James Justus, Art Ratner, Dave Kemnitz and Bob Toepp in 2012, and in January – John Camara and in February – Kris Cesena – maybe you'll be one of those recognized next! We know that 2013 Membership Chair, Rory Balmer, will keep the Committee's initiatives moving.

GovComm Chair Craig Johnson, lobbyist Jack Molodanof and I continue to have frequent communication with BAR. In December, ASCCA representatives met with Bureau Chief John Wallauch and other BAR staff regarding the "wallet flush" issue. The subcommittee dealing with this matter has been reviewing a draft Power Point developed by the Bureau, some information of which is erroneous. This is at the top of BAR's list of enforcement concerns, which BAR feels is prevalent both in the independent repair industry as well as new car dealers. We've developed a draft list of Q/A's – which should help shop owners – we've forwarded to the BAR for its input. We'll be

working hard on this matter, as it's a very important issue for our members, and Craig Johnson has kept the membership informed about this issue through his several TeamTalk blasts. (And you know – you should be on Team Talk! Contact Membership Director Heather Vigil, at hvigil@amgroup.us, to be added.)

By the time you read this, we will have held the fourth annual Leadership Summit, in conjunction with CAWA, which took place February 9 in Newport Beach. Several other aftermarket organizations were invited to participate, including NASTF, AAIA CAA, SCADA, CalABC, and CAT, among others. Topics included R2R: what it means for California; shop owners' participation in parts purchasing and distribution; using the experience of SB 750 as a lesson in grassroots advocacy; and compliance issues related to brake pad reformulation.

We've scheduled our legislative day for Tuesday, April 16, in Sacramento. CAA has again asked to participate, and we hope to have many more members in attendance at this important meeting. So make plans to attend this highly-regarded meeting and sit down and talk to your legislators and their staffs!

We're also building on the successful 2012 Summer Conference, with the Conference Committee, headed by Steve Vanlandingham, hard at work on the 2013 meeting. Save the Date – June 21-23, in Orange County!

Again, we look forward to the year ahead and working with President Jack Crawley and the 2013 Board of Directors.

Liability Insurance Requirement

for a NASTF Vehicle Security Professional (VSP) Registry

During a recent ASCCA meeting, NASTF Executive Director Skip Potter was asked a question regarding the insurance requirement to obtain an LSID from the NASTF Vehicle Security Registry. The following is a detailed explanation of the insurance requirement that should answer that question.

NASTF requires applicants to the VSP Registry to provide a "Certificate of Insurance" naming NASTF as a certificate holder and indicating commercial Liability coverage of at least \$1 million for the business of the applicant.

For businesses where the LSID Holder is not the owner and where the business is applying for multiple LSID accounts under the business' primary account, an additional Employee Fidelity or Vicarious Liability insurance (or Surety Bond) of \$100,000 (per business, not per employee) is required.

Most established businesses will already have liability insurance through their own local agent so application to the NASTF VSP Registry is a simple request to their agent asking to name NASTF as a certificate holder and provide NASTF that certificate. Local agents usually also sell the employee surety bonds, as well.

NASTF has no requirement that a VSP Registry applicant be a member of any locksmith or aftermarket automotive trade association. However, it is wise for businesses to regularly obtain competitive insurance rate quotes from the agencies that may be endorsed by your local or national trade association.

You can find the NASTF LSID Registration Applications at:

<http://www.nastf.org/files/public/LSIDRegistryApplicationAndUserAgreement.pdf>

Refer a Member: Help ASCCA Grow Strong!

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

- Larger member numbers contribute to the legislative strength of the association as a whole
- Help ASCCA reach its goal to double its membership
- Earn a \$75.00 referral fee to be paid directly to you or applied to your renewal dues
- So bring those non-member shop owners to your next meeting and show them what they are missing by not being an ASCCA Member!

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



Stay Informed. Be Heard.

LEGISLATIVE APPOINTMENTS | PROMINENT GUEST SPEAKERS | INDUSTRY EXPOSURE | POLICY/REGULATORY UPDATE

FLY-IN SCHEDULE:

WEDNESDAY
8:00 AM - 12:00 PM
12:00 PM - 2:00 PM
2:00 PM - 3:00 PM
3:00 PM - 4:00 PM
4:00 PM - 5:00 PM

THE STATE CAPITAL BUILDING
APPROXIMATELY 8:00 AM
APPROXIMATELY 12:00 PM
APPROXIMATELY 2:00 PM
APPROXIMATELY 4:00 PM
APPROXIMATELY 5:00 PM



HOT BUTTON ISSUES:

TECHNOLOGY
REGULATORY CHANGES ON EMOI
STP - APPROPRIATE CHANGES TO THE
ENVIRONMENTAL LAWS

ASCCA/CAA LEGISLATIVE FLY-IN

STATE CAPITOL | TUESDAY, APRIL 16 | 8:00 AM - 3:00 PM



Join Us For A Day at the Capitol!

California's Automotive Association (CAA) is partnering with ASCCA for the 2013 Legislative Fly-In! Don't miss out on this opportunity to connect with others in the industry. Fill out this registration form and book your a/c fare. We're taking care of the rest - transportation from the airport, food, and the scheduling of legislative appointments. Please don't delay, space is limited! Reservations will be accepted on a first come, first serve basis. **PAST SPEAKERS HAVE INCLUDED:** Chris Bowers of Automotive Round, Governor's Small Business Advocate, Governor's Economic Advisor, Chief, Select Committee on Career Technology Education & Workforce Development, Author ASEP (Young 12th), Chief, Senate Transportation & Housing Committee.

TRANSPORTATION SERVICE:

ASCCA has arranged for Chaz Cab to provide roundtrip transportation between the Capitol and airport for you. Once you have arrived at the airport, please call 800-844-7788, give them your name, and mention that you are with the ASCCA group. Chaz Cab will direct bill ASCCA. If you need hotel accommodations, please contact Monica at 818-961-8054 x107 or monica@angroupus.com.

REGISTRATION FORM

Find your legislator: <http://www.legislature.ca.gov/>

Name: _____ Company: _____

City: _____ Address: _____

Email: _____ Cell Phone: _____

☐ TRANSPORTATION SERVICE NEEDED

Airline: _____ Flight Number: _____ Arrival Date/Time: _____ Departure Date/Time: _____

☐ Yes, I plan to attend the Welcome Breakfast (8:00 AM) and the Lunch (12:00 PM - 1:00 PM).

☐ Please schedule appointments with legislators who represent my business and home address.
(The following information is required in order to schedule your legislative appointments.)

Business Address: _____

Home Address: _____

Please schedule an appointment with the following legislator in addition to the legislator who represents my business and home address: _____

☐ I will schedule my own appointment with my legislator(s).

REGISTRATION DEADLINE:

Registrations will be received by April 3, 2013 in order to allow to schedule legislative appointments on your behalf.

Please return this form via email or fax to: monica@angroupus.com OR 916-644-7462
Want More Information? Visit www.ascca.com or www.caa.org OR contact Monica at 916-644-7462 x107

Team Talk Corner: *Wallet Flushing*

ASCCA Government Affairs Committee Chair, Craig Johnson

Craig Johnson Automotive | Rowland Heights, California

Recently, a BAR enforcement representative made presentations at Chapters 5 & 20 regarding the Wallet Flushing issue that was first introduced about a year ago. At the core of this issue is the belief that repair shops are recommending unnecessary fluid flushing. The content of the presentation indicates that BAR is listening to the concerns of ASCCA and the automotive repair industry regarding their approach to taking action against shops that they perceive as recommending unnecessary fluid flushes.

BAR has unveiled the draft of a pamphlet that will inform consumers what criteria should be considered when a fluid flush is recommended. It will also outline what is expected of shops, when recommendations are made. The ASCCA Fluid sub-committee is reviewing the draft pamphlet and will give feedback to BAR regarding any concerns our association may have with the document. In the meantime, the sub-committee has come up with a list of more than 40 "Frequently Asked Questions" and presented them to BAR for answers in order to form a better understanding of what shops should be taking into consideration when recommending a fluid flush.

The Government Affairs committee had a recent meeting with BAR at their headquarters, where they pressed for additional clarification on this issue. Some of the feedback received was:

- It's not so much what shops sell to their customers, but how they sell it.
- BAR will not have an issue with shops that act in their customers' best interest and/or present the manufacturer's recommendations for fluid flushing.
- BAR is still analyzing whether copper strips are a valid test when recommending a brake flush. BAR does recognize brake fluid that is contaminated, contains debris, or a moisture content of above 3.7% as valid criteria for a brake fluid flush recommendation.
- BAR has no issue with flushing a system because of a catastrophic component failure, part of a repair, or other repair reasons.

BAR now understands that due to years of experience, shops will recognize the need for a fluid flush or exchange, however until BAR issues answers to ASCCA's follow-up questions in writing, the association recommends that shops explain to customers verbally and in writing why a recommendation for service is made, the cleaning product used, the machine or procedure used, and if the service will void the manufacturer warranty. If the cleaning process or products used carry a warranty, note that as well.



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Looking for Leadership

An Interview with Mary Kemnitz of D & H Enterprises Auto Repair in Concord, CA

by Rory Balmer, ASCCA Membership Committee Chair

Tell me about how you became a shop owner?

In 1995 my husband Dave decided to start an automotive repair business. He had worked for dealerships for many years and had a lifelong dream to own his own business. He actually started the business in the back of a tow truck company. Fortunately I had a great job in the health care industry which helped to pay the bills for the first five years. During his start up I was involved every step of the way, often working weekends and nights at the shop. I soon became as determined as he was to make the business work and when he outgrew his original location and moved into a much larger shop, I decided to leave health care and work with him.



Mary Kemnitz, ASCCA Member

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

We have a great location, on one of the busiest streets in our City. An average week brings in at least 5 to 6 new customers who are just driving by and see our signage and pull in. We specialize in diagnostics with two staff members who are Master Certified. We are an ASE Blue Seal shop and have been an AAA certified shop since 1998.

Do you have a recipe for success? Or, Name 3 things that are essential to the success of your shop.

First and foremost is our affiliation with ASCCA. Without ASCCA we would not have achieved the success we have enjoyed.

My partner Dave. Many say that spouses working together just doesn't work but our commitment to each other produces a synergy that enhances our business.

Customer Service. Getting people in the door is a key to success. Perhaps the even bigger challenge to face is to keep them coming back. Great customer service makes your customers feel that you care about developing a long-term relationship that means more than just making a sale.

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

The tools that ASCCA brings to your business are a huge factor in your success. Working with ASCCA endorsed companies such as ESI, Demand Force, Zenergy and Mudlick have kept us on the cutting edge of the industry.

At the local level, our heavy involvement with our Chapter keeps us in touch with the day to day events and challenges of shop owners in our area. The networking and relationships with our local shops have been one of the greatest benefits of our membership with ASCCA.



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

The networking is priceless. We learn what works and what doesn't. We share our stories through the good times and the bad. When the recession was at its worst we relied upon the Chapter meetings, Team Weekends and the relationships we built gave us the incentive to move forward.

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

I had been wanting to volunteer and "give back" for a few years. I thought about volunteering in the medical industry as that was where my roots were. I even thought about volunteering for ARF as I love animals. We had just joined ASCCA and attended a Chapter meeting where I listened to Past President, Allen Pennebaker describe some of the great work ASCCA was doing. I joined Team Talk and was amazed at the key issues this organization was tackling. Allen asked me to join the board and here I am!

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

Extremely essential. We just weren't aware that a trade organization for our industry such as ASCCA existed. The day that our neighbor shop came by to invite us to a Chapter Meeting completely changed the direction our business was headed in.

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

ASCCA's Government Affairs Committee continually impresses me as they keep the membership informed of the hot button topics impacting our industry. They are tireless in their efforts to protect and inform our membership.

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?

It's all about "giving back". If you love what you do and I am sure every shop owner does or they would not be in the industry, get involved. Make a difference! You will not only help the industry but you will be surprised by your ability to be a key part of making the difference.

8 Opportunities to Lead in 2013

Originally published on inc.com

Leadership is comprised of a series of moments, and it can be difficult to sort out individual moments over time. A continual leadership challenge is to be aware of which moments matter and what to do about them.

Take a moment to reflect upon some of the key moments of your leadership in 2012. If in hindsight, you could have made better decisions, how will you remind yourself to make different choices in 2013?

Here are a few positive moments of leadership to work toward.

The moment you don't let someone off the hook

Organizations are full of dropped commitments. Keeping people "on the hook" until their commitments are fulfilled can be uncomfortable for them, and for you. It is tempting to let them off prematurely, because you are causing their discomfort. For the greater good, resist. Accept that progress requires pressure, and it is your job to apply it responsibly.

The moment you deliberately deflect attention from yourself

When you sincerely refocus the spotlight, the immediate impact is to help others thrive. The secondary effect is that you get time and space to observe others. Leaders must be excellent observers in order to decide where to go next. It is hard to observe while in the spotlight.

The moment you ask a different, deeper question

Many questions skim the surface of an issue, or are asked when one already knows some of the answer, or are really statements masquerading as questions. How can you avoid these unhelpful questions? During an important conversation, how well do you choose a different, deeper question to get to the heart of the matter? How do you decide what to ask, and find the courage to ask it?

The moment you simply say, "Well done"

This two-word statement carries tremendous positive influence when genuinely and on time.

The moment you gather yourself before doing something uncomfortable

It can be easy to shy away from the build-up to uncomfortable events, conversations and decisions. We often create distractions rather than embrace uncertainty and fear. And yet, it is precisely the sensations of discomfort that signal the need for preparation. You can decide how best to prepare



only when you sense the moment - so be aware.

The moment you pursue what's best, even if it's inconvenient

A leader must consistently demonstrate commitment to the shared purpose of the organization. When a leader decides not to pursue a complicated or messy problem, it can easily appear that the leader is simply taking the path of least resistance. Conversely, when a leader embraces an inconvenient challenge, the message is clearly one of devotion to the shared purpose.

The moment you let something pass

As important as deciding what to pursue is deciding what to let go. Distractions abound, real and imagined, and making the time to decide what is better left unaddressed will maintain your focus on the wider view and more important tasks.

The moment you rightly give yourself a break

As a leader, critics are all around - and none may be louder than the one in your own head. Lowering the volume of self-criticism is always a good idea, because too much internal noise will interfere with your ability to reflect, and drown out the helpful perspectives of others.

Recognizing the importance of individual moments will allow for more authentic and effective leadership.

2013 Calendar of Events

April 16

Legislative Day
California State Capitol
Sacramento, CA

September 27-29

Team Weekend
Embassy Suites Promenade
Sacramento, CA

June 21-23

ASCCA Summer
Conference
Hilton Irvine Orange
County Airport
Irvine, CA

December 6-8

Team Weekend
Embassy Suites Promenade
Sacramento, CA



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Team Weekend/Industry Summit

ASCCA/CAWA Host Industry Summit

The Automotive Service Councils of California (ASCCA) and California/Nevada/Arizona Automotive Wholesalers' Association (CAWA) hosted the fourth annual Aftermarket Summit on February 9, 2013, in Newport Beach, CA. The summit continues to grow, and the two organizations attracted more than 125 participants representing both independent repair facilities and aftermarket parts and manufacturers and distributors. Additionally, the California Autobody Association (CAA), California Automotive Business Coalition (CalABC), and State of California Auto Dismantlers Association (SCADA) also participated.

- *SB 750: A lesson in grassroots advocacy.*
- *How will I know if the brake pads I sell or install are compliant with the new regulations?*
- *How will I know if the brake pads I sell or install are compliant with the new regulations?*
- *What can the two associations work on in 2013 to improve the recruitment of individuals into the automotive aftermarket in California?*

Issues discussed included:

- *Where does the distributor buy parts? Who within the company makes the decision to buy? Does the repair shop have any say in the purchasing decision?*
- *What does it mean for California aftermarket businesses now that the "Right to Repair" legislation and initiative have passed in Massachusetts?*

Jack Crawley, ASCCA 2013 President, noted the following about the summit, "The rate of technological changes in our industry, and environmental influences, as well as legislative and regulatory impacts, will continue to grow exponentially. The outcome of these factors will shape our individual and collective futures as well as the industry. Together we must reflect that growth to be effective in protecting our interests and having our collective voices heard, respected, and acted upon."

Ed Jimenez, Chair of CAWA's Board of Directors, stated, "As manufacturers, distributors and retailers, we find it informative and valuable to have thought-provoking discussions with the repair segment of our industry. These discussions strengthen our respective businesses and build unity throughout the aftermarket distribution channel."



ASCCA President Jack Crawley and CAWA President & CEO Rodney Pierini



ASCCA Team Weekend Round up

By Glenn Davis

The February ASCCA Team Weekend just finished as I'm writing this report. Wow! What a weekend. Saturday morning, members of ASCCA and CAWA (California Automotive Wholesalers Association- The parts people) met for a 3 hour open roundtable discussion about issues that affect our industries. Topics included;

- *How do parts distributors decide what parts to stock?*
- *How does the "right to repair" legislation passed in Massachusetts affect California shop owners?*
- *Lessons learned from our victory on SB750 and the effectiveness of grassroots campaigning.*
- *What will the new brake pad regulations mean for shop owners in California?*
- *How can our associations attract new employees to our industries?*

This meeting, held every year really open the gate of communications between our groups. By better understanding both sides of our businesses, we stand a better chance to maximize profits and improve customer service.

The Saturday afternoon sessions of the ASCCA committee meetings really proved how dedicated our all-star volunteers are at improving\protecting\informing our members.

Public Relations....

The new "sign you can trust" consumer outreach program is up and running. The new sign is a great way to educate motorists about your professional commitment to servicing their vehicles. To get the new sign go to www.ascca.com and order your today.

Education and Training....

ASCCA will be staging new training track programs by General Motors and RLO management training for shop owners and their techs. Keep a watch out on the "What you need report" and Team Talk for updates on dates and prices.

Government Affairs....

Absolutely the most important thing ASCCA does for it's members. Craig Johnson (committee chair) and his 20+ members of the Government Affairs Committee met and discussed over 14 issues concerning everything from the new smog check program to the new brake inspection regulations to wallet flushing issues. You can be assured that ASCCA has got your back! You'll be the first ones to know when something that affects your business happens... stay tuned.

Leg Day....

This year, Leg Day will be on April 16, 2013. We are asking everyone to attend this incredibly important meeting. Our grassroots efforts start and stop with our relationships that are built at these types of meet and greets. Let the legislators get to know you and understand your issues. There are over 40 new representatives at the state capital and they need to hear from you. Go to the ASCCA website and sign up to be there.

ASCCA Summer Conference

This year ASCCA will have its Annual Summer Conference at the same location as last year, The Irvine Hilton on June 21-23rd. There will be some great management speakers, ASCCA endorsed vendors, industry supporting vendors, raffles and some great camaraderie. There will also be a drawing to win a new Launch scan tool! Make sure to mark your calendars now.

As you can see, your membership in ASCCA keeps you the most informed, best educated and profitable group of shop owners in the state. See you at the next chapter meeting!



Repair Only Station License Fills Marketplace Need

Those ASCCA members who participate on TeamTalk have received frequent updates from Government Affairs Committee Chair Craig Johnson regarding increased opportunities for repairing your customers' failed Smog Checks by becoming licensed as a Repair-Only station. The following is a synopsis of an article from the recent BAR newsletter; it also includes information Craig provided to TeamTalk.

According to a recent edition of Consumer Reports, most car owners hold on to their vehicles for more than six years, and prefer to have their vehicles serviced by a repair facility that specializes in their make and model cars.

Often, the consumer and shop develop a relationship based upon successful service and repair. Over time, the shop becomes familiar with the service history of the vehicle and the consumer trusts the shop with needed service and repairs. The new Smog Check Repair-Only license provides a method for these shops to maintain their relationship with their customers for Smog Check-related repairs. The Repair-Only license also provides new opportunities for shops providing specialty repairs related to Smog Check (such as automatic transmission repairs or diesel engine repairs) to become licensed Smog Check repair facilities, as well.

What are the market needs for consumers and Repair-Only Stations?

Advancements in technology have made vehicles more reliable and efficient while at the same time more complex.

Repairs now require more in-depth knowledge and more sophisticated equipment than before. This advancement in technology has led the industry toward a more specialized repair market. . .As a result, many shops now specialize in a particular vehicle manufacturer or, in some cases, certain types of vehicles (e.g., diesel-powered vehicles). For the most part, these shops focus on repair, and the Test-and-Repair station license does not fit their business model so they are not Smog Check licensed. . .

How does BAR's Licensing Restructure help resolve these market needs?

BAR's licensing restructure makes it easier for specialty repair facilities that are currently not affiliated with the Smog Check program to become licensed to perform Smog Check repairs. Not only does this give consumers more choices when seeking Smog Check repairs for their vehicles, but it also provides qualified repair technicians a clear and reasonable path toward becoming a licensed Smog Check technician.

An important factor to note is that Repair-Only stations are required to have the same engine diagnostic equipment and repair tools that are required for Test-and-Repair stations, including ignition systems, fuel systems, emission control systems, computer engine controls systems and other related components for each type of vehicle that they diagnose and repair. Repair-Only stations must also employ at least one Smog Check Repair Technician.

My Social Security is a Hit



The Social Security Administration's hottest new online service is getting a lot of use — to the tune of nearly one million visits a week! my Social Security is an online account that allows people quick access to their personal Social Security information. For example, during a person's working years, my Social Security can be used to obtain a Social Security Statement to check his or her earnings record and see estimates of future retirement, disability, and survivor benefits. People who already get Social Security can get a benefit verification letter, check benefit payment information, and even change address, phone number, and direct deposit information.

You can try it out now at www.socialsecurity.gov/myaccount

From Aftermarket Insight #153 by Jim Lang, President, Lang Marketing Resources, Inc.

SS/Garage Foreign Repair Share Rises with Outlet Vehicle Volume

Lang Marketing, in its current nationwide brand share study among Service Stations and Garages, is finding that larger outlets average a substantially higher rate of foreign nameplate repair than do smaller operations. Dividing Service Stations and Garages in the lowest quartile of repair activity have approximately three quarters less of the their product sales generated by foreign nameplates than do Service Stations and Garages in the highest quartile: under 15% versus over 55%.

Rapid Growth During Next 5 Years

With foreign nameplates comprising a majority of cars and light trucks in the repair-age sweet-spot across the U.S. within the next 5 years, the share of foreign nameplate repair conducted by larger Service Stations and Garages will dramatically increase which, in turn, will boost foreign vehicle repair among Service Stations and Garages as a group.

Different Brands Used for Foreign Nameplates

In addition to conducting an above-average share of

foreign repair, larger Service Stations and Garages also are more inclined than smaller operations to use different product brands when repairing foreign nameplates than they do for domestic cars and light trucks. These two factors are combining to accelerate Service Station and Garage brand change.

Larger Service Stations and Garages

Increasing vehicle diversity and technology along with growing complexity of vehicle power plants and operating systems will combine to provide competitive advantages to larger Service Stations and Garages which are better able to adapt to the changing vehicle mix competitive landscape than are smaller Service Stations and Garages. The result will be above average growth for larger Service Stations and Garages and a decline in the competitive position and population of smaller Service Stations and Garages.

Aftermarket Consequences

All this will have significant consequences for where and how Service Stations and Garages purchase as well as product brands they install.



ASCCA Press Release

California Supreme Court Alters How Bias Cases Will Be Handled

Sacramento, CA - February 11, 2013 - Even if discrimination plays a role in a worker's firing, an employer will not be liable for back pay or other compensation if the employee would have been fired anyway for poor performance, the California Supreme Court ruled on February 7. The opinion, *Harris v. City of Santa Monica*, is likely to change the way most discrimination cases are handled in California, lawyers in the case said.

In the past, employees could receive compensation, including back pay and damages, and win reinstatement if they could prove that discrimination was "a motivating factor" in a firing. Now, employees will have to show that bias was a substantial motive, and the employer will then get the chance to argue that performance alone would have resulted in the worker's termination.

The ruling was not a complete victory for employers, however. The court said employers would still have to pay a litigant's attorney fees if a jury finds that illegal bias was involved. A judge also would have the option of issuing an injunction ordering the company to end discrimination.

The decision overturned a jury award to a Santa Monica bus driver who was fired after revealing she was pregnant. The city's bus service insisted that she would have been fired regardless of her pregnancy because she had two accidents and failed twice to report to work on schedule.



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Master of the Customer Experience

What Kind of Value Do You Provide Your Customers?

By John Tschohl



I am often asked how I define exceptional customer service. Here it is in a nutshell: Speed, price, and technology—all built around service. That definition is especially appropriate today, given the fast-paced life we live and the budget constraints many of us face. When we are looking to make a purchase, we want to do it conveniently, we want it now, and we want it at a good price. That is true whether we are purchasing a car or carpet cleaning, an air conditioner or airline tickets.

How do you provide that exceptional service? Take a good look at how you deal with your customers, from initial contact to closing the deal. Are you welcoming, whether customers walk through your physical doors or virtual doors? Do you call them by name? Do you have a smile on your face and in your voice? Do you provide the information that will help them make an informed decision regarding their purchase? Do you deliver what you say you will as quickly as possible?

Let me give you examples of three companies that go above and beyond to not only meet, but exceed, customer expectations. At Metro Bank in London, you can open an account in just 15 minutes, complete with checks, a debit card, and an account password. At other banks, that process would take at least two days.

Metro Bank has the most sophisticated technology of any bank in London, but it also focuses on the human touch. Real people answer its phones in one to two rings 24 hours a day, seven days a week. It also competes on price; customer checks are free, and customers can use their debit cards throughout the world—with no fees.

Metro Bank's focus on speed, technology, and price has proven to be more than a little successful. It opened July 29, 2010 and today has more than 130,000 accounts and \$2 billion in assets. It projects that it will have at least 5,000 employees and 200 offices in the greater London area by 2020.

Apple, the most valuable company in the United States—with more than \$7,000 in sales per square foot at its Apple Stores—bases everything it does on speed. Walk into one of its stores, and an employee immediately greets you and asks what type of help you need. The employee then enters your information into a hand-held device and, when your name is called, another employee accesses that information and is ready to help you.

Apple's focus on its products and ongoing service above and beyond in meeting its customers' needs has made it a service leader. It bases all of its product innovations on speed and, because it has such a strong brand, customers are willing to pay more for those products. And those customers flock to its stores. In fact, each Apple Store averages 5,400 customer visits per week.

Amazon is another company that has realized great success by focusing on speed, price, technology, and service. The company constantly attempts to eliminate cost—and then passes those savings on to its customers, which results in prices with which other companies have no chance of competing. In fact, Amazon is so competitive that it has software customers can use to scan a bar code in a retail store to see if Amazon has a better price for a specific product.

When it comes to speed, you'd be hard pressed to find any company that would beat Amazon. I get confirmation of my orders immediately and am notified when my order has been shipped. The company also offers its prime members free shipping and no sales tax.

Everything Amazon does, it does to make buying its products easy for the customer. Combine that ease with state-of-the-art technology and prices that are almost impossible to beat, and you can see why Amazon had \$41 billion in sales during 2011, a 41 percent increase over 2010.

These three companies—Metro Bank, Apple, and Amazon—have incredible value because they create incredible value for their customers. They have mastered the customer experience. What value do you offer your customers? Is it enough to keep them coming back to you? If you want to ensure the success of your business, give your customers the type of service that will keep them loyal for life.

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

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**Dave Kemnitz, Northern California at
(925) 360-5260
Glenn Davis, Southern California at
(909) 224-8147**



ASCCA Chapter Network

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

Bakersfield (58)

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

East Bay (16)

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

Foothill (5)

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

Fresno (25)

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

Hemet (32)

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

Inland Empire (14)

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

Long Beach (18)

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

Mount Diablo (20)

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

Napa/Solano (9)

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

North Orange County (48)

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

Orange Coast (50)

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

West Los Angeles (12)

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

Ventura County (2)

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

Peninsula (23)

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

Redding (99)

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

Sacramento (34)

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

San Diego (24)

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

San Francisco (21)

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

San Joaquin Valley (6)

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

San Jose (42)

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

San Luis Obispo (17)

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

Santa Clarita (3)

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

Santa Rosa (28)

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

South Bay (1940)

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

South Los Angeles (10)

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

Tulare/Visalia (26)

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

BAR, Industry Ombudsman

Rick Fong
(916) 255-2893

California Chamber of Commerce

Headquarters
(916) 444-6670

CARB (General Number)

(800) 242-4450



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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Repair Pal

Art Shaw
(800) 969-9204

Customer Link

Joe Gibson
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