



Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940

We support ASE

Automotive Service Councils of California

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For Immediate Release ASCCA Summer Conference Kicks Off June 27 in Irvine

Sacramento, May 21 – The 2014 ASCCA Summer Conference brings together leading auto industry professionals to discuss auto repair trends and diagnose the best strategies for auto shops to succeed now and in the future. Hosted by the Automotive Service Councils of California (ASCCA), this cutting-edge event for independent auto shops takes place June 27-29, 2014 at the Irvine Marriott Hotel in Irvine, California. Registration is open now.

"This year will be the best conference in our history. Hundreds of shop owners and technicians will converge on Irvine to network, learn, and have fun," says Mary Kemnitz, president of ASCCA.

Attendees come together for a full day of professional development and personal growth. Auto repair professionals will gain tools and knowledge to increase their sales, improve team productivity and employee retention, better the day-to-day management of their businesses, and further develop social media skills.

Auto shops should bring their whole team to this year's conference to participate in the Management Training Track and the new Technical Training Track! Both intermediate and Advanced Technical Training Courses will be offered.

Doug Mueller from TechHelp will show technicians how to up their diagnostics game. He has been teaching in the auto industry since 1992 and has become the go-to educator for technicians, managers and owners looking to improve their training and businesses. Technicians should not miss this great class!

This is just one great learning opportunity taking place during the ASCCA Summer Conference. The 2014 conference has an all-star lineup of featured speakers, including:

- Dave Schedin, CompuTrek
- Mark Warren, WORLDPAK
- Maylan Newton, ESI
- Jorge Menchu, AESwave
- Donny Seyfer and Bill Haas
- Make sure to check out a complete list of courses online.

A complete ASCCA Summer Conference 2014 agenda can be found at www.ascca.com.

Founded in 1940, the Automotive Service Councils of California is the largest independent automotive repair organization in California. Its members represent all areas of the automotive repair industry, including mechanical, auto body, suppliers and educators.

"To elevate and unite Automotive Professionals, and give them voice."
