

THE CALIFORNIA

Independent

WINTER 2015

A Publication of the Automotive Service Councils of California

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75
YEARS



INSIDE THIS ISSUE:

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THE CALIFORNIA *Independent*

Automotive Service Councils of California

Professionals in Automotive Service
Since 1940

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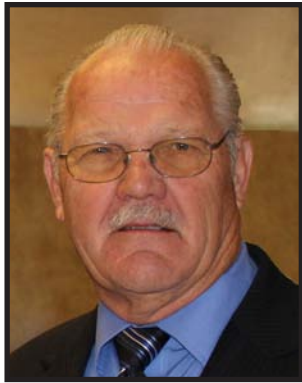
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> PRESIDENT'S MESSAGE

Happy 75th Birthday TO ASCCA!

Steve Vanlandingham
ASCCA President 2015



Can you believe ASCCA is 75 years old? It's amazing how an all-volunteer association has teamed together and promoted itself to independent shops and became a leader in a California industry.

This year will again be full of challenges and all committees have established their plans and will be forging ahead to meet or exceed all goals. I believe all will succeed with a united effort powered by teamwork, keeping in mind our mission statement, "To provide

business resources for our members and to advance the professionalism of the Automotive Repair Industry." Add in the ASCCA Advantage benefits, stand by our Code of Ethics and you have a plan that will continue to work!

With every member's sales skills this will be the association's challenge to get the word out to over 30,000

Auto Repair Dealers (ARD) and increase membership in the process. One of the biggest assets is our governmental grass roots efforts which could be even stronger if our membership numbers increase. Strength in numbers has proven to be part of our cause.

And why not? With the threat of SB 3 (additional minimum wage increases), SB 8 (possible tax on

labor), ongoing telematics issues and hundreds of other upcoming bills, it is good to know that ASCCA has your back and best interests at hand. Speaking of governmental issues, I invite all of you to join us April 14 in Sacramento for a day at the capitol. Don't miss this, it's amazing to see how the squeaky wheel gets oiled and actually come face to face to discuss your concerns with senators, assemblymen and topnotch aides. This event gains momentum every year and has established ASCCA as one of the top automotive industry leaders.

Look ahead and mark your calendars for ASCCA's Summer Conference in Irvine, CA, June 12-15. Lots of activities, classes for shop owners and technicians, vendors, raffles and fun, fun, fun! Don't miss this event, growing stronger every year, join us to find out, get involved, meet other shop owners, and take advantage of ASCCA benefits.

I want to sincerely thank all volunteers, committees and members for their continued support and I encourage everyone to promote ASCCA every chance you get. It's a challenge to stay afloat in today's business sector and ASCCA is there, "To elevate and unite automotive professionals and give them voice."

I look forward to 2015 and hope to meet more of our members. We've put together a good leadership team and hope to entice some of the members who have not participated in the past to join in leadership roles, bring new ideas and let's join forces to make ASCCA a household name in the next 75 years. Have a great year! ■

> EXECUTIVE DIRECTOR'S REPORT

Movin' On Up WITH ASCCA

Gloria Petersen
ASCCA Executive Director



February 2015 brought a change to the ASCCA office. We moved!

For those of you who've been through a move with your shop you know that this was no small undertaking. Each staff member faced the daunting task of packing files, desks, bookshelves, and the much-used break room, copy, supply, and storage rooms.

To prepare for packing we sorted through many files. Wow! What can I say about the Government Affairs Committee? To say the least the Committee's efforts are extensive. I was reminded of the impact that ASCCA has had on legislation that could have negatively impacted our members and small business owners. This committee studies every piece of legislation, recommends positions on legislation and takes action on behalf of the independent automotive aftermarket industry.

I was reminded of our trials, tribulations and, most of all, our successes.

OUR MILESTONES INCLUDE:

- Standardized PO Codes
- Right to Information Act — SB 1148
- Tire Inflation Legislation
- Super Warranty Defeated
- Drafting Smog Check Regulations
- Defeating Trevor Law Group
- Representation on BAR Advisory Group
- Support of Career Technical Education
- Changing BAR Disciplinary Process
- Provided Key Amendments to AB 2289 — Smog Check Program Legislation
- SB 750 Veto — BMW Key Information Access
- Reinstitution of Annual Legislative Days
- Influenced Brake Pad Legislation; Timeframe for Full Implementation Extended

With the ASCCA's campaign and legislative efforts, our connections with legislators and the BAR has been strengthened. Our efforts don't just stop there. ASCCA was a founding partner of the National Automotive Service Task Force (NASTF), the only state association to do this. Our own Past President, Allen Pennebaker is now Chair of NASTF. ASCCA is proud to help NASTF further its mission to "facilitate the identification and correction of gaps in the availability and accessibility of automotive service information, training, diagnostic tools and equipment, and communications to automotive service professionals."

ASCCA has been fortunate to be represented for many years by an excellent legal and lobbying firm, Jack Moloanof, Esq. In 2008, ASCCA reinstituted legislative days. This year's Legislative Day is scheduled for April 14 (registration form on page 10). I hope you will be able to participate — it truly makes a difference.

In order to further our efforts legislatively and expand our participation in key legislative meetings, BAR Committees and present our unique perspective on national issues such as telematics, the ASCCA Board of Directors established the Advocacy Fund, with a goal of raising \$30,000 in contributions.

We have done so much, but can do so much more! Your contribution will help us further our reach by funding volunteer travel to key meetings in which we can make a difference for the automotive aftermarket industry and expand our Legislative Day. Please consider contributing to the Advocacy Fund. **You can make a difference!**

The old office is a memory already; we are in our new office and unpacked. This has been a positive change for our staff with a new office environment to look forward to every day. I hope you too are making changes where you work and that 2015 will be a great year for ASCCA members! ■

reinvent
build
play

REINVENT YOUR TEAM IN 2015

2015 ASCCA Summer Conference

Friday, June 12—Sunday, June 14, 2015 | Irvine Marriott Hotel

Celebrating 75 Years of ASCCA



NEW OFFICE ADDRESS:

One Capitol Mall, Suite 800
Sacramento, CA 95814

NEWS BRIEFS

Credit Card Processing Updates & EMV

The EMV (European Mastercard Visa) initiative is a voluntary change in how to take credit cards from customers. Also called Chip and Pin technology, a customer has a chip on their credit card, in place of the magnetic stripe. EMV is more secure than the stripe and in many cases will require a pin number.

By October 2015, the liability of taking cards shifts in the event of a chargeback. If you use the Chip and Pin technology (EMV) and you get a chargeback, the bank or the credit card company will bear the liability. If you don't use it and get a chargeback, you bear the liability to collect from your customer. It is not a mandatory initiative but Digital Financial Group (NorCal: David Cherney at 775-782-3146; SoCal: Shannon Devery at 626-476-9016) recommends you consider replacing or upgrading your equipment. Most of the new equipment will also enable you to take Apple Pay (contactless payment via iPhone 6). For those merchants using computers and card readers, there is no EMV option for you at this time.

ASCEF Establishes Chapter 24 Scholarship Fund

A scholarship fund for automotive repair students in California has been established with the ASC Educational Foundation (ASCEF). Scholarships from this fund will be awarded to qualified California high school seniors, who plan to enroll in post-high school technical/academic training, or select California college undergraduates in the automotive service field. Chapter 24, the San Diego chapter of the Automotive Service Councils of California (ASCCA), has fully funded this scholarship fund to benefit students enrolled in Cuyamaca College, Southwestern College, Educational Culture Complex and Ramona High School.

Discount Course Offerings for Members

ASCCA has partnered with Educational Seminars Institute (ESI) for discounted course offerings to members. Seminar courses worth \$149.95 are available to ASCCA members for only \$95 per attendee — a savings of almost \$55 per class! Service writer courses worth \$1,500 are offered to ASCCA members for only \$950 per attendee! Visit ASCCA.com for more information and to sign up.

ASCCA Advocacy Fund Seeks Your Donation

The ASCCA has established a fund to enhance our advocacy with the state legislature (e.g., legislative advocate's travel, ASCCA's annual legislative day lobbying, Government Affairs Committee initiatives). Your donation supports ASCCA's core purpose: To elevate and unite automotive professionals, and give them voice. To make a donation, use the form in this issue. Questions: 916-924-9054 or info@ascca.com

Join us APRIL 14TH for ASCCA Legislative Day

ASCCAs' annual Legislative Day will be April 14, 2015. Join us for a day at the Capitol! California Autobody Association (CAA) is partnering with ASCCA for the 2015 Legislative Fly-In. Don't miss out on this opportunity to connect with others in the industry. Fill out the registration form in this issue and book your airfare. We're taking care of the rest.

Rio Hondo Community College to offer Automotive Technology Degree

The governing board for California's community colleges approved four-year degree programs at 15 community colleges, which will start in the next three years. Among those approved was a bachelor's program for automotive technicians at Rio Hondo Community College in Whittier. Changing technology and educational expectations, combined with a shortage of trained workers, led to creating these programs.

New EPA-Approved Section 609 Training

The National Institute for Automotive Service Excellence (ASE) on Feb. 11 announced its 2015 version of the Refrigerant Recovery & Recycling Review and Quiz Program. The new ASE Section 609 program has been completely updated to meet new EPA requirements. The new program can be taken online at www.asecampus.com.



NEW STAFF MEMBER

Leyla Taber

Leyla Taber joined ASCCA in December 2014 as the new ASCCA Membership Director and committee support staff. Leyla brings to ASCCA over 13 years of association management experience, specializing in membership. She is a great addition to the association's staff. Leyla can be reached at 800-810-4272 or ltaber@amgroup.us.

Please join the ASCCA staff in welcoming Leyla to Team ASCCA!

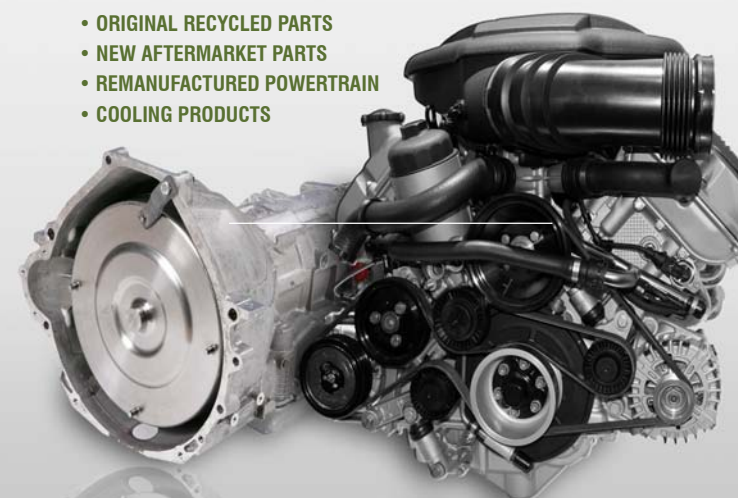


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CALENDAR of EVENTS

April 14, 2015

ASCCA Legislative Day with CAA
State Capitol
Sacramento, CA

April 22, 2015

Bureau of Automotive Repair
Advisory Group Meeting
Dept. of Consumer Affairs, Bureau of
Automotive Repair
Rancho Cordova, CA

June 12-14, 2015

ASCCA Summer Conference
Irvine Marriott Hotel
Irvine, CA

September 26-27, 2015

ASCCA Team Weekend
Double Tree by Hilton Sacramento
Sacramento, CA

More information at www.ascca.com

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LEGISLATIVE REPORT

The state legislature is back in session for the New Year. The legislative deadline for bill introduction was February 27, 2015. We were expecting over 2,000 new bills to be introduced this session, so there are a lot of new bills to review and determine their possible impact on the automotive repair industry. So far, a couple of major pieces of legislation have been introduced.



Jack Molodanof, Esq.
ASCCA Legislative Advocate

SB 3 (Leno) —
Minimum Wage: Annual Adjustment

ASCCA Position: OPPOSE

This bill would increase the state's minimum wage on January 1, 2016 to not less than \$11.00 an hour and then increase it to not less than \$13.00 an hour on July 1, 2017. Thereafter, starting on Jan 1, 2019, the minimum wage would increase based on the Consumer Price Index. A similar bill (SB 935) was defeated last year after an intense lobbying campaign from the business community, including strong grass roots efforts from ASCCA members.

SB 8 (Hertzberg) —
Taxation

ASCCA Position: CONCERNS

This is a major tax reform bill which intends to expand the state portion of the sales tax to all services (e.g., automotive labor) except for health care services, educational services and businesses with \$100,000 in gross sales. The bill anticipates raising \$10 billion in new revenue for the state. The senator is planning on conducting hearings all over the state to get his message out. This bill will require a two-thirds super-majority vote to pass. The ASCCA will be actively following this measure.

Telematics

We are anticipating that a telematics bill will be introduced again this upcoming session. In response to last year's SB 994, ASCCA created a Telematics Task Force to examine these issues and to bring recommendations to ASCCA's Government Affairs Committee and the ASCCA Board of Directors. The Board has approved guiding principles which include making sure that information belongs to the consumer and that the data generated by vehicles can be shared and provided to an automotive service professional of the consumer's choice. ASCCA has been actively engaged in telematics issues and works with and participates in meetings with all stakeholders including consumers, manufacturers, insurers, and national automotive organizations, and will continue to do so.

State Budget

Every year, the legislature and Governor must approve a state budget. ASCCA monitors the state budget process to determine if any issues or bills may have an impact on the automotive repair industry. For example, the budget may impose additional taxes or new fees on small business such as extending sales taxes to automotive services (labor), as noted above.

REGULATORY

Smog Check

The BAR announced that beginning March 9, 2015 smog stations must use an OBD Inspection system (BAR-certified DAD) to test the following vehicles: 2000 and newer model-year (unless over 14,000 lbs) or those without OBD II; 1998 and newer diesel-powered vehicles and all hybrid vehicles. The BAR-97 EIS must not be used to inspect the above vehicles; all STAR-certified stations are required to have an OIS; smog stations will only be allowed to use the 2013 Smog Check Manual. BAR is encouraging stations to start using the OIS system and begin the process as soon as possible. So far, there are about 5,750 active OIS units. BAR is expecting about 7,000+ units to be active by the March 9 deadline. More OIS information and training can be found on the BAR's website.

BAR Enforcement Statistics

ASCCA continues to monitor BAR enforcement issues and examines potential complaint trends. BAR complaint trends for the state during the July-December 2014 period were as follows:

- Engine Repair/Engine Performance (2,523 complaints): 33%
- General Repair and Maintenance (1,245 complaints): 16%
- Auto body (899 complaints): 12%
- Transmission (730 complaints): 10%
- Smog (838 complaints): 11%
- Other (1,370 complaints): 18%

BAR Regulations

The BAR continues to work on several regulations for the automotive repair industry, and ASCCA continues to provide input to

the BAR and monitor them. The regulations include: updating certification of schools and instructors and recognizing certification for non-technical training; creating new windshield installation standards; creating additional requirements for mobile service operators including definition; requiring BAR numbers on vehicles and Internet advertising; permitting authorizations of estimates by email and fax by electronic signature rather than "wet signatures" and streamlining the paperwork process; and updating the disciplinary guidelines.

BAR Automotive Resource Center

BAR has created a separate website (Hub) to connect with professionals/students/ auto technicians/shop owners in the industry: www.californiaarc.org. This website includes free education forums, ask-and-answer forums, training centers and a career forum (job seekers and employment). BAR plans on expanding the site and doing an outreach campaign to get people to use it. This is also an opportunity to include links to training, education (e.g., scholarships), association websites, etc. ASCCA is working with BAR on these opportunities.

BAR continues to hold quarterly public BAR advisory meetings, which provide updates and allow for industry input. The next meeting is scheduled for April 22, 2015.

Office of Environmental Health Hazard Assessment (OEHHA)

OEHHA is updating Prop 65 regulations which will require businesses (including automotive repair facilities) to inform and provide public notice (i.e., posted signs) to Californians about breathing the air in their business area, or that skin contact with petroleum products can expose people to chemicals known to cause cancer, birth defects and other reproductive harm. The regulations require new signs to be posted at public entrances and these signs must contain a certain symbol, the word "WARNING" and specified language along with mention of a website for more information. Small businesses (those with fewer than 10 employees) are still exempt from Prop 65 warning requirements.

ASCCA continues to monitor legislative and regulatory issues that impact members and provide regular updates. ■

More info at: www.ascca.com/government-affairs

Stay Informed. Be Heard.

LEGISLATIVE APPOINTMENTS • PROMINENT GUEST SPEAKERS • INDUSTRY EXPOSURE • LEGISLATIVE/REGULATORY UPDATE

FLY-IN SCHEDULE:

8:00 - 9:00A	WELCOME BREAKFAST
9:00 - 9:30A	SPECIAL GUEST SPEAKER
9:30 - NOON	LEGISLATIVE APPOINTMENTS
NOON - 1:00P	LUNCH
1:00 - 2:30P	LEGISLATIVE APPOINTMENTS

HOT BUTTON ISSUES:

SALES TAX ON SERVICE
MINIMUM WAGE INCREASES



ASCCA/CAA LEGISLATIVE FLY-IN

STATE CAPITOL | TUESDAY, APRIL 14, 2015 | 8:00 AM – 3:00 PM

Join Us For A Day at the Capitol!

California Autobody Association (CAA) is partnering with ASCCA for the 2015 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 airfare. 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: *Chief, Bureau of Automotive Repair; Governor's Small Business Advocate, Governor's Economic Adviser; Chair, Select Committee on Career Technical Education & Workforce Development; Author AB 2289 (Smog Check), Chair Senate Transportation & Housing Committee.*

TRANSPORTATION SERVICE:

ASCCA has arranged for Chaz Cab to provide round-trip transportation to/from the Capitol at no charge to you. Once you have arrived at the airport, please call 916-952-8531, give them your name, and mention that you are with the ASCCA group. Chaz Cab will direct bill ASCCA. If you require hotel accommodations, please contact Lauren at 916-924-9054 x105 or Istoddard@amgroup.us.

Registration Form

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

Name: _____ Chapter: _____
City: _____ Affiliation: _____
E-mail: _____ Cell Phone: _____

☐ Yes, I plan to attend the Welcome Breakfast (8 – 9am) and the Lunch (Noon – 1 pm)

Please schedule appointment 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: _____

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

REGISTRATION DEADLINE:

Registrations must be received by April 2, 2015 in order for staff to schedule legislative appointments on your behalf.

Please return this form via e-mail or fax to: mputterman@amgroup.us OR 916.444.7462 (fax).

Want More Information? Visit www.ascca.com, upcoming events **OR** contact Lauren or Mary at 916.924.9054.



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Donation to ASCCA Advocacy Fund

The ASCCA has established a fund to enhance our advocacy with the state legislature (e.g., legislative advocate's travel, ASCCA's annual legislative day lobbying, Government Affairs Committee initiatives).

First Name and Last Name: _____

Chapter: _____

Company Name: _____

Address: _____

Phone #: _____ Fax #: _____

E-Mail Address: _____

Enclosed is my donation in the amount of: ☐ \$500 ☐ \$250 ☐ \$100 ☐ \$50 Other \$_____.

☐ Please list me as "Anonymous" on any published donor list.

Payment Method

Check # _____ payable to **ASCCA**, or

Charge my: ☐ MasterCard ☐ Visa ☐ American Express

Card Number _____ Expiration Date _____

Name printed on card _____

CSV Code _____ Billing ZIP Code _____

Signature _____ Date _____

Mail with payment to: ASCCA, c/o ASCCA Advocacy Fund, One Capitol Mall, Suite 800, Sacramento, CA 95814 or FAX to (916) 444-7462.

Thank you for your support! Your donation support's ASCCA's core purpose: To elevate and unite automotive professionals, and give them voice. If you have any questions, call ASCCA at 916-924-9054 or email us at: info@ascca.com.

CONTEST UPDATE

Participate in ASCCA's Annual Countertop Display Contest! Your Colleagues are Counting on You!

The ASCCA Public Relations Committee kicked off the second annual countertop display contest in January. Remember how much fun we had with this in 2014? NorCal won with 114 shops participating, compared to 85 for SoCal. We expect at least 300 shops to participate this year! Our goal is to get the ASCCA name out in front of the public and let them know ASCCA shops have a high level of trust for their auto repairs.



HOW TO ENTER THE CONTEST:

1 Place ASCCA countertop display in your check-out area.

New countertop displays were mailed out to ASCCA member shops in January. Assemble the display and place it prominently on your counter in the check-out area of your shop. The countertop displays have a built-in business card holder for your shop to place its business cards.

2 Submit a photo of your countertop display area.

Submit a photo of your countertop display — preferably with you in it — to pboerner@amgroup.us.

If you did not receive a countertop display, or have misplaced the one you got, contact Phil Boerner, ASCCA staff member, for a new one.



NorCal vs SoCal

Which region is using the countertop displays the most? The dividing line, for the purposes of this contest, is just south of Fresno, in a straight line that is the southern border of Monterey, Kings, Tulare and Inyo counties (which are therefore in NorCal).

WINNERS & LOSERS

The winner will be the region that has the highest points as of 5:00 PM on September 14, 2015. Just like last year, the losing region will serve winners sundae desserts at the September Team Weekend Chapter Representatives meeting in Sacramento — and get the coveted ice cream trophy!



Additional Information

PR Committee adds Bonus Point

Shops can get a bonus point for submitting a photo that shows last year's display along with this year's display. This is to reward those shops that have been showing their display ever since they set theirs up and took the photo sometime last year.

Rules Changed to Encourage Early Submissions & Prevent "Sandbagging"

Submissions are worth 3 points if received before April 1, 2 points from April 1–June 30, and 1 point from July 1 until the contest ends on September 14. Last year, we had many entries submitted in the final days of the contest and we hope this change in the rules will encourage shops to send in their contest entries earlier. Early entries also support the overall goal of getting the ASCCA brand in front of the public for the longest period of time.

Fine Print

1. Only one entry per shop.
2. Photos submitted must identify the shop sending it.
3. A photo of the shop owner or a staff member with the display is preferable (please identify the person, or persons, when you send your email).
4. Phil Boerner keeps a tally of the scores and announces them at the end of each week on Fridays in ASCCA's e-newsletter and on Facebook.



GOOD LUCK, EVERYONE!

> ASCCA MEMBERS OF THE MONTH



June 2014:
DARLENE & PETE PETERSON
RETIRED FROM CHAPTER 14, INLAND EMPIRE

Husband and wife duo Pete and Darlene Petersen got married in 1954 after Pete served in the Korean War. They have been supporting each other ever since in their community, church, and personal activities. In 1957 Pete worked for an Oldsmobile dealership. In 1968 he opened Quality Automotive and worked there until he retired in 2004. Since 1977, Pete has taught over 1,000 auto repair students as a faculty member at San Bernardino Valley College.



September 2014:
RAUL SALGADO
RAUL'S AUTO REPAIR
IN AZUSA & COVINA

Raul was inspired to become involved in automotive repair by ASCCA members, particularly Gene Morrill and Craig Johnson. He was able to own and run his very successful repair shop through hard work, training, and by having the right people working for him. From being an ASCCA member in Chapter 5, he has gained a network of friends and created a great shop. He advises new ASCCA members to get to know their fellow ASCCA members and get involved with their local chapter.



October 2014:
JONATHAN SUMMERS
CALIFORNIA SMOG &
AUTOMOTIVE INSTITUTE
IN RIVERSIDE

Jonathan is a member of ASCCA Chapter 14-Inland Empire. Jonathan has been an ASCCA member since 2012. He and his wife run a school that conducts automotive training for young technicians. He is also the owner of an auto repair shop and is an active supporter of the ASCCA.



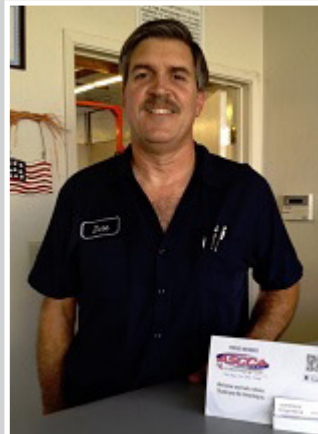
November 2014:
STEVE ELSTINS
WEST COAST MUFFLER
IN CONCORD

Steve was nominated by Chapter 20 because his passion to make a difference in the industry is appreciated by everyone. He has organized a Father's Day car show for the last 20 years and donated the proceeds to charity. Steve is also an ASCCA board member, chairs ASCCA's Education, Training and Information Committee, and is a member of ASCCA's Summer Conference and Government Affairs Committees. Steve does a lot for ASCCA members so thank him next time you see him!



December 2014:
JOHN EPPSTEIN
JOHN'S AUTOMOTIVE
CARE IN SAN DIEGO

John has been in the automotive industry since 1985. He is active in the community through the Boys and Girls Club, is a board member of ASCCA and serves on the ASCCA Endorsements Committee. John is a member of ASCCA Chapter 24 and has served as its secretary, vice president, and chair of the Meetings Committee. He is also on the ASCEF Board of Trustees and his shop is an ASCEF Cars for Careers donation site.



January 2015:
DAVID KUSA
AUTOTREND
DIAGNOSTICS IN
CAMPBELL

Dave is very active in Chapter 42 and currently serves as a board member and chapter representative. He has also helped several new shops become ASCCA members. Dave advocates with local legislators on behalf of small businesses and their employees. He contributes to TeamTalk and is a huge resource for members. Dave sets an outstanding example to be emulated by other shop owners on how to run a successful business and be an active and valued member of the local community.

Read about all of the ASCCA's Members of the Month:
www.ascca.com/ascca-members-of-the-month



February 2015:
DARREN GILBERT
GILBERT MOTOR SERVICE IN ALHAMBRA

Darren is very active in Chapter 5 and currently serves as chapter president. Darren has brought in several new ASCCA members and promotes our association every chance he gets. He lobbies for ASCCA members at our annual legislative days and attends all summer conferences. Darren also sets up classes for members and is always willing to help others. Congratulations, Darren!

Congratulations!

2015 ASCCA Summer Conference

Friday June 12-Sunday June 14, 2015 • Irvine Marriott Hotel

RE-INVENT YOUR TEAM

re-create
re-discover
re-engage

IRVINE MARRIOTT HOTEL

18000 Von Karman Avenue, Irvine, CA 92612

Room Rate: \$104/night
Reservations: Call 800-228-9290 or
visit www.assccasummerconference.com for
more information

Dates: June 12-14, 2015

IMPORTANT DATES

Early Bird Deadline: April 3, 2015
Cancellation Deadline: May 29, 2015



TECHNICAL TRACK INFORMATION

2015 is the year to re-invent your team! Not only will your tech participate in both intermediate and advanced technical courses, Saturday afternoon is devoted to both you and your tech in our team building session!

MANAGEMENT TRACK INFORMATION

The ASCCA Summer Conference is bringing a strong line up of speakers with a focus on effective teamwork and communication in your shop. At this year's Summer Conference you will gain tools and knowledge to better your social media skills, employee retention, increased sales, team productivity and day-to-day management.



Exhibitors

Don't miss the opportunity to learn from and mingle with exhibitors from across the country.

2015 SPEAKERS!

Kevin McCartney, NAPA
Maylan Newton and Bill Haas
Mike Giblin, Kukui
Cory King, Employment Law Attorney
And More to Come!

2015 Summer Conference

Schedule of events

Day1: Friday, June 12

Time	Program
Noon – 4:00 PM	Leadership Meetings Chapter Reps Committee & Board of Directors
5:00 PM – 7:00 PM	Welcome Reception Wine & Beer Reception with Exhibitors in Exhibit Hall Network in a FUN, RELAXED atmosphere with hors d'oeuvres and cocktails.

NEW!!
team building!

Day 2: Saturday June 13

Business Track Times	Business / Operations Track	Technical Training Track 1	Technical Training Track 2
8:00AM – 8:45AM	Opening Remarks & Conference Highlights; President's Welcome & ASCCA Legislative Update		
8:45 AM – 9:00 AM	Transition to Educational Sessions		
9:00 AM – 12:00 PM	Building Your Own Brand Mike Giblin, Kukui	The New 300,000 Mile Service Strategy Kevin McCartney, NAPA	TBD
10:00 AM-10:15AM	Break		
Noon – 2:00 PM	Luncheon - Visit Exhibits		
2:00 PM-5:30 PM	Joint Teambuilding Workshop: Communication between the Front of the Shop and Back of the Shop featuring: Maylan Newlan and Bill Haas		
4:00 PM- 4:15 PM	Break		
6:00 PM – 10:00 PM	Evening Events – Visit Exhibits (includes dinner, entertainment and silent auction)		

Day 3: Sunday, June 14

Business Track Times	Business Management
7:00 AM-8:00 AM	Continental Breakfast
8:00 AM-11:00 AM	HR Resources for the Small Business Owner, Cory King, Employment Law Attorney

1940

75th

2015

Automotive Service

Councils of California

2015 ASCCA Summer Conference

Friday June 12-Sunday June 14, 2015 • Irvine Marriott Hotel

RE-INVENT
YOUR TEAM

re-create
re-discover
re-engage

ENTER TO WIN!
GET YOUR RAFFLE
TICKETS TODAY!
\$25 each

The 4425 PicoScope Diagnostic Kit

This package contains the 4-channel 4425 Picoscope module and software combined with an VERY extensive test lead package. It is compatible with any vehicle.

Two features that help the PicoScope outperform other scope are (1) high performance vertical resolution and (2) memory buffers. It also features:

- (1) ConnectDetect™. This handy feature detects when you have made a good connection in those difficult to reach places.
- (2) Vertical Resolution: Unlike most digital storage oscilloscopes, which typically have 8-bit vertical resolution and poor DC accuracy, the PicoScope is accurate to 1% and with 12-bit resolution.
- (3) Memory Buffer: PicoScope has a large memory buffer - this lets you capture large, complex signals and then ZOOM (up to 200x) into areas of interest to show the fine detail of the signal.



4-channel 4425 PicoScope ADVANCED
Diagnostic Kit
(retail price \$3,127.00)

Product Features & Functions

- *The 4425 Pico scope offers support and power in an affordable and flexible package for use with any vehicle:
- * 4-channel scope with independent floating inputs to measure up to 4 signals at once
- * Memory: 250,000,000 samples ‘always on’ memory captures every detail of the signal (up to 10,000 waveforms)
- * Sampling rate: maximum at 400MS/s
- * Input Voltage: 200 volts maximum
- * Accuracy: +/- 1%
- * Advanced trigger modes capture intermittent faults
- * Zoom: Multiple views of the same data, zoom up to 200x, pan and filter each view
- * ConnectDetect™ for reliable probing
- * Protection against overloads and short circuits
- * Unlimited storage of waveforms and settings
- * 127-preloaded tests and waveform references
- * CAN bus and FlexRay compatible
- * USB connection to PC: USB 3.0 (USB 2.0 compatible)
- * Language Options (English, French, German, Italian)
- * 24 month warranty
- * Free software updates
- * Free technical support

1940

75th

2015

Automotive Service

Councils of California

2015 Summer Conference Attendee Registration

Contact information

Please print clearly.

Shop Name

Referred by: (Shop Name & Shop Owner)

Contact Address

City / State / Zip

Phone

Fax

Email

YOU CAN REGISTER ONLINE!

Visit www.asccasummerconference.com

MAIL COMPLETED REGISTRATION FORM TO:
One Capitol Mall, Suite 800
Sacramento, CA 95814

FAX REGISTRATION FORM TO:
ASCCA: 916-444-7462

QUESTIONS? CALL: 800-810-4272

Diagnostic Kit Raffle

4-channel 4425 PicoScope ADVANCED Diagnostic Kit

Retail value \$3,127.00 Prize provided by www.AESWave.com

Grand Prize Drawing: Saturday, June 13 during the reception.
Need NOT be present to win, but we hope you are!

Ticket stubs will be mailed to the address provided above.
☐ \$25 per raffle ticket TOTAL: \$ _____

Registration information (Registration includes breakfast and lunch on each day unless otherwise noted)

ATTENDEE TYPES <small>Register online to see what your registration includes.</small>	EARLY BIRD <small>Before April 3</small>	REGULAR <small>After April 3</small>	NAME(S) OF REGISTRANT <small>Name badges will be pre-printed to allow access to paid event.</small>	NAME(S) OF SHOP <small>ONLY if different from above.</small>
<input type="checkbox"/> Management (Full Registration- Includes the banquet)	\$299	\$399		
<input type="checkbox"/> + Addt'l Management (Full registration- Includes the banquet)	\$249	\$349		
<input type="checkbox"/> Saturday Only (Includes the banquet)	\$199	\$249		
<input type="checkbox"/> Saturday Only (Does NOT include the banquet)	\$109	\$159		
<input type="checkbox"/> Technician (Does NOT include Banquet)	\$99	\$149		
<input type="checkbox"/> Banquet Only	\$89	\$89		

payment information

☐ Check made payable to ASCCA

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Credit Card Number

Exp. Date

Zip Code

CV2

Name on Card

Signature

CANCELLATIONS: Cancellations must be made in writing. A refund, less a \$25 administrative fee will be assessed. No refunds will be issued after May 29, 2015.

GRAND PRIZE DRAWING
Saturday, June 13th
During the reception

Need NOT be present to win, but we hope you are!

Tickets can be purchased through your chapter
or on the conference registration page.



GRAND PRIZE SPONSOR
5465 E Hedges Ave.
Fresno, CA 93727
www.AESWave.com

ASCCA PAST PRESIDENTS



1940-1	Oliver Kieffer	1981	Jack Heyler
1942	Jack Gilchrist	1982	Moe Sinsley
1943	Ken Chandler	1983	Dave Nichols
1944	Leonard Holston	1984	Mario Rizzoli
1945	Jack Fisher	1985	Pieter Meijer
1946	Oliver Kieffer	1986	Ed Harris
1947-8	Jack Gilchrist	1987	Lee Castner
1949	Roy Harper	1988	Cal Custer
1950	Oliver Kieffer	1989	Gene Walinski
1951	Merle Rodeke	1990	Chuck Overbey
1952-4	C.G. (Dick) Dixon	1991	Robert Ayers
1955	Howard Eaves	1992	Willie Pappler
1956	Oliver Kieffer	1993	Robert N. Brown, Jr. (D); Robert Weber (CT)
1957	Jack Gilchrist	1994	Robert Weber
1958-9	Henry Sorenson	1995	Alan Cherko
1960	Louis Leigh	1996	Larry Moore
1961	Frank McMurrey	1997	Ron Dyrness
1962	Ernest Bailly	1998	Michael Mahneke
1963	Troy Ward	1999	Don Seene
1964	Lorin Smith	2000	Alan Cherko
1965	Cary Jackson	2001	Robert Salerno
1966	Marvin Lite	2002	Dan Walker (R); Carol Bartels (CT)
1967	Lou Dinger	2003	Carol Bartels
1968	C. Dean Crill	2004	Dan Biggs
1969	Guy Welker	2005	Bob Constant
1970	Jim Jones	2006	Dan Fogle
1971	Walt Brooks	2007	Bob Klingenberg
1972	Lyle Burgess	2008	Allen Pennebaker
1973	Paul Tahmisian	2009	Glenn Davis
1974	Gordon McFarland	2010	Stuart Terry
1975	Dale Crill	2011	Dennis Montalbano
1976	Lou Pastel	2012	Tracy Renee
1977	Del Wright	2013	Jack Crawley
1978	Frank Shepard	2014	Mary Kemnitz
1979	Ken Hamilton		
1980	Roger Bursch		

(D) = deceased · (R) = resigned · (CT) = continued term

Stuart Terry — 1
Mary Kemnitz & Tracy Renee — 2
Allen Pennebaker — 3
Glenn Davis — 4
Robert Salerno — 5
Dennis Montalbano — 6
Jack Crawley — 7

PICTURED

Anniversary MILESTONES

The ASCCA would like to recognize members who celebrated a milestone anniversary between the months of August 2014 and January 2015. Congratulations and thank you for your support! Our association has grown strong and is effective because of members like you!

45 YEARS

Bob's Automotive (Garden Grove)
Jay's Auto Center (Torrance)
Modern Specialists, Inc. (Long Beach)

40 YEARS

Bryant Automotive (Redding)
Hans German Car Repair
(North Hollywood)

35 YEARS

East Highland Auto Tech (Highland)
Valley Trans-Valtran Inc. (El Cajon)

30 YEARS

The Auto Shop (Visalia)
California Department of Education
(La Crescenta)
Larry's AutoWorks (Mountain View)
Mahneke Motors (Goleta)
Modderman Service, Inc.
(Mountain View)
Mussche Automotive, Inc. (Anaheim)
Renson Automotive, Inc. (Campbell)

25 YEARS

Four Car Garage, Inc. (Burlingame)
German Auto Repair, Inc. (Fresno)
John Palmer (San Diego)
Phil's Auto Clinic (Hemet)
Phil's Imports, Inc. (Burbank)
R & S Automotive (Newhall)
Silver Star Service (Monterey Park)

20 YEARS

Forest Hill Auto Service (Seaside)
Siegfried's Motors, Inc. (Fresno)
Skip's Tire & Auto - Blossom Hill
Goodyear (San Jose)
Stuart Terry Auto Repair (San Diego)

15 YEARS

Carbex One Stop (Clovis)
Dennis Auto Repair, Inc. (Fresno)
Jim Mazzeo (Encinitas)
Morris Automotive (Santa Monica)
Overseas Garage (Long Beach)
Pete's Precision Auto (Chula Vista)
Samo Wheel & Brake (Santa Monica)
Scotty's Auto Repair (Riverside)
Star Auto Parts (San Bernardino)

10 YEARS

Art's Automotive (Berkeley)
Bavaria Auto Center (Rosemead)
Gilmore's Auto Service (Walnut Creek)
S.P. Automotive Supply (Martinez)
Winchester Auto Parts (San Jose)

5 YEARS

All Wheel Alignment & Brake (Redding)
Central Automotive (Walnut Creek)
Norman A. Blieden, CPA (Arcadia)
Pro On-Site Fleet Services (Stockton)

Welcome, NEW MEMBERS

(August 2014—January 2015)

Aflac San Ramon	Pasadena City College Alhambra, Glendale, La Crescenta, Pasadena
Auto Solutions San Rafael	Paul's Automotive Service Sherman Oaks
AutoZone Charlotte, NC	Prismacor Auto Body Santa Rosa
Bakersfield College Bakersfield	Pro Star Auto Service Milpitas
Bay Area Oil Co. Benicia	Reedly College Dinuba
Certified Automotive Specialists Glendora	Rohnert Park Transmission Rohnert Park
ETI	San Diego Miramar College San Diego
Expert Auto Care Inc. Mountain	Skeeters Auto Santa Ana
Flyers Energy LLC Bloomington	SRS Automotive South El Monte
Golden State Mighty Tulare	United Alignment Tire Center North
Koelewyn Repair Service Hanford	Victor Valley College Victorville
Leo Brown's Complete Auto Covina	Vince's Automotive Reseda
Mechanic Grid Hayward	Winzer Corp Franchise Palm Springs
Mike Bradley's Automotive Chatsworth	Vorba Linda Auto Service Placentia
1-800 Radiator (SNZ Radiator) National City	
Pacific Highway Auto Repair San Diego	



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Carol & Dwain Bartels **HONORED WITH ASCCA HALL OF FAME AWARD**

ASCCA honored the late Carol and Dwain Bartels with an ASCCA Hall of Fame Award during its Team Weekend event held September 27–28, 2014.

The award was presented to the many members of the Bartels family who attended the awards luncheon on September 27. The ASCCA Hall of Fame Award recognizes individuals in the independent automotive business for their outstanding contributions to automotive repair industry.

Carol passed away in Sacramento on July 9, 2014, two years after Dwain. They were married for 39 years. Carol was a past president of the ASCCA, serving in 2002 and 2003. They both held numerous leadership positions with the organization and helped advance the automotive repair industry.

Together Carol and Dwain Bartels operated D & L Automotive in Sacramento and were longtime Chapter

34 members. Carol was secretary of the Sacramento chapter for twenty years and developed monthly trainings for their 100 chapter members. Then Dwain stepped in as chapter president for another five years. They both enjoyed establishing a tight community of automotive repair shop owners and have been dearly missed by that chapter.

“I had the honor of being Vice President during her reign as our leader, and she was an excellent teacher,” said Dan Biggs, ASCCA president in 2004. “She was a fierce proponent for our legislative causes, and always had a nice thing to say.”

“She had a passion for the work and devoted many volunteer hours in watching out for the independent shop owners in the state,” said ASCCA member Larry Moore. “She was one of several women who worked tirelessly for ASCCA on many fronts and blazed a path for other

women to be recognized in this arena. She will be missed.”

Carol was also a founding member of the ASCettes, which was a women-driven leadership team, focused on expanding education and training for youths. They started the ASC Educational Foundation (ASCEF) which has grown exponentially into a scholarship fund with a history of \$60,000 in student scholarships.

Carol once said, “There has to be more training for the technician. We need to help the high schools and colleges so they can offer automotive technology to their students. We can accomplish these with the help of the whole association, our partners, and legislation.”

At the awards ceremony, ASCEF Chair Glenn Davis announced the establishment of the Dwain and Carol Bartels Memorial Scholarship Fund, which will provide funds for automotive technology students. ■



In 1971 at age 19 I was told about a 1956 Corvette that was covered by sheets and parked in the original owner's garage. I was determined to find this car. Having been told about where the car's owner might be, I found the car by knocking on doors in a San Jose neighborhood. Second door was the one!

The original owner told me the car was not for sale. But if it were, he said, it would take a lot of money to buy it from him. He told me that \$700 was the number. Take it or leave it. I took it.

The vehicle had 54,000 miles on the odometer. Two four-barrel carburetors, power windows, and a power top were just a few of the options on this unique Corvette, which was painted cascade green, with a shoreline beige interior. This made it one of 224 such Corvettes painted this color.

I drove the car for a couple of years and decided to do a "frame off" restoration. There were few reproduction parts available. This is one of the most original Corvettes in the nation. There were only 3,224 made in 1956, making it one of lowest production years. After two years of restoration, my Corvette reappeared on the scene. This car, over the 44 years I have owned it, has won many first place awards at numerous Concours d'Elegances. It was the featured car in the 1982 book series "Corvette, the Sensuous American." It is a local favorite at car shows and hot-rod runs. I have owned many classic Corvettes and many other classic cars, but this car is family. It would really take a lot of money to buy it from me — much more than \$700!

In each issue of this magazine, the ASCCA features a member's restored collectible car. Do you have one you would like to see in The California Independent? Send an email to pboerner@amgroup.us with some information and a photo and you might be featured in a future issue.

ASCCA MEMBER CLASSIC CAR

1956 CHEVROLET CORVETTE > Dennis Montalbano, ASCCA Vice President, Member of Chapter 25 & Owner of German Auto Repair in Fresno

ASCCA Chapter Network

The Automotive Service Councils of California is made up of local chapters. Join your local chapter today and get involved!

EAST BAY (16)
Meetings held third Tuesday, 6:30 p.m.
Call Art Ratner: (510) 540-7093

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

INLAND EMPIRE (14)
Meetings held third Tuesday, 7 p.m.
Call Rory Balmer: (909) 337-0082

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 Steve Elstins (925) 676-8376

NORTH ORANGE COUNTY (48)
Meetings held third Wednesday, 6:30 p.m.
Call Denise Pina (714) 990-1500

ORANGE COAST (50)
Meetings held third Thursday, 7 p.m.
Call Margie van Lierop (949) 951-1525

PENINSULA (23)
Meetings held last Tuesday of every other month, 7 p.m.
Call Angi Roberts: (408) 266-9658

REDDING (99)
Meetings times vary
Call Ken Breshears (530) 222-2572

SAN DIEGO (24)
Meetings held third Tuesday, Times vary
Call Mitch Mendenhall: (619) 334-6005

SAN FRANCISCO (21)
Meetings held last Wednesday, 7:30 p.m.
Call Paul Grech: (415) 286-6747

SAN JOAQUIN VALLEY (6)
Meetings held second Thursday, 6:30 p.m.
Call Paul La Berge (209) 466-5364

SAN JOSE (42)
Meetings held second Wednesday, 7 p.m.
Call Angi Roberts: (408) 266-9658

SANTA CLARITA (3)
Meetings times vary
Call Declan Kavanagh: (818) 788-3375

SANTA ROSA (28)
Meetings time vary
Call Robert Toepp: (707) 546-2851

SOUTH BAY (1940)
Meetings held quarterly, 6:30 p.m.
Call Eulogio Tamayo: (310) 371-2449

TULARE/VISALIA (26)
Meetings held every other month, 6:30 p.m.
Call John Camara: (559) 688-5721

VENTURA COUNTY (2)
Meetings held second Tuesday, 6:30 p.m.
Call Kathy Riggs: (805) 983-8100

WEST LOS ANGELES (12)
Meeting times vary
Call Jo Ann Fischer: (909) 939-0332

Bureau of Automotive Repair (BAR): Chief
Patrick Dorais
(916) 255-4565

BAR: Industry Ombudsman
Rick Fong
(916) 255-2893

California Chamber of Commerce
Headquarters
(916) 444-6670

California Air Resources Board (CARB)
(800) 242-4450



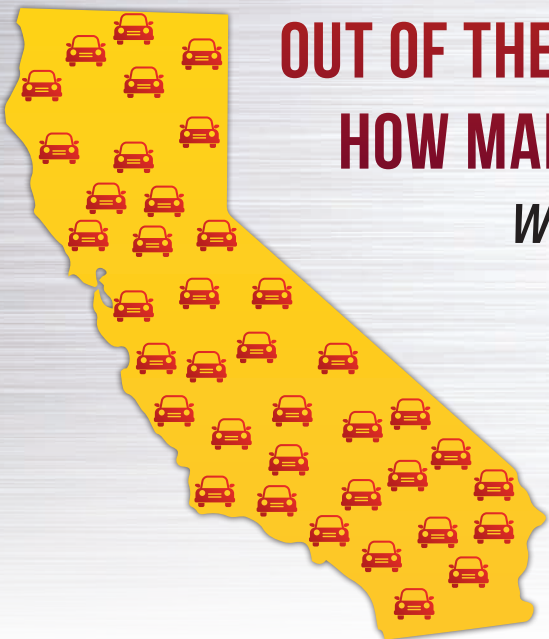
Now Available ASCCA Consumer Brochure

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. ■

Find us on



OUT OF THE 27,871,811 CARS IN CALIFORNIA HOW MANY DOES YOUR SHOP SERVICE?

We can grow your car count!

- ✓ Monthly Postcard Mail Marketing
- ✓ Easy 0% Finance Pay Plans
- ✓ Affordable Monthly Payments
- ✓ Maximum Exposure to Targeted Prospects
- ✓ Campaign Performance Reports

Based on California Light Vehicle Registrations. Sources:
1 National Automobile Dealers Association (NADA), IHS Automotive, driven by Polk's NVPP® database.



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Nominate a Colleague or ASCCA Supporter for a Summer Conference Award

Help ASCCA recognize the people who stand out in our association and/or contribute to making ASCCA great. The presentation of these awards is a highlight of the summer conference! Below is a list of awards, along with nomination criteria. Submit your nominations (or any questions) to Membership Director Leyla Taber at ltaber@amgroup.us or via fax to 916-444-7462. Nominations are due by April 30, 2015.

VOLUNTEER OF THE YEAR:

Recognizes an individual or shop that has provided extraordinary volunteer service to ASCCA or to their community (need not relate to the auto industry). Nominees must be a shop

owner, employee, or auto shop and be part of an ASCCA member shop.

CHAPTER OF THE YEAR:

Recognizes our most outstanding chapter. Chapters may be nominated for membership recruitment, community involvement, contribution to the progress of the auto industry, or for other reasons — the key is to specify why the chapter should be recognized. Nominees must be active ASCCA chapters.

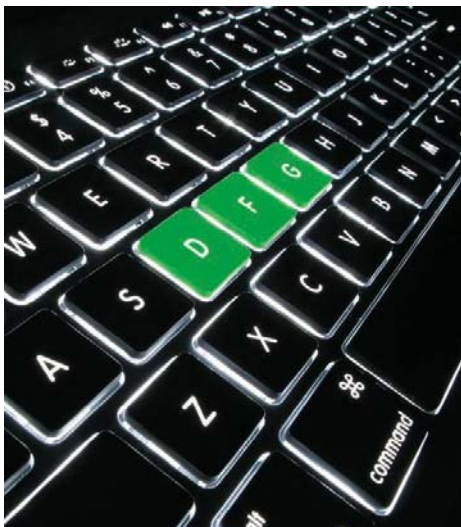
RIISING STAR AWARD:

Recognizes a new member who has shown strong potential for contributing to ASCCA and/or to business growth and development. Nominees must be current members.

SPONSOR OF THE YEAR:

Recognizes our sponsors and partners for their contributions to ASCCA. Since our sponsors contribute in a number of tangible and intangible ways, there are no wrong answers when providing a justification for submitting a nomination. Nominees must be Associate or Corporate Sponsor Members.





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Maylan Newton
(888) 338-7296
esi@esiseminars.com

iATN

Scott Brown
www.iatn.net
33% discount on Business+
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<http://iatn.us/PROASC1940>

Motor Age Training

James Hwang
(310) 857-7633

CUSTOMER SUPPORT

Repair Pal

Art Shaw
(800) 969-9204

LEGAL SERVICES

Jack Molodanof, Esq.

jack@mrgco.org
(916) 447-0313

CUSTOMER LOYALTY SYSTEMS

Ryan Tunison
(888) 622-7552

DemandForce

Jordan MacAvoy
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INSURANCE SERVICES

Armstrong & Associates

Insurance Services
Glen Dailey
(866) 923-7767
gdailey@armstrongprofessional.com

FINANCIAL SERVICES

Redwood Credit Union

(Business/Equipment Financing)
(800) 479-7928
www.redwoodcu.org

MARKETING PROGRAMS

Mudlick Mail

Tim Ross
(866) 794-0167, x109
tim@mudlickmail.com

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marketers-distributors](http://www.phillips66lubricants.com/marketers-distributors)

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KuKui

Todd Westerlund
877-695-6008
Todd@kukui.com
www.KUKUI.com

Zenergy Works

Bryan Fikes
(888) 278-5718

PARTS & EQUIPMENT SUPPLIERS

AES Wave

Mario Vejar
(877) 351-9573

AutoZone

AutoZone Commercial Care Dept.
(866) 727-5317
<https://www.autozonepro.com>

BG Products

Mike McCarthy or Brian Gourley
(805) 498-4546
www.petrospecsinc.com

LKQ

Erik Ferreira
(562) 364-5275
eiferriera@LKQCORP.com

UNIFORM SERVICES

G&K Services

Rob Faulkenberry
(303) 591-4102

SOFTWARE PROVIDERS

Identifix

Bill Sauer
(651) 628-5702

RO Writer

Greg Waters
(888) 928-9769
gwaters@rowriter.com

MERCHANT SERVICES

Digital Financial Group

David Cherney
dcherney@damarmerchantservices.com
(877) 326-2799

BUSINESS SUPPORT PROVIDERS

Hertz Rental

Customer Relations
(888) 777-6095

Office Depot

Cory Kaminsky
Phone: 855-337-6811, ext. 12726
Fax: 512-506-9417
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