



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

Automotive Service Councils of California

One Capitol Mall, Suite 800
Sacramento, CA 95814-3229
(916) 924-9054
(800) 810-4272
FAX (916) 444-7462
E-mail: info@ascca.com

Team Weekend Book

ASCCA January 2023 Team Weekend

Embassy Suites Sacramento Riverfront Promenade
100 Capitol Mall
Sacramento CA 95814
916-325-5000

Join via Zoom

<https://us06web.zoom.us/j/86320599629>

Meeting ID: 863 2059 9629

Dial: 669-900-6833

ASCCA Committee Meetings
Leadership Orientation
Chapter Representatives Committee Meeting
Board of Directors Meeting

January 28-29, 2023

Thank you to our Team Weekend Sponsors:

LeadsNearMe®



ASCCA Team Weekend Book
January 2023 – Sacramento CA
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Antitrust Compliance Policy

It shall be the policy of the Association to be in strict compliance with all Federal and State Antitrust laws, rules and regulations. Therefore:

1. These policies and procedures apply to all membership, board, committee and other meetings of the Association, and all meetings attended by representatives of the Association.
2. Discussions of prices or price levels is prohibited. In addition, no discussion is permitted of any elements of a company's operations which might influence price such as:
 - a. Cost of operations, supplies, labor or services;
 - b. Allowance for discounts;
 - c. Terms of sale including credit arrangements; and,
 - d. Profit margins and mark ups provided this limitation shall not extend to discussions of methods of operation, maintenance, and similar matters in which cost or efficiency is merely incidental.
3. It is a violation of Antitrust laws to agree not to compete, therefore, discussions of division of territories or customers or limitations on the nature of business carried on or products sold are not permitted.
4. Boycotts in any form are unlawful. Discussion relating to boycotts is prohibited, including discussions about blacklisting or unfavorable reports about particular companies including their financial situation.
5. It is the Association's policy that all meetings attended by representatives of the Association where discussion can border on an area of antitrust sensitivity, the Association's representative request that the discussion be stopped and ask that the request be made a part of the minutes of the meeting being attended. If others continue such discussion, the Association's representative should excuse himself from the meeting and request that the minutes show that he left the meeting at that point and why he left. Any such instances should be reported immediately to the President and staff of the Association.
6. It is the Association's policy that a copy of these Antitrust Compliance Policies and Procedures be given to each officer, director, committee member, official representative of member companies and Association Management Company (AMC) employees annually and that the same be read or understood at all meetings of the membership of the Association. A copy of this policy will be included in every meeting agenda packet.



Automotive Service Councils of California
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MISSION STATEMENT: To provide business resources for our members and to advance the professionalism of the Automotive Repair Industry.

CORE PURPOSE: To elevate and unite automotive professionals and give them voice.

CORE VALUES: Integrity, Compassion, Professionalism, Unity

STRATEGIC LONG-RANGE GOALS

- **MEMBERSHIP:** To Increase Membership by net 10%.
- **GOVERNMENT AFFAIRS:** Increased Credibility and Influence in Government and Regulatory Affairs.
- **EDUCATION:** Elevate Professionalism Through Increased Focused Education.

ASCCA CODE OF ETHICS

Members of ASCCA abide by the following Code of Ethics:

1. To promote goodwill between the motorist and the automotive industry.
2. To have a sense of personal obligation to each individual customer.
3. To perform high quality services at a fair and just price.
4. To employ the best skilled personnel obtainable.
5. To use only proven merchandise of high quality, distributed by reputable firms.
6. To itemize all parts and adjustments in the price charge for services rendered.
7. To retain all parts replace for customer inspection, if so requested.
8. To uphold the high standards of our profession and always seek to correct any and all abuses within the automotive industry.
9. To uphold the integrity of all members.
10. To refrain from an advertisement, which is false or misleading or likely to confuse, or deceive the customer.

Robert's Rules of Order Quick Reference Sheet

Robert's Rules can be confusing to people who have never encountered it before. However, it is the most efficient way to handle business at a large meeting. Robert's Rules of Order protects the rights of the majority, of the minority, of individual members, of absentees, and all of these together.

The following points and chart should cover all you need to know to effectively participate during a meeting.

- Only voting delegates may make motions or vote on motions.
- Non-voting delegates may participate in the debate on a motion.
- State your name and the Chapter you represent (also add that you are a non-voting delegate, if necessary) when speaking or making a motion.
- Stand in line at one of the microphones to obtain the floor.
- You do not need to obtain the floor to second a motion or to make one of the motions that allow you to interrupt the speaker (although the chair may ask you to go to a microphone).
- Attempts to use point of order, point of information, or parliamentary inquiry to participate in the debate will be ruled out of order.
- Address your comments to the chair and not to another member (don't directly engage in debate with another member).
- An amendment to a motion may be amended, but an amendment to an amendment to a motion may not!

	You want to...	You say...	Can you interrupt a speaker?	Does your motion need a second?	Is your motion debatable?	Can someone amend your motion?	Applies to which motions?	Vote Required
D	alert the chair to an urgent matter affecting the assembly or of personal privilege.	I rise to a question of {privilege affecting the assembly, personal privilege}.	Yes	No	No	No	None	None
E	have the Convention follow the agenda.	I call for the orders of the day.	Yes	No	No	No	None	No vote
G	end debate and vote on the motion.	I move the Previous Question.	No	Yes	No	No	Any debatable or amendable	2/3
J	send a matter to committee.	I move to commit the motion...	No	Yes	Yes	Yes	No subsidiary motion	Majority
K	modify a pending motion.	I move to amend...	No	Yes	Yes (usually)	Yes	All amendable	Majority
M	bring business before the Convention.	I move...	No	Yes	Yes	Yes	None	Majority
S	alert the chair to some error.	Point of order.	Yes	No	No	No	Any error	No vote
T	disagree with the ruling of the chair.	I appeal from the decision of the chair.	Yes	Yes	Yes (usually)	No	Decision of the chair	Majority or tie
X	have the vote counted using a rising vote.	I call for a division.	Yes	No	No	No	Voice or hand vote	None
Y	obtain information on parliamentary law or rules of the organization.	A parliamentary inquiry, please.	Yes (if urgent)	No	No	No	Any motion	No vote
Z	request information relating to the business at hand.	A point of information, please.	Yes (if urgent)	No	No	No	Any motion	No vote



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 (800) 810-4272
 FAX (916) 444-7462
 E-mail: info@ascca.com

TO: ASCCA BOARD, CHAPTER REPRESENTATIVES, COMMITTEES & INTERESTED PARTIES

FR: ASCCA OFFICE

RE: JANUARY 2023 ASCCA TEAM WEEKEND

Thank you to our Team Weekend Sponsors:

LeadsNearMe®



Attached, please find detailed information on the upcoming Team Weekend. Please Note: the schedule listed below is tentative and subject to change.

WHAT: JANUARY 2023 TEAM WEEKEND
WHEN: JANUARY 28-29, 2023
LOCATION: Embassy Suites Sacramento Riverfront Promenade
 100 Capitol Mall, Sacramento, CA 95814
 916-326-5000

ZOOM LINK: <https://us06web.zoom.us/j/86320599629>
 863 2059 9629
 (669) 900-6833

SCHEDULE OF EVENTS: (Tentative)

Saturday, January 28: *(Dress Code - Business Casual)*

8:00 am – 8:10 am Welcome – Pledge, Opening Comments
 8:10 am – 8:15 am **NEW:** Introduce new members and first-time Team Weekend attendees

8:15 am – Noon **ASCCA Committee Meetings**
8:15 – 9:45 Government Affairs
9:45 – 10:00 Break (*transition to next meeting*)
10:00 – 10:45 Revenue & Benefits
10:45 – 11:00 Break (*transition to next meeting*)
11:00 – Noon Membership / ETI

Noon – 1:00 pm **Lunch**

1:00 pm – 1:55 pm **ASCCA Leadership Orientation**
1:55 pm – 2:25 pm **Break**
2:25 pm – 4:30 pm **Chapter Representatives Meeting**

Evening ASCCA group dinner (no-host) – **ALL** are welcome & encouraged to attend.
Location TBD.

Sunday, January 29: (*Dress Code – Business / ASCCA Board Shirts Optional*)

9:00 am – 11:00 am **Board of Directors Meeting**

ASCCA Meetings Calendar 2023

(All meeting dates are tentative and subject to change)

Bylaws and Policy Committee	As Needed	All Meetings Via Zoom
Connected Cars	1st Monday, every other month	
Revenue & Benefits Committee	1st Wednesday	
Membership Committee	2nd Thursday	
Education Training & Information (ETI) Committee	3rd Wednesday	
ASCEF Board of Trustees		
Executive / Finance Committee	4th Wednesday	
Government Affairs Committee	4th Thursday	
Chapter Reps Committee	4th Thursday	

January 2023

January 27-29, 2023

ASCCA Team Weekend

Sacramento, CA

February 2023

February 6, 2023	6:00 - 7:00 pm	Connected Cars Committee	Via Zoom
February 9, 2023	6:00 - 7:00 pm	Membership Committee	Via Zoom
February 15, 2023	6:00 - 7:00 pm	Joint meeting of Education Training & Information (ETI)/Revenue & Benefits	Via Zoom
February 22, 2023	6:00 - 7:00 pm	Executive / Finance Committee	Via Zoom
February 23, 2023	2:00 - 3:00 pm	Government Affairs Committee	Via Zoom
February 23, 2023	6:00 - 7:00 pm	Chapter Reps Committee	Via Zoom

March 2023

March 1, 2023	6:00 - 7:00 pm	Revenue & Benefits Committee	Via Zoom
March 9, 2023	6:00 - 7:00 pm	Membership Committee	Via Zoom
March 15, 2023	6:00 - 7:00 pm	Education Training & Information (ETI) Committee	Via Zoom
March 22, 2023	6:00 - 7:00 pm	ASCCA Finance / Executive Committee	Via Zoom
March 23, 2023	2:00 - 3:00 pm	Government Affairs Committee	Via Zoom
March 23, 2023	6:00 - 7:00 pm	Chapter Reps Committee	Via Zoom

ASCCA Meetings Calendar 2023

(All meeting dates are tentative and subject to change)

April 2023

April 3, 2023	6:00 - 7:00 pm	Connected Cars Committee	Via Zoom
April 5, 2023	6:00 - 7:00 pm	Revenue & Benefits Committee	Via Zoom
April 13, 2023	6:00 - 7:00 pm	Membership Committee	Via Zoom
April 19, 2023	6:00 - 7:00 pm	Education Training & Information (ETI) Committee	Via Zoom
April 20, 2023	2:00 - 3:00 pm	Government Affairs Committee & Legislative Fly-in Week Prepration Meeting	Via Zoom
April 26, 2023	6:00 - 7:00 pm	Executive / Finance Committee	Via Zoom
April 27, 2023	6:00 - 7:00 pm	Chapter Reps Committee	Via Zoom

May 2023

May 3, 2023	6:00 - 7:00 pm	Revenue & Benefits Committee	Via Zoom
May 11, 2023	6:00 - 7:00 pm	Membership Committee	Via Zoom
May 17, 2023	6:00 - 7:00pm	Education Training & Information (ETI) Committee	Via Zoom
May 20-21, 2023		ASCCA Team Weekend	Bay Area

June 2023

June 5, 2023	6:00 - 7:00 pm	Connected Cars Committee	Via Zoom
June 7, 2023	6:00 - 7:00 pm	Revenue & Benefits Committee	Via Zoom
June 8, 2023	6:00 - 7:00 pm	Membership Committee	Via Zoom
June 21, 2023	6:00 - 7:00 pm	Education Training & Information (ETI) Committee	Via Zoom
June 22, 2023	2:00 - 3:00 pm	Government Affairs Committee	Via Zoom
June 22, 2023	6:00 - 7:00 pm	Chapter Reps Committee	Via Zoom
June 28, 2023	6:00 - 7:00 pm	Executive / Finance Committee	Via Zoom

ASCCA Meetings Calendar 2023

(All meeting dates are tentative and subject to change)

July 2023

July 5, 2023	6:00 - 7:00 pm	Revenue & Benefits Committee	Via Zoom
July 13, 2023	6:00 - 7:00pm	Membership Committee	Via Zoom
July 19, 2023	6:00 - 7:00pm	Education Training & Information (ETI) Committee	Via Zoom
July 26, 2023	6:00 - 7:00 pm	Executive / Finance Committee	Via Zoom
July 27, 2023	2:00 - 3:00 pm	Government Affairs Committee	Via Zoom
July 27, 2023	6:00 - 7:00 pm	Chapter Reps Committee	Via Zoom

August 2023

August 2, 2023	6:00 - 7:00 pm	Revenue & Benefits Committee	Via Zoom
August 7, 2023	6:00 - 7:00pm	Connected Cars Committee	Via Zoom
August 10, 2023	6:00 - 7:00 pm	Membership Committee	Via Zoom
August 16, 2023	6:00 - 7:00 pm	Education Training & Information (ETI) Committee	Via Zoom
August 23, 2023	6:00 - 7:00 pm	Executive / Finance Committee	Via Zoom
August 24, 2023	2:00 - 3:00 pm	Government Affairs Committee	Via Zoom
August 24, 2023	6:00 - 7:00 pm	Chapter Reps Committee	Via Zoom

September 2023

September 6, 2023	6:00 - 7:00 pm	Revenue & Benefits Committee	Via Zoom
September 8-10, 2023		ASCCA Education Conference/Team Weekend	Crowne Plaza, Costa Mesa, CA
September 14, 2023	6:00 - 7:00 pm	Membership Committee	Via Zoom
September 20, 2023	6:00 - 7:00 pm	Education Training & Information (ETI) Committee	Via Zoom
September 27, 2023	6:00 - 7:00 pm	Executive / Finance Committee	Via Zoom
September 28, 2023	2:00 - 3:00 pm	Government Affairs Committee	Via Zoom
September 28, 2023	6:00 - 7:00 pm	Chapter Reps Committee	Via Zoom

ASCCA Meetings Calendar 2023

(All meeting dates are tentative and subject to change)

October 2023

October 2, 2023	6:00 - 7:00 pm	Connected Cars Committee	Via Zoom
October 4, 2023	6:00 - 7:00 pm	Revenue & Benefits Committee	Via Zoom
October 12, 2023	6:00 - 7:00 pm	Membership Committee	Via Zoom
October 18, 2023	6:00 - 7:00 pm	Education Training & Information (ETI) Committee	Via Zoom
October 25, 2023	5:30 - 7:30 pm	Executive / Finance Committee - Budget Meeting	Via Zoom
October 26, 2023	2:00 - 3:00 pm	Government Affairs Committee	Via Zoom
October 26, 2023	6:00 - 7:00 pm	Chapter Reps Committee	Via Zoom

November 2023

November 1, 2023	6:00 - 7:00 pm	Revenue & Benefits Committee	Via Zoom
November 9, 2023	6:00 - 7:00 pm	Membership Committee	Via Zoom
November 15, 2023	6:00 - 7:00 pm	Education Training & Information (ETI) Committee	Via Zoom
November 17-19, 2023		ASCCA Team Weekend	Sacramento, CA

December 2023

December 4, 2023	6:00 - 7:00 pm	Connected Cars Committee	Via Zoom
December 6, 2023	6:00 - 7:00 pm	Revenue & Benefits Committee	Via Zoom
December 14, 2023	6:00 - 7:00 pm	Membership Committee	Via Zoom
December 20, 2023	6:00 - 7:00 pm	Education Training & Information (ETI) Committee	Via Zoom



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TO: ASCCA BOARD, CHAPTER REPRESENTATIVES, COMMITTEES & INTERESTED PARTIES
FR: ASCCA OFFICE
RE: MAY 2023 ASCCA TEAM WEEKEND

Save the Date!
Watch for more
information
after February 1st!

Thank you to our Team Weekend Sponsors:

LeadsNearMe®



WHAT: MAY 2023 TEAM WEEKEND
WHEN: MAY 20-21, 2023
HOTEL LOCATION: **Courtyard San Jose Campbell**
655 Creekside Way, Campbell, CA 95008
408-626-9590
MEETING LOCATION: **Campbell Community Center**
Roosevelt Redwood Room
1 W Campbell Ave, Campbell, CA 95008

SCHEDULE OF EVENTS: (Tentative)

Saturday, May 20: *(Dress Code - Business Casual)*

9:00 am – 9:10 am Welcome – Pledge, Opening Comments
9:10 am – 9:15 am **NEW:** Introduce new members and first-time Team Weekend attendees
9:15 am – 11:15 am **Chapter Representatives Committee Meeting**
Noon – 3:00 pm Bay Area Regional BBQ Event

Sunday, May 21: *(Dress Code – Business / ASCCA Board Shirts Optional)*

9:00 am – 11:00 am **Board of Directors Meeting**



Automotive Service Councils of California
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2023 State Board of Directors

President

Lee Chesnin – Chapter 12
BVA, Inc. – Volvo, Honda, Acura, Toyota
10736 Jefferson Blvd #1143
Culver City, CA 90230
Tel. (310) 895-4014
Fax
service@bvainc.net
Term Expires: 12/31/2023

Vice President

Dave Kusa – Chapter 42
Autotrend Diagnostics
2885 S. Winchester Blvd, Ste F
Campbell, CA 95008
Tel. (408) 866-5140
Fax (408) 866-5198
davidkusa@hotmail.com
Term Expires: 12/31/2024

Chapter Reps. Committee Chair

Tim Chakarian – Chapter 5
Bimmer PhD Motorsports
1539 E Walnut St
Pasadena, CA 91106
Tel. (818) 391-5434
Fax
bimmerphd@gmail.com
Term Expires: 12/31/2023

Treasurer

Andrei Obolenskiy – Chapter 20
Main Street Automotive
2040 N Main St, Ste 2
Walnut Creek, CA 94596
Tel. (925) 262-6511
Fax
aobolenskiy@smartsimplefast.us
Term Expires: 12/31/2024

Secretary

Gilbert Rios – Chapter 14
California Smog Institute
3001 Chicago Avenue
Riverside, CA 92507
Tel. (951) 781-0412
Fax
grios@casmoginst.org
Term Expires: 12/31/2023

Immediate Past President

Carolyn Coquillet – Chapter 21
Luscious Garage
475 9th St
San Francisco, CA 94103
Tel. (415) 601-1440
Fax
carolyn@shop-ware.com
Term Expires: 12/31/2023

Board Director

Scott Brown – Chapter 14
Connie & Dick's Service Center
150 Olive Street
Claremont, CA 91711
Tel. (909) 626-5653
Fax (909) 626-6753
Cindyb.cd@gmail.com
Term Expires: 12/31/2023

Board Director

Wendy Lucko – Chapter 5
Pasadena City College
1570 East Colorado Blvd
Pasadena, CA 91106
Tel. (626) 585-7245
Fax
willucko@pasadena.edu
Term Expires: 12/31/2024

Board Director

Rob Morrell – Chapter State
WORLD PAC
37137 Hickory Street
Newark, CA 94560
Tel. (510) 701-5865
Fax
rmkroll@gmail.com
Term Expires 12/31/2024

Board Director

John Eppstein – Chapter 24
John's Automotive Care
6267 Riverdale Street
San Diego, CA 92120
Tel. (619) 280-9315
Fax (619) 717-8823
john@johnsautomotive.com
Term Expires: 12/31/2023

Board Director

Dennis Montalbano – Chapter 25
German Auto Repair, Inc.
6622 N. Blackstone Ave.
Fresno, Ca 93710-3627
Tel. (559) 438-6508
Fax (559) 438-8651
dbenzdr@aol.com
Term Expires: 12/31/2023



Automotive Service Councils of California

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Chapter Representatives

Chakarian, Timothy

05 – Foothill
Bimmer PhD
1539 E. Walnut Street
Pasadena, CA 91106
Tel. (626) 792-9222
bimmerphd@gmail.com

Bauld, David

14 – Inland Empire
H Mobile Services
PO Box 281
Rimforest, CA 92378
Tel. (760) 220-5157
daviebauld@gmail.com

Schoedl, Dennis

18 – Long Beach
Long Beach Muffler
3880 East Anaheim St
Long Beach, CA 90805
Tel. (562) 494-3880
shop@longbeachmuffler.com

Obolenskiy, Andrei

20 – Mt. Diablo
Main Street Automotive
2040 N. Main St, Suite 2
Walnut Creek, CA 94596
Tel. (925) 945-0691
walnutcreektransmission@gmail.com

Sevim, Eric

23 – Peninsula
A+ Japanese Auto Repair
780 Industrial Road
San Carlos, CA 94070
Tel. (650) 595-2277
apluseric@gmail.com

Chesnin, Lee

12 – West Los Angeles
BVA, Inc. – Volvo, Honda, Acura, Toyota
10736 Jefferson Blvd #1143
Culver City, CA 90230
Tel. (310) 895-4014
service@bvainc.net

Bridgwater, John

16 – East Bay
Doral's Auto Repair
2000 Merced St
San Leandro, CA 94577
Tel. (707) 477-1005
john@bridgwaterauto.com

Callas, Tony

1940 – LAX/South Bay
Callas Rennsport
19080 Hawthorne Blvd
Torrance, CA 90503
Tel. (310) 370-7038
tony@callasrennsport.com

Grech, Paul

21 – San Francisco
Allied Engine (Retired)
234 Bal Ceta Court
Danville, CA 94526
Tel. (415) 286-6747
p_grech@comcast.net

Vanlandingham, Steve

24 – San Diego
Van's Automotive
10813 Airport Drive
El Cajon, CA 92020
Tel. (619) 596-0011
vansautomotive@gmail.com

Martirosian, Zarkis

25 – Fresno
Bud Eberwein Brake Services
1554 Tollhouse Lane
Clovis, CA 93611
Tel. (559) 970-4413
zarkis@budeberwein.com

Toepp, Bob

28 – Santa Rosa
Bill's Auto Electric & Repair, Inc.
356 W College Ave
Santa Rosa, CA 95401
Tel. (707) 696-2899
billsaer@sonic.net

Tsuchida, Tatsu

48 – No. Orange County
Tokyo Automotive
380 E. Orangethorpe Ave
Placentia, CA 92870
Tel. (714) 933-7300
tatsu@tokyoautomotive.com

Camara, John

26 – Tulare/Visalia
Camara Auto Services, Inc.
440 South K Street
Tulare, CA 93274
Tel. (559) 686-5721
jcamara01@currently.com

Delacruz, Mike

42 – San Jose
Overdryve, Inc.

Tel. (510) 861-0132
mike@overdryveinc.com

Pitari, Rob

99 – Redding
All Wheel Auto, Truck & RV Repair
18730 Old Oasis Road
Redding, CA 96003
Tel. (530) 241-1010
rob@allwheelinc.com



Automotive Service Councils of California
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2023 ASCCA Committee Rosters

Bylaws, Policies & Procedures

Email Group Contact Information: ASC-Bylaws-policy@googlegroups.com

Lee Chesnin	President	(310) 895-4014	service@bvainc.net
Dave Kusa	Vice President	(408) 866-5140	davidkusa@hotmail.com
Steve Vanlandingham	Committee Chair	(619) 596-0011	vansautomotive@hotmail.com
Stuart Terry	Vice Chair	(619) 287-9626	stuartterrystar@gmail.com
John Eppstein	Member	(619) 280-9315	john@johnsautomotivecare.com
Rocky Khamenian	Member	(949) 642-1410	4ascca@gmail.com
Gloria Peterson	Staff	(916) 924-9054	gpeterson@amgroup.us

Connected Cars

Email Group Contact Information: ASC-ccc@googlegroups.com

Lee Chesnin	President	(310) 895-4014	service@bvainc.net
Dave Kusa	Vice President	(408) 866-5140	davidkusa@hotmail.com
Darin Dinis	Co-Chair		darin@lusciousgarage.com
Isaac Rodell	Co-Chair		ncautorescue@gmail.com
David Bauld	Member	(760) 220-5157	daviebauld@gmail.com
Scott Brown	Member	(909) 626-5653	Cindyb.cd@gmail.com
Patrick Cadam	Member	(415) 647-4500	karin@patsgarage.com
John Eppstein	Member	(619) 280-9315	john@johnsautomotivecare.com
Rocky Khamenian	Member	(949) 642-1410	4ascca@gmail.com
Rob Morrell	Member	(510) 701-5865	rmkroll@gmail.com
Andrei Obolenskiy	Member	(925) 262-6511	aobolenskiy@yahoo.com
Niko Sougias	Member	(760) 753-4969	niko@charliesforeigncar.com
Nelson Vargas	Member	(877) 945-6442	Nelson.vargas@opusivs.com
Kevin Fitzpatrick	Advisor	(631) 486-3506	Kevin.fitzpatrick@opusivs.com
Fred Gruner	Advisor	(650) 269-6933	fgrunner@yahoo.com
Anne Mullinax	Staff	(916) 924-9054	amullinax@amgroup.us
Gloria Peterson	Staff	(916) 924-9054	gpeterson@amgroup.us

Education Training & Information

Email Group Contact Information: ASC-ETI@googlegroups.com

Lee Chesnin	President	(310) 895-4014	service@bvainc.net
Dave Kusa	Vice President	(408) 866-5140	davidkusa@hotmail.com
Luke Murray	Committee Chair	(510) 755-6058	Lukemurray79@gmail.com
Jim Silverman	Vice Chair	(301) 575-9140	Jfsmanagement38@gmail.com
John Eppstein	Member	(619) 280-9315	john@johnsautomotivecare.com
Rocky Khamenian	Member	(949) 642-1410	4ascca@gmail.com
Jimmy Lea	Member	(408) 482-1035	jimmylea@kului.com
Wendy Lucko	Member	(626) 585-7245	wllucko@pasadena.edu
Rob Morrell	Member	(510) 701-5865	rmkroll@gmail.com
Gilbert Rios	Member	(951) 781-0412	grios@casmoginst.org
Mark Warren	Member	(520) 370-5215	Mwarren1117@gmail.com
Gloria Peterson	Staff	(916) 924-9054	gpeterson@amgroup.us

Revenue & Benefits Committee

Email Group Contact Information: ASC-Endorse@googlegroups.com

Lee Chesnin	President	(310) 895-4014	service@bvainc.net
Dave Kusa	Vice President	(408) 866-5140	davidkusa@hotmail.com
Jim Silverman	Committee Chair	(301) 575-9140	Jfsmanagement38@gmail.com
Rob Morrell	Vice Chair	(510) 701-5865	rmkroll@gmail.com
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Government Affairs

Email Group Contact Information: ASC-GovComm@googlegroups.com

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Automotive Service Councils of California

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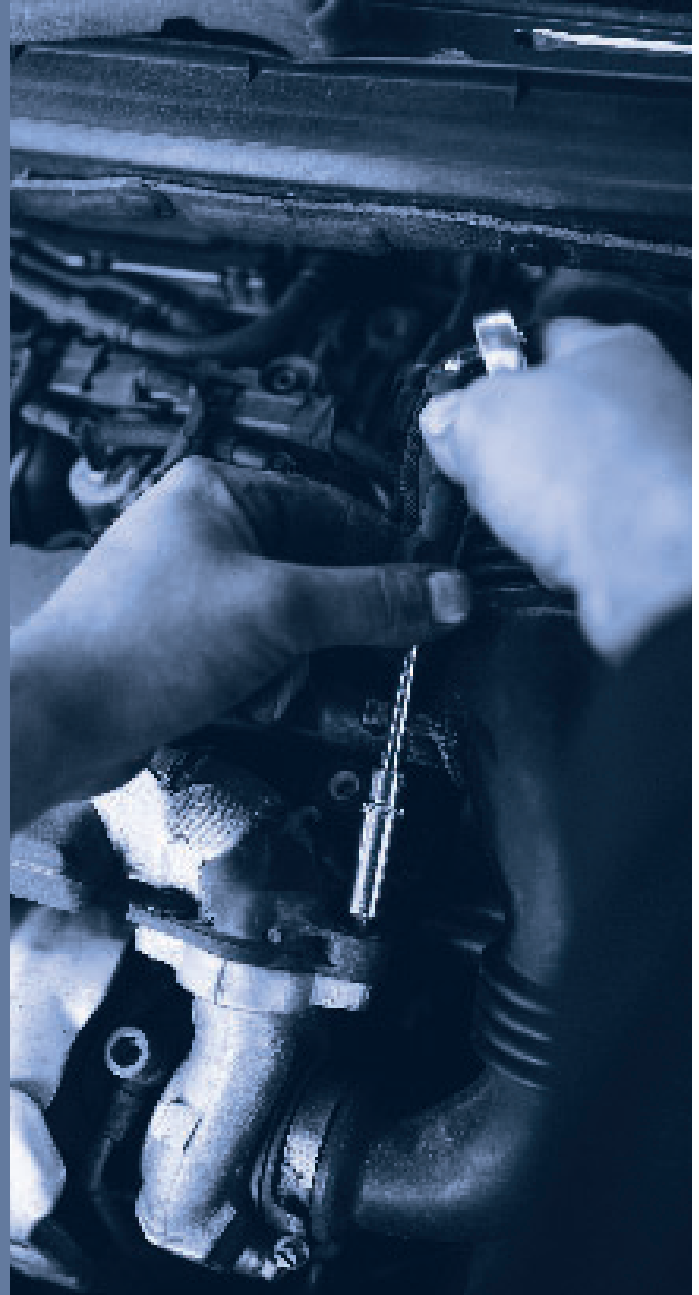


ASCCA Advantage

ASCCA is the vehicle to help you improve your repair shop operations today, saving you time AND money – while positioning your shop and the industry for long-term growth and success tomorrow.

The ASCCA Advantage is:

-  Business management coaching
-  Education and training opportunities
-  Free legal consultation
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-  Networking events with local chapters
-  Statewide association events and lobby days
-  Information on CA laws impacting shop owners
-  Political representation with the state
-  Updates on industry news
-  Access to TeamTalk – an online forum for peer-to-peer advice on vehicle repair, business issues, and more!



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P: (800) 810-4272
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jim.gray@autozone.com



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EricE@petrospecsBG.com
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Chris Griebing (725) 231-4723
chris.griebing@acatglobal.com



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Dave Fischer (559) 472-3542
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ASCCA@oreillyauto.com



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Karen Dee (301) 575-9102
contact@autotraining.net



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Maylan Newton (866) 526-3039
maylan@esiseminars.com

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Mat Nabity (916) 286-0918
mnabity@coremarkins.com



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Jack Molodanof (916) 447-0313
jack@mgrco.org

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zackromero@broadly.com



The Kukui All in One Success Platform provides auto repair shops with a custom website, SEO reliability, robust CRM, PPC management, call tracking, online appointment setting, online payments, social media management, review management, and intuitive analytics. You can also take advantage of customer engagement and trust-building solutions like digital vehicle inspections as well as automated postcard, email and text marketing campaigns.

Greg Waters (415) 516-4948
greg@kukui.com



RepairPal has over 3,000 Certified shops in its network. These high quality shops offer at least a 12/12 warranty, have a high customer satisfaction rating, and guaranteed fair prices. Millions of monthly website visitors are matched with trustworthy shops in their area and the average customer spends \$600 on their first shop visit. Companies like USAA, CarMax, Consumer Reports, and Verizon send their members and customers to RepairPal Certified shops.

Darrin Baum (916) 826-7195
dbaum@repairpal.com



Optimize Social Media, Inc. provides professional Social Media setup, maintenance, and design for business and corporate entities.

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LeadsNearMe is known for its ability to get big results with Google. As experts at Google Ads and Local SEO, we build amazing websites and maximize your Facebook exposure. LeadsNearMe combines many years of experience, proprietary Google Ads software, and a thirst for getting better every day to blow up your phones.

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ryanburton@leadsnearme.com

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Doug Manske (720) 782-5783
dmanske@360payments.com



DFG provides credit card processing, mobile payments, and text to pay options with great rates and personal service. ASCCA auto shops a \$350 savings or check rebate each year when processing all of their credit card payments with DFG.

Shannon Devery (877) 326-2799
shannon@fdi-
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Facepay's disruptive technology allows business owners to adopt a modern payment structure with a low-cost, fixed monthly subscription instead of paying 2.5% of their revenues to credit card processors. ASCCA members get a free 30 day trial.

Jess Elshere (530) 360-6085
jess@facepay.io

Software Providers



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luke.kushner@vehlo.com

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faulkenberryR@cintas.com

Additional Benefits of ASCCA Membership

Government Affairs & Political Representation

ASCCA's lobbyist tracks bills (new proposed laws), provides members with updates on any proposed legislation that will impact the auto service industry or independent shop owners, and provides representation at government meetings.

Member-to-Member Communications

Access to ASCCA's highly-valued resource, TeamTalk, offers members an online forum to communicate and share tips on a broad range of topics facing shop owners throughout California.

Local Chapter Events

Chapter meetings give members unprecedented opportunities to meet, network and trade ideas with colleagues in your local area.

ASCCA Communications

Stay up to date with the latest industry information through the ASCCA Independent newsletter, email broadcasts, news alerts, member benefit flyers, website and social media updates.

ASCCA Branding

Members are able to display their association affiliation with ASCCA signage, its code of ethics, and logo for use on invoices, customer forms, and more.

Educational Foundation

Members can participate in the association's educational foundation that raises funds for scholarships that are awarded to students entering the automotive aftermarket.

The ASCCA "Business Acceleration Team" (BAT) is a small group of shop owners who have joined together to provide free, short-term business coaching, consulting, and mentoring to their ASCCA peers. Get connected today!
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To learn more about ASCCA member benefits visit
www.ascca.com/memberbenefits

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<p>Rory Balmer Twin Peaks Auto Service 26100 CA-189 Twin Peaks, CA 92391 Tel: (909) 337-0082 roryasca14@gmail.com</p> <p><i>Trustee Since: 12/2020</i> <i>Term Exp: 10/2024</i></p>	<p>Rhonda Young KUKUI Senior Client Success Coordinator III & CS Tradeshow Specialist Tel: (408) 784-5779 rhonda@kukui.com</p> <p><i>Trustee Since 10/2022</i> <i>Term Exp: 10/2025</i></p>	<p>Luke Murray Advanced Auto Parts, Worldpac Manager Tel: (805) 570-5968 Luke.murray@advance-auto.com</p> <p><i>Trustee Since 10/2022</i> <i>Term Exp: 10/2025</i></p>
<p>Gene Morrill Certified Automotive Specialist 476 S. Vermont Avenue Glendora, CA 91741 Tel: (878) 261-6009 gene@certautospec.com</p> <p><i>ADVISOR</i></p>		



Donate Your Unwanted Vehicle to the ASC Educational Foundation

Your tax-deductible donated vehicle will make a difference in a student's life wishing to develop a career in the automotive field.

ASCEF will:

- Provide free pick-up.
- Prepare all the required documents and coordinate sale.
- Send you documentation of your tax deductible donation.
- Thank you for making a difference!

YOU will:

- Find a simple way to donate your unwanted vehicle.
- Get satisfaction knowing you have helped a student pursue a career.
- Get documentation of your tax deductible donation.
- Make a difference!

Scan this QR Code to find out the different ways you can support the ASCEF.

ASC Educational Foundation

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Sacramento, CA 95814

Phone: (916) 290-5828

Fax: (916) 444-7462

Visit ascef.org



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**Call the CARS program at
(800) 745-6121 to donate
your vehicle!**

The ASC Educational Foundation is a nonprofit corporation that provides scholarships and financial assistance to students wishing to develop a career in the automotive field.

Visit ascef.org

So... you want to donate your car?

THANK YOU!

We have staff available seven days a week to accept donations and answer donor ques-

YES

Do you have the Title (pink slip) for the vehicle?

NO

Please call us anyway. It could take a little longer but we have experts on staff who can assist with Title issues if necessary.



Call 1-800-745-6121:

Simply Call our Vehicle Donor Support Team, and we'll help you complete the donation form and confirm your pick-up information. We are available seven days a week to take your donation and answer questions.

Schedule Your Free Pick-up:

Once the donation form has been completed and submitted, we will arrange to have a licensed tow vendor pick up the vehicle. Unless your pick-up is scheduled on the initial call, you will receive a call from the vendor within two to three business days to confirm a convenient date/time for the pick-up.

Individual Donor (in CA)

Who has possession of the vehicle?

ASCEF Donation Center

Make sure you have your original Title and the appropriate Bill of Sale form (*Form 262** for vehicles less than 10 years old that require odometer reading OR *Form 135*** for vehicles over 10 years old and do not require an odometer reading) filled out and ready to turn over. The vendor should also have Form 262 if needed.

Please provide our Vehicle Donor Support Team with contact info for the donation center to coordinate the pick-up. The donor should provide you with the original Title and complete the appropriate Bill of Sale form (*Form 262* for vehicles less than 10 years old that require odometer reading OR *Form 135* for vehicles over 10 years old and do not require an odometer reading) to the Donation Center to turn over.

Make sure the donor removes all personal belongings from the vehicle. Present the keys, Title and *Bill of Sale to the tow truck driver.

Vehicle donations are tax-deductible. An initial donation receipt is provided at the time of the pick-up. Whether the vehicle sells for \$500 or less, more than \$500 or over \$5000, donors are provided with all necessary tax documents.



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- California high school senior who plans to enroll in post high school technical and academic training OR
- California college under-graduate in the automotive service field.

**Submit Your Application By
March 31**

To apply online, visit automotivescholarships.com and click ASCEF on the right hand side.

Questions?

Contact Kate Peyser at kpeyser@amgroup.us

Apply at automotivescholarships.com



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Visit ascef.org

The ASC Educational Foundation is a nonprofit corporation that provides scholarships and financial assistance to students wishing to develop a career in the automotive field.

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Sacramento, CA 95814

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info@ascca.com

AGENDA

ASCCA GOVERNMENT AFFAIRS COMMITTEE

Mission: Increased Credibility and Influence in Government and Regulatory Affairs.

January 28, 2023 | 8:15 – 9:45 am (SHARP)

Embassy Suites Sacramento Promenade

100 Capitol Mall, Sacramento, CA 95814

Join Zoom Meeting: <https://us06web.zoom.us/j/86320599629>

- | | |
|--|---------------------------------|
| I. Call to Order | D. Kusa |
| II. Roll Call / Attendance Record – <i>encl.</i> | Staff |
| III. Minutes Approval | D. Kusa |
| a. November & December Meeting Minutes – <i>encls.</i> | |
| IV. NASTF & Society of Automotive Engineers (SAE) Committee Update | C. Johnson/R. Morrell/D. Seyfer |
| V. Legislative Update & Action Sheet – <i>encl.</i> | J. Molodanof |
| a. Note: April BAG Moved to April 27 | |
| VI. New Business | D. Kusa |
| a. Legislative Advocacy Event Proposed Outline – <i>encl.</i> | |
| VII. Old Business | D. Kusa |
| VIII. Adjournment | D. Kusa |

Government Affairs Committee
2023 Attendance Record

Member Name	1/28											
1. Dave Kusa (Chair)												
2. James Justus (V. Chair)												
3. Lee Chesnin												
4. Glenn Davis												
5. Mike Delacruz												
6. John Eppstein												
7. David Fischer												
8. Craig Johnson												
9. Rocky Khamenian												
10. Mike Labre												
11. Dennis Montalbano												
12. Rob Morrell												
13. Gene Morrill												
14. Donny Seyfer												
15. Steve Vanlandingham												
16. Randy Waitman												
Advisors												
Rachelle Golden												
George Hritz												
Larry Moore												
Phil Fournier												
Allen Pennebaker												

P = Present A = Absent E = Excused Absence



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info@ascca.com

MINUTES

ASCCA GOVERNMENT AFFAIRS COMMITTEE

Mission: Increased Credibility and Influence in Government and Regulatory Affairs.

November 19, 2022 | 8:15 – 9:15 am (SHARP)

Embassy Suites Sacramento Promenade
100 Capitol Mall, Sacramento, CA

I. Call to Order

D. Kusa called the meeting to order at 8:15 am.

II. Roll Call / Attendance Record – *encl.*

Present: Dave Kusa (Chair), James Justus (V. Chair), Rory Balmer, Lee Chesnin, Carolyn Coquillet, Glenn Davis, Mike Delacruz, John Eppstein, Rocky Khamenian, Dennis Montalbano, Rob Morrell, Steve Vanlandingham, Advisor: Jim Silverman

Absent: David Fischer, Craig Johnson, Mike Larbre, Gene Morrill, Donny Seyfer, Randy Waitman, Advisors: Phil Fournier, Rachelle Golden, George Hritz, Larry Moore, Allen Pennebaker

Guests: John Bridgewater, Therly Bridgewater, Scott Brown, Robert Bodden Jr., Travis Guy, Kathleen Long, Wendy Lucko, Luke Murray, Maylan Newton, Gilbert Rios, Angi Roberts, Grant Takikawa, Stuart Terry, Bob Toepp, Todd Westerlund

Staff: Gloria Peterson, Anne Mullinax, Jack Molodanof

III. Minutes Approval

a. July & September Meeting Minutes

The minutes of the July and September meetings were deemed approved, with one correction.

IV. NASTF & Society of Automotive Engineers (SAE) Committee Update

No update was presented.

V. Legislative Update & Action Sheet

J. Molodanof provided the Legislative and Regulatory update including:

a. Bureau of Automotive Repair (BAR) Regulations

- Citation and Remedial Training Regulations – Comments due Monday. J. reviewed the five comments ASCCA will present to the BAR.
- Vehicle Safety / Brake and Lamp
- Updated BAR Application proposing to include educational certificates to be added to a shop's profile on the BAR website.
- California Dept of Food and Agriculture (CDFA) oil and transmission fluid issues surrounding AB 2968.

b. 2023 Potential Legislation

J. Molodanof provided an overview of legislative proposals likely to be introduced in 2023 impacting ASCCA members. He also noted that BAR will be in the Sunset Review process and provided an overview of the process noting that he has started discussions with the assembly staffer about the BAR.

VI. New Business

It was discussed that the ASCCA 2023 operating budget allocates the Advocacy Fund revenue to offset advocacy expenses, as was the intent for the fund.

J. Justus reviewed the elections outcomes in San Diego County.

VII. Old Business

D. Kusa reminded attendees of the California Savers mandated retirement program and that ASCCA has a 401k program as an option to help members comply.

VIII. Adjournment

The meeting adjourned at 9:23 am.



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MINUTES

ASCCA GOVERNMENT AFFAIRS COMMITTEE

Mission: Increased Credibility and Influence in Government and Regulatory Affairs.

December 15, 2022 | 2:00 – 3:00 pm (SHARP)

Via Zoom

I. Call to Order

D. Kusa called the meeting to order 2:02 pm.

II. Roll Call / Attendance Record

Present: Dave Kusa (Chair), James Justus (V. Chair), Lee Chesnin, Mike Delacruz, Rocky Khamenian, Donny Seyfer, Steve Vanlandingham

Absent: Rory Balmer, Carolyn Coquillet, Glenn Davis, John Eppstein, David Fischer, Craig Johnson, Mike Larbre, Dennis Montalbano, Rob Morrell, Gene Morrill, Randy Waitman, Advisors: Phil Fournier, Rachelle Golden, George Hritz, Larry Moore, Allen Pennebaker, Jim Silverman

Staff: Jack Molodanof, Gloria Peterson

III. Minutes Approval

The November meeting minutes were deferred due to the lack of a quorum.

IV. NASTF & Society of Automotive Engineers (SAE) Committee Update

D. Seyfer reported on the following NASTF projects:

- Completing their project with Australia
- Working with the National Insurance Crime Bureau (NICB) to work through security issues to prevent thefts.
- Setting up individual meetings in 2023 with car manufacturers to discuss information access issues. He invited ASCCA members to notify him of any brand specific issues.
- The California Air Resources Board (CARB) has been following up on the Mercedes Benz issue that appears to be resolved. CARB is also engaging with NASTF if there are issues with other brands.
- Write to Repair proposed federal legislation, which needs to be reintroduced.
- Will work with the manufacturers to review the NASTF information access agreement.

V. Legislative Update & Action Sheet

J. Molodanof reported that the legislator is back in session. Bills are starting to be introduced the deadline is February 17. He is expecting about 2,500 bills to be introduced. J. Molodanof reported on the BAR sunset review in 2023.

J. Molodanof provided an update on two Bureau of Automotive Repair regulations 1) Cite and Fine and 2) BAR Application.

J. Molodanof summarized the California Energy Commission (CEC) Feb 14, 2023, remote workshop on tire efficiency regulations.

VI. Old /New Business

S. Vanlandingham asked about the OPUS palm reader with camera implementation. The camera will not be available at the same time as the palm reader. J. Molodanof reported that it is a roll out without a specific deadline.

VII. Adjournment

The meeting adjourned at 2:38 pm.

ASCCA GOVERNMENT AFFAIRS COMMITTEE

Mission: Increased Credibility and influence in Government and Regulatory Affairs

ACTION SHEET

1/4/2023

1. Legislative Bills Update -Jack M.
2. Monitor State Budget-Jack
3. BAR Advisory Group Committee-Dave, Jack, Gloria
4. BAR Educational Committee-Craig J., Jack M., Phil F., Gloria
5. Oil Change and Minor Services Regulations (vetoed SB 778 & AB 873)
6. California Vehicle Inspection System (Cal-VISTA)-Update
7. BAR Complaint Allegations, Trends, & Unlicensed Enforcement Activity
8. Automotive Fuels & Petroleum Products-Food-Ag (CDFA) Division of Measurements
9. Small Business Committee-John V., Dennis M., James J., Stuart T.
10. Tele-matics
11. Aftermarket industry's access to service notices via telematics. – Rob Morrell
12. National Automotive issues-R2Repair
13. ASCCA Advocacy Fund
14. PZEV Vehicles/Warranties/DAD Machines/CAP
15. Requesting BAR to Redefine Sublet Services
16. BAR Sunset Review

CURRENT BAR REGULATIONS IN PROCESS

1. BAR-97 Specifications
2. Brake and Lamp Handbooks
3. STAR Program Clean-Up
4. Bureau-Certified Institutions and Instructors
5. Licensing Application Updates

2023 EVENT DATES

Jan 26	Bureau of Automotive Repair (BAR) Advisory Group (BAG) Meeting
Jan 28	ASCCA Government Affairs Committee Meeting I Embassy Suites Sacramento, CA
Feb 23	ASCCA Government Affairs Committee Conference Call
March 23	ASCCA Government Affairs Committee Conference Call
April 20	ASCCA Government Affairs Committee Conference Call
April 27	Bureau of Automotive Repair (BAR) Advisory Group (BAG) Meeting
May 21	ASCCA Government Affairs Committee Meeting I Campbell Community Center, Cambell, CA
June 29	ASCCA Government Affairs Committee Conference Call
July 20	Bureau of Automotive Repair (BAR) Advisory Group (BAG) Meeting
July 27	ASCCA Government Affairs Committee Conference Call
Aug 24	ASCCA Government Affairs Committee Conference Call
Sept 28	ASCCA Government Affairs Committee Conference Call
Oct 19	Bureau of Automotive Repair (BAR) Advisory Group (BAG) Meeting
Oct 26	ASCCA Government Affairs Committee Conference Call
Nov 18	ASCCA Government Affairs Committee Meeting I Embassy Suites Sacramento, CA
Dec	Meeting TBD



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2023 Legislative Advocacy Event Proposed Outline

The concept for the ASCCA Legislative Advocacy event in 2023 is to mirror the approach used by the California Small Business Association. Appointments will be made for ASCCA members to meet with their Legislators in the local offices, as opposed to traveling to the State Capitol. The appointments will be scheduled on Fridays and would span four (4) weeks.

Strategic Goal: This will help with the goal of expanding the ASCCA membership involvement in advocacy efforts by removing the obstacle of travel expenses and a full day away from your business. It can also provide more opportunities for members to team up with experienced members to build familiarity and comfort with meeting with legislators.

April 10, 2023

2:00 – 3:00 PM

Legislative Advocacy Kickoff Meeting
Via Zoom

- Open to all members this event.
- Agenda will include:
- Overview of the bills highlighted for the legislative appointments.
- Dos and Don'ts of meeting with legislators
- Guest Speaker: Pat Dorais to give an update on the Bureau of Automotive Repair

April 14, 21, 28 & May 5

Legislative Appointment Dates

Locations: Local Legislative Offices



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AGENDA

ASCCA REVENUE & BENEFITS COMMITTEE

January 28, 2023 | 10:00am – 10:45am
 Embassy Suites Sacramento Promenade
 100 Capitol Mall, Sacramento, CA

Zoom Meeting ID: 863 2059 9629

<https://us06web.zoom.us/j/86320599629>

Strategic Goal: To identify financial support that supports the Association’s activities as well as identify member benefit programs that enhance the ASCCA Advantage.

- | | | |
|-----|---|--------------|
| I | Call to Order | J. Silverman |
| II | Roll Call
Review Attendance Record – <i>encl</i> | A. Mullinax |
| III | Minutes - December 7, 2022 and January 4, 2023 | J. Silverman |
| IV | Update on Current Partners (through 12/31/2022) - <i>encl.</i>

<ul style="list-style-type: none"> • Corporate Partner Revenue to Date: \$71,500 • Revenue Share to Date: \$57,862 • Total to Date: \$129,362 | J. Silverman |
| V | Old/New Business

<ul style="list-style-type: none"> • Recognition of Corporate Partners • Outreach to Associate Members <ul style="list-style-type: none"> - Elevate to Corporate Partner - Training Conference Exhibitor/Sponsorship Opportunities | J. Silverman |
| VI | Adjournment to Joint Meeting of ETI and Revenue & Benefits Committees on Wednesday, February 15, 2023 at 6:00pm | |

2023 Revenue Benefits Committee Attendance Record

Members	Jan	Jan TW	Feb	March	April	May	June TW	July	August	Sept	Oct	Nov	Dec
Jim Silverman (Chair)	P												
Rob Morrell (Vice Chair)	A												
Lee Chesnin (President)	P												
Dave Kusa (Vice President)	P												
John Bridgwater	P												
Carolyn Coquillet	A												
Daniel Costa	E												
John Eppstein	P												
Rocky Khamenian	A												
Todd Westerlund	A												
Maylan Newton (Advisor)	E												

P = Present
A = Absent
E = Excused

Guests:		Jan TW	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec



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MINUTES
ASCCA REVENUE & BENEFITS COMMITTEE
And
ASCCA EDUCATION TRAINING &
INFORMATION COMMITTEE
 December 7, 2022 | 6:00pm – 7:00pm

I. Call to Order

J. Silverman called the meeting to order at 6:04pm

II. Roll Call

Present: Jim Silverman, Lee Chesnin, John Bridgwater, John Eppstein, Rocky Khamenian, Dave Kusa, Maylan Newton (Advisor)

Not Present: Carolyn Coquillette, Daniel Costa, Todd Westerlund

Guests: Rory Balmer, Luke Murray, Gilbert Rios, Jimmy Lea

Staff: Gloria Peterson, Anne Mullinax

III. Update on Current Partners

The Committee reviewed the payments received from Corporate Partners to date as well as the funds received under the Revenue Share program. Staff noted that Auto Vitals had made payment (spreadsheet was corrected). J. Eppstein will reach out to NAPA regarding their open invoice.

IV. 2023 ASCCA Training Conference

Following a conversation regarding the event budget, the Committees recommended keeping the same basic pricing structure for Exhibitors and Sponsors. Those that commit prior to April 14th will receive a 10% discount. Staff will also explore providing each Corporate Partner with a unique code that they can share with their clients for the Conference. Following the event, staff will be able to tally the outreach level. Each Corporate Partner will also be given a marketing package that they can easily utilize in their operations.

Members of the Revenue & Benefit Committee will not only reach out to their assigned Corporate Partners but will also coordinate outreach to ASCCA Associate members regarding these opportunities. This item will be on the January 2023 agenda.

The Committees also discussed the possibility of a fundraiser to benefit ASCEF. Several types of activities were discussed. A working group consisting of J. Silverman, L. Murray, J. Eppstein, G. Peterson and A. Mullinax will meet to further discuss options.

The two Committees will meet jointly again on Wednesday, February 15th, and then again on Wednesday, April 5th.

V. Adjournment – The meeting was adjourned at 7:24pm.



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MINUTES

ASCCA REVENUE & BENEFITS COMMITTEE

January 4, 2023 | 6:00pm – 7:00pm

I. Call to Order

J. Silverman called the meeting to order at 6:10pm

II. Roll Call

Present: Jim Silverman, Lee Chesnin, Dave Kusa, John Bridgwater, John Eppstein

Not Present: Rob Morrell, Carolyn Coquillet, Daniel Costa, Rocky Khamenian, Todd Westerlund,
Maylan Newton (Advisor)

Staff: Anne Mullinax

III. Minutes – The Minutes of the meeting of December 7, 2022 were deferred to the next meeting due to lack of a quorum.

IV. Update on Current Partners

The Committee reviewed the payments received from Corporate Partners to date as well as the funds received under the Revenue Share program. A few Corporate Partners will be contacted regarding their open invoices to make sure that there are no questions, issues, etc. Final figures for 2022 should be available to the Committee at its meeting of January 28, 2023.

V. Old/New Business

a. Outreach to Associate Members – The Committee reviewed the current list of Associate members of ASCCA and discussed an outreach program to these members. The goals of the program include encouraging some of the Associate members to graduate to a Corporate Partner as well as promoting sponsorship/exhibitor opportunities at the upcoming Training Conference.

The Committee requested edits to the list so that it included what Chapter an Associate member may belong to, whether the member has a national reach, and who may have referred the member to ASCCA.

Staff will update the spreadsheet incorporating these additions and share the list (via a Google doc) with the Committee. Committee members will then be asked to volunteer for a selection of the Associate members to contact. This item will be further discussed at the January 28th meeting of the Committee.

VI. Adjournment – The meeting was adjourned at 7:05pm.

Corporate Partners Company	Committee Member	Main Contact	Renewal Terms	Revenue Shared	2022 Revenue YTD	Renewal Date	Sponsorship or Endorsement Terms
AutoVitals	Jim Silverman	Araceli Dagdagan araceli.dagdagan@autovitalsinc.com	\$3,500		\$3,500	10/6/2023	\$3,500.00
ATI	Gloria Peterson	Karen Dee/Jim Silverman, K 301-575-9102/ J 301-575-9140, ksdee@autotraining.net; jsilverman@autotraining.net	\$5,000		\$5,000	4/1/2023	\$5,000.00
ACAT Global	Anne Mullinax	Joe Moch	\$5,000			11/15/2022	\$5,000.00
Opus IVS	Rocky Khamenian	Kevin Fitzpatrick (631) 486-3506, kevin.fitzpatrick@opusivs.com Gena Iaquinto, gena.iaquinto@opusivs.com	\$5,000		\$5,000	7/1/2023	\$5,000.00
BG PetroSpecs	Dave Kusa	Eric Waln/Eric Elbert, Eric Waln (949) 337-2484 or (714) 863-2299/ Eric Elbert 805-490-6080, EricE@petrospecsBG.com; ericw@petrospecsbg.com	\$5,000		\$5,000	6/1/2023	\$5,000
Broadly	Carolyn Coquillette	Zach Romero zackromero@broadly.com 602-421-9225	\$3,000		\$3,000	8/23/2023	\$3,000
CA Employers Services	Rocky Khamenian	Dave Fischer, (559) 472-3542, cesyes@hotmail.com	\$1,500		\$1,500	1/1/2023	\$1,500
Digital Financial Group	John Bridgwater	Shannon Devery (626) 476-9016, shannon@fdis-sangabrielvalley.com	\$5,000		\$5,000	11/1/2023	\$5,000.00
ESI	John Bridgwater	Maylan Newton (866) 526-3039, maylan@esiseminars.com	\$2,500		\$2,500	1/1/2023	\$2,500
FacePay	Carolyn Coquillette	Mark Hale (800) 403-0221 mark@facepay.io	\$1,500		\$1,500	2/1/2023	\$1,500
Kukui.com	Dave Kusa	Jimmy Lea (408) 482-1035, jimmylea@kukui.com	\$1,500		\$1,500	6/1/2023	\$1,500
Leads Near Me	Carolyn Coquillette	Ryan Burton (678) 646-7755 ryanburton@leadnearnearme.com	\$5,000		\$5,000	10/1/2023	\$5,000
MailShark	Carolyn Coquillette	Josh Davis 484-948-1611 or 484-269-3715, Josh@themailshark.com	\$5,000		\$5,000	11/1/2023	\$5,000
Mechanics Marketplace	Anne Mullinax	Elie Massabki 650-867-1072	\$1,500		\$1,500	7/1/2023	making quarterly payments
NAPA AutoCare	John Eppstein	R. Jason Rainey (678)934-5148, jason_rainey@genpt.com	\$5,000		\$5,000	3/1/2023	
NAPA AutoCare	John Eppstein	John Hartman 619-300-4910, john_hartman@genpt.com	\$5,000	Chapter 24		3/1/2022	\$10,000 level
Optimize Digital Marketing	Jim Silverman	April Anderson 855-676-1212 april@optimizesocialmedia.net	\$1,500			7/1/2022	\$1,500
O'Reilly Auto Parts	Dave Kusa	Scott Luna or Sergio Gonzales 916-962-3270 or 650-544-9665, ASCCA@oreillyauto.com, sgonzalez@oreillyauto.com; sluna@oreillyauto.com	\$5,000	Chapter 24	\$5,000	12/1/2023	\$5,000
RepairPal	Dave Kusa	Kathleen Long 415-906-3190 kathleen@repairpal.com	\$1,500		\$1,500	7/1/2023	\$1,500
Shop Boss	Jim Silverman	Luke Kushner luke.kushner@vehio.com 925-997-4970	\$3,500		\$3,500	8/1/2023	\$3,500
Shop-Ware	Dave Kusa	Matt Ellinwood, matt@shop-ware.com	\$5,000		\$5,000	5/1/2023	\$5,000
360 Payments	Jim Silverman	Jesse Meddaugh 408-295-8360	\$5,000		\$5,000	6/8/2023	\$5,000
Tekmetric	Rocky Khamenian	Todd Westerlund 925-980-8012 twesterlund@tekmetric.com PJ Leslie 832-930-9400 pjleslie@tekmetric.com	\$1,500		\$1,500	5/1/2023	\$1,500
			Subtotal		\$71,500		
AES Wave	Gloria/Anne	Carlos Menchu		Total Raffle			
Revenue Programs							
Armstrong/Coremark	John Eppstein	Glen Dailey, (916) 286-0925, gdailey@armstrongprofessional.com			\$35,046		Sliding scale rebate program.
AutoZone	John Eppstein	Jim Gray or Scott Wyman Jim Gray 704-301-1500 / Scott Wyman 916-631-0383, jim.gray@autozone.com; Scott.Wyman@autozone.com			\$2,936		Marketing Allowance equal to .50% of net purchases – Paid qtrly
Cintas	John Eppstein	Jessica Essad, c. 775-813-8954, EssadJ@cintas.com			\$13,081		Net Rental Revenue Rebate of 1.5% payable quarterly starting year 2
Heartland					\$6,799		
WORLD PAC	John Eppstein	Rob Morrell, rmkroll@gmail.com					
			Subtotal CP		\$71,500		
			Subtotal RP		\$57,862		
			Grand Total		\$129,362		

Non Revenue Generating Programs							
iATN	Dave Kusa	Greg Montero, (P) 651.628.5706, greg.montero@iatn.com					Member Benefit Program - Free Ads for ASCCA on iATN website.
Identifix		Matt Casharino/Ryan Young Matt: (651) 628-5728; Ryan: (800) 745-9649 ext. 2064, ryoung@mpifix.com					Benefit Program
Mitchel 1		Mark Lewis (858) 652-2555					Benefit Program
Motor Age Training	John Eppstein	James Hwang, 310-857-7633					Member benefit program offering 25% discounts to all members on self study guides for ASE Certification.
HotelStorm	Anne Mullinax	Siena Reese 702.325.9707, siena@hotelstorm.com					Benefit Program
Office Depot		Michael Nitz, Tel: 855-337-6811 Ext.1280					Benefit Program



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AGENDA

ASCCA JOINT COMMITTEE MEETING EDUCATION, TRAINING & INFORMATION and MEMBERSHIP COMMITTEES

Mission: Increased Credibility and Influence in Government and Regulatory Affairs.

January 28, 2023 | 11:00 am - Noon (SHARP)

Embassy Suites Sacramento Promenade

100 Capitol Mall, Sacramento, CA 95814

Join Zoom Meeting: <https://us06web.zoom.us/j/86320599629>

Purpose: Develop a communications plan & membership outreach effort to promote the Annual Training Conference

- | | |
|--|------------|
| I. Call to Order | L. Murray |
| II. Roll Call | Staff |
| III. Introduction of Guest Speaker: Brian & Kim Walker, Shop Marketing Pros | A. Roberts |
| a. Group Activity – Brian & Kim will lead us through a focus group discussion. | |
| IV. Volunteers for Video Interviews | |



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AGENDA

ASCCA Chapter Representatives Committee

January 28, 2023 | 2:25pm – 4:30pm
Embassy Suites Sacramento Promenade
100 Capitol Mall, Sacramento, CA

Zoom Meeting ID: 863 2059 9629
<https://us06web.zoom.us/j/86320599629>

Chapter Resources Google Folder
https://drive.google.com/drive/folders/0BzVmUM_HVdVbSEVknIjwYzc0RkE?resourcekey=0-FW5qmmYYA23otu2NMZA2cQ&usp=sharing

Committee Mission:

*To develop relationships between the Chapters and Liaisons |
Promote ASCCA’s Legislative Day | 100% Chapter Participation*

- | | | |
|------|--|----------------------------|
| I. | Call to Order | T. Chakarian |
| II. | Roll Call | A. Mullinax |
| III. | Updates from Corporate Partners | |
| IV. | Membership Reports – <i>encl.</i> | A. Mullinax |
| V. | Orientation/Goals for 2023 – <i>encl.</i> | T. Chakarian/A. Obolenskiy |
| VI. | Adjourn to meeting of Thursday,
February 23, 2023 at 6:00pm | T. Chakarian |

	Jan TW	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Davie Bauld (14), Chair	X	X	x	x	X	X	X	X	X	X	E	X
Tim Chakarian (5) Vice Chair	X	X	E	x	X	X	X	X	X	E	E	X
Lee Chesnin (12)	X	X	x	x	X	X	X	X	X	X	X	X
Stephen Small (16)	A	A	x	A	A	A	A	A	A			
John Bridgwater (16)									X	x	X	X
Dennis Schoedl (18)	A	A	A	A	A	A	A	A	A	A	A	A
Tony Callas (1940)	A	A	A	A	A	A	A	A	A	A	A	A
Andrei Obolenskiy (20)	X	X	x	x	E	A	x	A	X	E	E	A
Paul Grech (21)	X	A	A	A	A	A	A	A	A	A	A	A
Eric Sevim/Angi Roberts (23)	X	X	x	x	X	X	X	x	X	X	X	E
Steve Vanlandingham/Stuart Terry (24)	X	X	x	x	x	X	X	X	X	X	X	x
Zarkis Martirosian (25)	X	X	A	x	x	X	X	X	A	X	X	A
John Camara (26)	X	E	x	x	E	A	A	A	X	A	A	X
Bob Toepp (28)	X	X	A	x	X	X	X	X	A	X	X	X
Dave Kusa (42)	X	E	x	x	X	X	x	A	A	X	X	X
Mike Delacruz (42)											X	X
Tatsu Tsuchida (48)	X	X	E	x	E	A	A	X	X	A	A	X
Rob Pitari (99)	A	A	x	A	A	A	A	X	A	A	A	A
Carolyn Coquillette (President)	x	X	E	x	X	X	A	x	X	E	X	A
Guests:												
John Eppstein		X	x	x	x			X		X		X
Rory Balmer			x	x	x		X	X		X		X
Joseph Appler			X	x			X			X		
Juan Tepavoti (Ch 99)				x								
Jennifer Barizon (Ch 23)				x								X
Craig Johnson				x			x					
James Justus				x								
Dave Morris							X					
Wendy Lucko							X					
Gene Morrill					x							

A = Absent

E = Excused

ASCCA Cancellations Report
Report Date: 11/3/2022

YEAR TO DATE CANCELTIONS & NEW MEMBERS

	YTD	12/2/2022
New members	31	0
Canceled members	74	3
Net change	-43	

2022	Cancellations	New Members	Dues Amount	Net Change in Members	Estimated Net Change
Regular	58	22	\$ 450.00	-36	\$ (16,200.00)
Associate	9	3	\$ 545.00	-6	\$ (3,270.00)
Branch	2		\$ 300.00	-2	\$ (600.00)
Educator	2	3	\$ 25.00	1	\$ 25.00
CAT			-		-
Other	3	3	-	0	
Total	74	31	-	-43	\$ (20,045.00)

2021	Cancellations	New Members	Dues Amount	Net Change in Members	Estimated Net Change
Regular	49	11	\$ 450.00	-38	\$ (17,100.00)
Associate	10	2	\$ 545.00	-8	\$ (4,360.00)
Branch	5	1	\$ 300.00	-4	\$ (1,200.00)
Educator	6	1	\$ 25.00	-5	\$ (125.00)
CAT			-		-
Other	3	3	-	0	\$ 7,500.00
Total	73	18	-	-55	\$ (15,285.00)

NEW MEMBERS SINCE 12/2/2022

REASONS FOR CANCELING

	-	Not sufficient value
7	-	Declined Renewal
45	-	Nonpayment of Dues
4	-	Out of Business
2	-	Financial concerns
13	-	Retired/Sold Shop
	-	Previous contact left
3	-	Health/Life Issues
1	-	Deceased

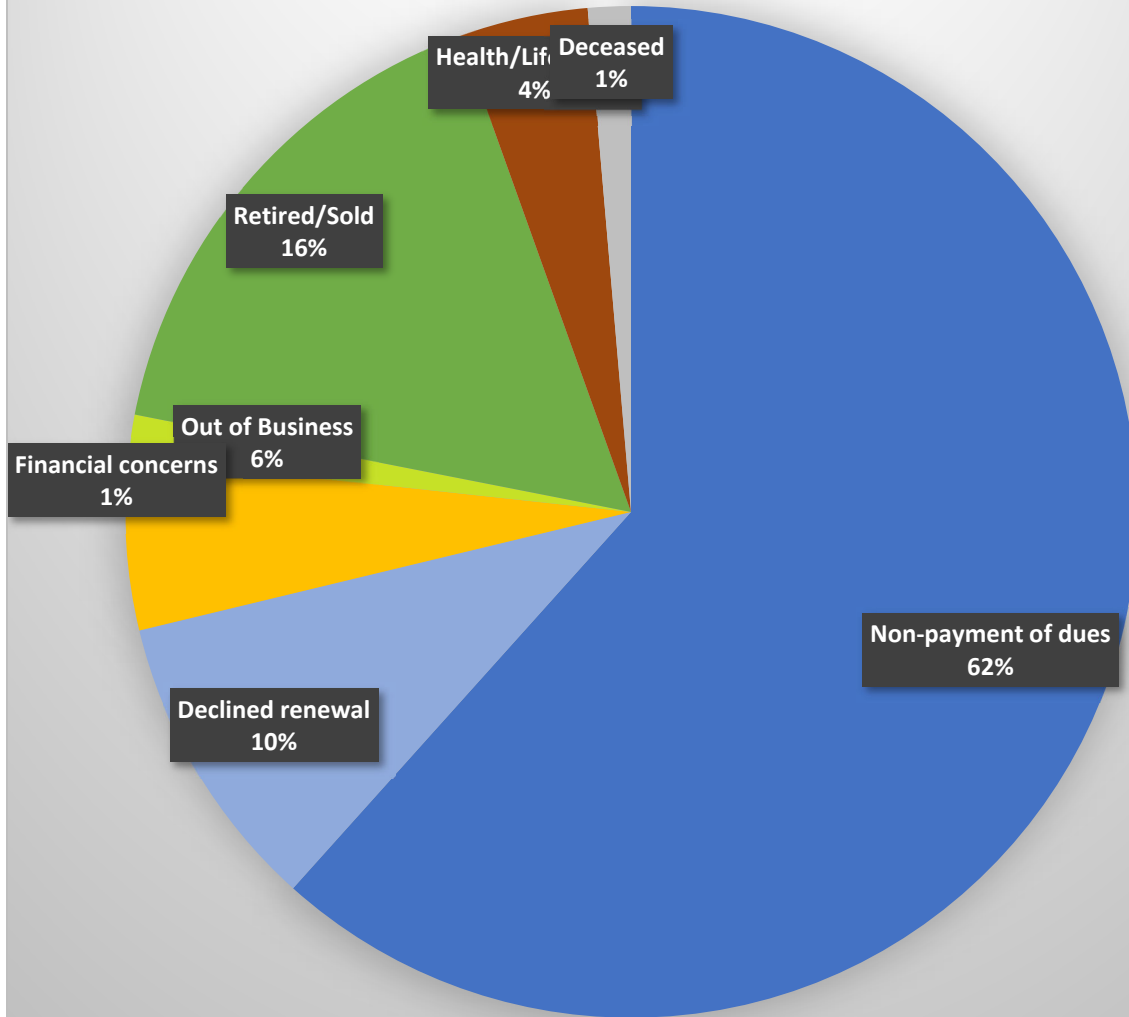
DROPPED MEMBERS YEAR TO DATE

Member	Chapter	Mem Type	Joined	Cancelled	Reason
Art's Auto Care	5	RM	4/1/2016	19-Jan	Declined Renewal
Dorman Products, Inc. (Ch 5)	5	AM	1/31/2014	10-Mar	Financial Concerns/Hardship
Rob's Service Center	5	RM	2/4/2002	12-Sep	Nonpayment of Dues
All Time Gas & Diesel Repair	5	RM	4/12/2002	12-Sep	Nonpayment of Dues
Ed's Automotive	5	RM	11/1/1991	22-Dec	Declined Renewal
Mitchell1	5	AM	4/22/2021	12-Sep	Nonpayment of Dues
House Automotive	5	RM	1/10/2022	18-Jul	Retired/Sold Shop
Leo Brown's Complete Auto Care	5	RM	8/25/2014	18-Jul	Nonpayment of Dues
Tony's Auto Repair	5	RM	4/15/2008	8-Aug	Out of Business
West Coast Tire and Service	12	RM	1/26/2022	12-Sep	Nonpayment of Dues
North Ranch Body Craft & Glass Inc.	12	RM	4/1/1980	22-Dec	Declined Renewal
BeachBoyz Auto Repair	14	RM	7/1/1997	4-Nov	Retired/Sold
Foreign Auto Tech	14	RM	11/1/1995	19-Jan	Nonpayment of Dues
Proshop Automotive	14	RM	6/25/2011	12-Sep	Nonpayment of Dues
Fritz & Peters, Inc.	16	RM	3/20/2012	19-Jan	Retired/Sold Shop
Model Garage, Inc.	16	RM	6/25/2011	12-Sep	Nonpayment of Dues
Overseas Garage	18	RM	12/1/1999	19-Jan	Nonpayment of Dues
Japanese Automotive Repair	1940	RM	8/1/2012	12-Sep	Nonpayment of Dues
Liesback & Son Auto	1940	RM	2/1/1967	12-Sep	Nonpayment of Dues

ASCCA Cancellations Report
Report Date: 11/3/2022

Swedish Car Clinic Inc.	1940	RM	4/21/2008	29-Apr	Retired/Sold
Torrance Lawndale Investments 02 LLC	1940	AM	5/26/2017	12-Sep	Nonpayment of Dues
Walt's Auto Service	1940	RM	3/1/1994	26-Apr	Health Issues
ACE Auto Repair & Tire	20	RM	6/1/1999	12-Sep	Nonpayment of Dues
Diablo Auto Specialists	20	RM	10/17/2002	8-Apr	Health Issues
Hagin's Automotive	20	RM	9/1/2000	8-Apr	Retired/Sold
Hunt & Sons	20	AM	8/28/2014	12-Sep	Nonpayment of Dues
Lehmer's Concord Buick-GMC	20	RM	1/26/2022	4-Nov	Declined Renewal
Moraga Motors	20	RM	4/21/2008	12-Sep	Nonpayment of Dues
Scott Phillips, CPA, Inc.	20	AM	2/7/2018	12-Sep	Nonpayment of Dues
S.P. Automotive Supply	20	AM	1/27/2005	12-Sep	Nonpayment of Dues
Pacific Heights Chevron Auto Repair	21	RM	10/21/2022	24-Jun	Financial Concerns/Hardship
Pearce Autotech	21	RM	6/8/2013	22-Aug	Retired/Sold Shop
Carrillo & Sons Collision Center	24	RM	10/1/2011	12-Jul	Retired/Sold Shop
C & D Auto Care	24	RM	1/26/2022	12-Sep	Nonpayment of Dues
Cuyamaca College	24	EM	6/16/2014	12-Sep	Nonpayment of Dues
Luxury Import Care	24	RM	3/12/2015	12-Sep	Nonpayment of Dues
Mode Automotive	24	RM	4/1/2011	12-Sep	Nonpayment of Dues
NAPA San Diego Billing	24	BM	8/26/2013	12-Sep	Nonpayment of Dues
Pacific Highway Auto Repair	24	RM	10/2/2014	12-Sep	Nonpayment of Dues
San Diego Miramar College	24	EM	9/5/2014	12-Sep	Nonpayment of Dues
TJ Crossman's Auto Inc.	24	RM	2/2/2022	12-Sep	Nonpayment of Dues
Valley Trans - Valtran Inc.	24	RM	10/1/1979	12-Sep	Nonpayment of Dues
A & J Truck & Auto Repair	25	RM	4/21/2008	19-Jan	Nonpayment of Dues
Marlin & Tony's Auto Repair Inc.	25	RM	5/1/2005	22-Aug	Retired/Sold Shop
Jenkins Automotive	26	RM	1/1/1997	12-Sep	Nonpayment of Dues
Jasper Engines & Transmissions (28)	28	BM	12/4/2017	12-Sep	Nonpayment of Dues
Cartex One Stop Auto	42	RM	1/20/2022	12-Sep	Nonpayment of Dues
Corporate Auto Works	42	RM	5/1/1994	12-Sep	Nonpayment of Dues
Sturken Auto - Body, Auto & RV Repair	42	RM	2/26/2009	20-Dec	Retired/Sold Shop
Renson Automotive	42	RM	10/1/1984	22-Jun	Retired/Sold Shop
Right Way Auto	42	RM	1/26/2022	7-Sep	No Perceived Value
Rey insurance Services	48	AM	2/2/2001	12-Sep	Nonpayment of Dues
Savi Ranch Automotive	48	RM	10/29/2013	12-Sep	Nonpayment of Dues
D & E Auto Repair	99	RM	2/2/2002	12-Sep	Nonpayment of Dues
All Valley Automotive Inc.	State	RM	2/1/2013	7-Sep	Retired/Sold Shop
Auto Shop Compliance	State	Associate	4/8/2022	12-Jul	Retired/Sold Shop
Baron, David	State	Retired	7/1/2006	29-Apr	Declined Renewal
Bruce & Jack Auto Service	State	RM	12/1/1962	3-Jun	Out of Business
Constant, Bob	State	HLM	1/23/1995	21-Apr	Health Issues
Devil Mountain Diesel	State	RM	9/27/2011	12-Sep	Nonpayment of Dues
Eagleson Body Works, Inc.	State	RM	10/1/1960	12-Sep	Nonpayment of Dues
Evans Automotive	State	RM	10/11/2018	17-May	Declined Renewal
Kniessel's Auto Service Center	State	RM	8/1/2012	12-Sep	Nonpayment of Dues
Mathews & Sons Automotive	State	RM	1/1/1996	12-Sep	Nonpayment of Dues
Optimize Social Media	State	RM	6/21/2021	12-Sep	Nonpayment of Dues
Precision Automotive	State	RM	5/1/1982	12-Sep	Nonpayment of Dues
Rover Doctor	State	RM	1/4/2012	12-Sep	Nonpayment of Dues
Steve Foust Automotive	State	RM	5/1/2003	2-Mar	Retired/Sold Shop
SRS Automotive	State	RM	10/6/2014	2-Mar	Declined Renewal
Sedig, Vern	State	HLM	4/1/1984	3-Jun	Deceased
University Automotive	State	RM	4/25/2018	12-Sep	Nonpayment of Dues
Unlimited Transmission & Clutch, Inc.	State	RM	6/22/2018	2-Mar	Out of Business
Warren's Automotive	State	RM	4/1/1995	12-Sep	Nonpayment of Dues
William's Auto & Transmission	State	RM	6/1/1997	12-Sep	Nonpayment of Dues

Reasons for Canceling (as of 1/6/2023)



**Change in Membership
All Types**

2015 – 2022
(as of 1/6/23)

	2015	2016	2017	2018	2019	2020	2021	2022
New	30	20	56	74	55	17	18	31
Canceled	66	81	76	51	63	62	73	74
Net	-36	-61	-20	23	-8	-45	-55	-43

2022	Cancelations	New Members	Net Change in Members
Regular	58	22	-36
Associate	9	3	-6
Branch	2		-2
Educator	2	3	1
CAT			
Other	3	3	0
Total	74	31	-43

2021	Cancelations	New Members	Net Change in Members
Regular	49	11	-38
Associate	10	2	-8
Branch	5	1	-4
Educator	6	1	-5
CAT			
Other	3	3	0
Total	72	16	-55

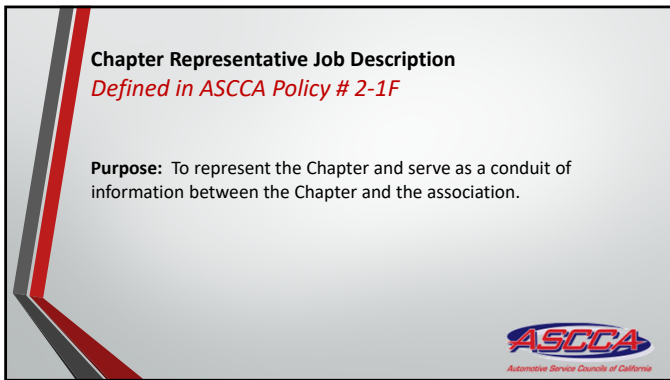
2020	Cancelations	New Members	Net Change in Members
Regular	42	13	-30
Associate	14	2	-11
Branch	5		-5
Educator		1	1
CAT			

Other	1	1	0
Total	62	17	-45

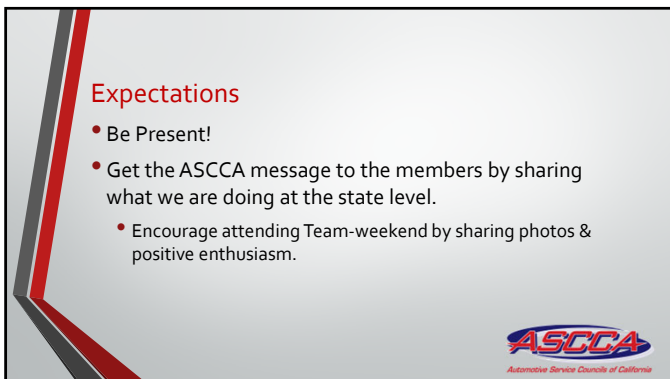
2019	Cancelations	New Members	Net Change in Members
Regular	53	21	-32
Associate	3	4	1
Branch	1	1	-
Educator	3	5	2
CAT	-	23	21
Other	3	1	-2
Total	63	55	-8



1




2



3

Expectations


- Communicate in both directions with ASCCA and your Chapter
 - Use the staff provided Team Weekend summary to present to the Chapter board.
- Share the benefits of being a member
- Help promote our Corporate Partners



4

Expectations

- Help your Chapter Board – Align them with Resources Available
 - ASCCA Policies
 - Chapter Manual
 - Chapter Treasurer’s Tax Manual
 - The ASCCA Vision, mission, and goals
 - And more!



5

Communication Is Key to Our Success

- Serves as a resource to individual chapter members.
- Stay informed about all issues that will impact your chapter members, such as:
 - Current activities regarding government relations
 - Membership issues or Corporate Partners



6

Communication Is Key to Our Success

Disseminate information to your:

- Chapter boards
- Newsletter editors
- Members, and


Contribute to ASCCA office communications



7

Minimum Chapter Leadership (Board) Responsibilities

- Fiduciary Responsibility to Membership
- File Annual Taxes
- Board Meeting at least once per year
- Chapter Dues Billing Agreement
- Chapter Affiliation Agreement




8

Chapter Leaders (Board) Resources

- **Google Drive** – The ASCCA Chapter Resources Google Drive link is at the top of every Chapter Representatives Committee Agenda
- **ASCCA Website – Help Us Advertise Your Chapter!**

Go to: www.ascca.com to review:


- You Board Roster – Is it updated?
- The Chapter's Recurring Event Information – Is it current?
- Provide Current Event Information to events@ascca.com
- Post Chapter Event Information on TeamTalk, chapter website (if applicable, and on social media



9

Chapter Leaders (Board) Resources

- **Chapter Manual** - Available by logging in to the ASCCA website.
Highlights include:
 - Overview of the Organization
 - Examples of a meeting agenda
 - Office & Director Job Descriptions
 - Budget planning;
 - Event program planning;
 - Organizational ideas on how to operate your chapters
- **Chapter Treasurer / Tax Manual**
- **Sample Documents**



10

Participation – Another Key to Our Success

- **Make a Commitment to:**
 - Attend Chapter Representatives Events – You are the Conduit of Communication!
 - ASCCA to Chapter
 - Chapter to ASCCA
- **Gain & Share Fresh Ideas**
- **Bring Back to You Chapter Ideas & Resources**
- **Ignite the excitement!**




11

The Power of Joining Together!

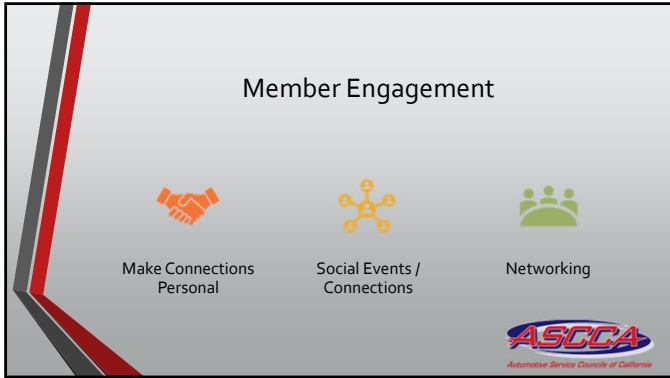
The Chapter Representatives Committee – It's THE Committee that will connect and unite each other!

Chapters have an opportunity to help each other!

We together can help our chapters and each other build a bigger stronger association!



12



13



14




15

Chapter Leadership Success

- Engage established members to be our champions/ambassador.


***A leader who produces other leaders multiples their influences.* — John C. Maxwell**



16

Math Not Metal
Andrei Obolenskiy

- How we currently count our members
- Revenue vs Activity
- Accurate numbers = Accurate Expectations
- Really Understanding Chapter Health



17

Gold Membership (Abstract)
Andrei Obolenskiy


- Committed to serving the association in some capacity
- Actively goes to meetings
- There to assist other shops with questions/Buddy system
- Comitted to the health of the industry



18

Silver Membership (Abstract)
Andrei Obolenskiy

- No interest in serving the chapter or state
- Sometimes wants to go to a meeting
- There to assist other shops with questions/Buddy system
- Committed to the health of the industry




Automotive Service Councils of California

19

Bronze Membership (Abstract)
Andrei Obolenskiy

- No interest in serving the chapter or state
- Is not a chapter member (State Only)
- Might attend a state event
- Committed to the health of the industry



Automotive Service Councils of California

20

Supporter Level (Abstract)
Andrei Obolenskiy

- No interest in serving the chapter or state
- Sees value in lobbying, education, and education
- Supporter of independent repair industry
- Committed to the health of the industry




Automotive Service Councils of California

21

Know Our Members/Supporters
Andrei Obolenskiy

- Carrot/Stick Volunteer Credit (Kids Sports Analogy)
- Loves the Org. No interest outside of contribution
- Value putting the sign out in front of shop/web etc
- Really understand Chapter Health/Available Volunteers





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 FAX (916) 444-7462
 E-mail: info@ascca.com

AGENDA

MBI BOARD OF DIRECTORS

January 29, 2023 | 9:00 am

Embassy Suites Sacramento Promenade
 100 Capitol Mall, Sacramento, CA

Join Zoom Meeting: <https://us06web.zoom.us/j/86320599629>

Meeting ID: 863 2059 9629 Dial: 669-900-6833

9:00 am	I. Call to Order	L. Chesnin
9:02 am	II. Attendance – encl.	T. Guy
9:05 am	III. Minutes of the 11.20.22 Meeting – encl.	T. Guy
9:07 am	IV. Overview of Year-to-Date Revenue – TBP.	G. Peterson
9:08 am	V. ASC Insurance Program Update	G. Dailey
9:15 am	VI. Adjourn Meeting	L. Chesnin

AGENDA

ASCCA Board of Directors Meeting

9:00 – 11:00 am

9:15 am	I. Call to Order	L. Chesnin
9:17 am	II. Secretary’s Report	G. Rios
	a. Minutes: 11.20.2022 Board of Directors – encls.	
9:20 am	III. Consent Items	G. Rios
	a. Annual Training Conference Planning Timeline – encl.	
	b. Annual Training Conference Promotion Schedule – encl.	
9:25 am	IV. Treasurer’s Report	A. Obolenskiy
	a. December Month-end Financials – encl.	
	b. Sage Point Investment Account – encl.	
9:37 am	V. ASCEF Report	J. Eppstein
9:40 am	VI. Strategic Discussion Items	L. Chesnin
	a. Introductory Membership Campaign Status Update – tbp.	
	b. Draft Committee Directives – encl.	
	i. Connected Car Committee Sunset Review	
	ii. Revenue & Benefits – Opportunity to Leverage Relationships to promote introductory membership	
	iii. Committee Reports to Leadership	
	c. Renaming of Chapter Representatives Committee Chair Position	
10:40 am	VII. Old Business	L. Chesnin
	a. Government Affairs Legislative Advocacy Event Format – encl.	
	b. Proposed ASCEF Fundraising at Annual Training Conference event – encl.	
10:45 am	VIII. New Business	L. Chesnin
	a. Board Vacancies	
	b. Board Advisors	
11:00 am	IX. Adjournment	L. Chesnin

**Board of Directors & Executive Committee
2023 Attendance Record**

Role	FirstName	LastName	1.29.2023
Executive Committee			
President	Lee	Chesnin	
Vice President	Dave	Kusa	
Secretary	Gilbert	Rios	
Treasurer	Andrei	Obolenskiy	
Chapter Reps Committee Chair	Timothy	Chakarian	
Immediate Past President	Carolyn	Coquillet	
Board Directors			
Director	Scott	Brown	
Director	John	Eppstein	
Director	Wendy	Lucko	
Director	Dennis	Montalbano	
Director	Rob	Morrell	

P = Present A = Absent E = Excused Absence

MINUTES

MBI BOARD OF DIRECTORS

November 20, 2022 | 10:45 am

Embassy Suites Sacramento Promenade
100 Capitol Mall, Sacramento, CA

I. Call to Order

C. Coquillette called the meeting to order at 10:49 am.

II. Attendance

Present: Carolyn Coquillette, Lee Chesnin, Rory Balmer, Scott Brown, John Eppstein, Travis Guy, Dave Kusa, Wendy Lucko, Dennis Montalbano, Steve Vanlandingham, Advisor: Rocky Khamenian

Excused: Davie Bauld, Gilbert Rios, Rob Morrell, Absent: Esteban Gonzalez

Guest: Glen Daily, Stuart Terry, John Bridgewater, Grant Takikawa, James Justus, Daniel Costa, Angi Roberts, Glenn Davis, Bob Toepp

Staff: Gloria Peterson, Anne Mullinax

III. Minutes of the 09.18.22 Meeting

MOTION It was moved, seconded, and carried (MSC) to approve the minutes of the September 18, 2022, MBI Board of Directors meeting.

IV. Overview of Year-to-Date Revenue

G. Peterson reported the year-to-date revenue totaling \$17,443.96 from endorsed services and \$29,058.73 from insurance services, for combined income of \$46,502.59. The total income is up from the prior year by \$1,187.40.

V. ASC Insurance Program Update

G. Dailey provided an overview of the insurance market and the income on the program year-to-date.

VI. Adjourn Meeting

The meeting adjourned at 10:58 am.



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MINUTES

ASCCA Board of Directors Meeting

November 20, 2022 | 11:00 am – 1:00 pm
Embassy Suites Sacramento Promenade
100 Capitol Mall, Sacramento, CA

I. Call to Order

The meeting was called to order at 10:58 am.

II. Attendance

Present: Carolyn Coquillet, Lee Chesnin, Rory Balmer, Scott Brown, John Eppstein, Travis Guy, Dave Kusa, Wendy Lucko, Dennis Montalbano, Steve Vanlandingham, Advisor: Rocky Khamenian
Excused: Davie Bauld, Gilbert Rios, Rob Morrell, Absent: Esteban Gonzalez
Guest: Glen Daily, Stuart Terry, John Bridgewater, Grant Takikawa, James Justus, Daniel Costa, Angi Roberts, Glenn Davis, Bob Toepp
Staff: Gloria Peterson, Anne Mullinax

III. Secretary's Report

a. Minutes: 09.18.22 & 10.26.22 Board of Directors

MOTION It was moved, seconded, and carried (MSC) to approve the minutes of the September 18 and October 26, 2022 meetings, as presented.
(9-yes, 0-no, 0-abstentions)

IV. Consent Item

a. ETI Committee Recommendation

MOTION It was MSC to approve the committee recommendation approval to change the name of the September conference to *ASCCA Annual Training Conference*, as submitted. (9-yes, 0-no, 0-abstentions)

V. Treasurer's Report

a. October Month-end Financials

The Board was presented with the October month-end financial statement.

b. Sage Point Investment Account

The Board was presented with the most recent Sage Point investment account report and a summary of a five-year investment account comparison report.

c. 2023 Proposed Budget

MOTION It was MSC to approve the proposed 2023 budget, as presented.
(9-yes, 0-no, 0-abstentions)

ACTION

G. Peterson will develop the Treasurer orientation and we will review that in January to check that Andre⁶¹ has received the tools needed to do the job.

VI. ASCEF Report

J. Eppstein requested that the Board give permission to the ETI committee to incorporate a fundraising opportunity for the Foundation into the Annual Training Conference event. The Board directed the ETI Committee to work with the Board of Trustees to develop a proposal for board approval.

The request was made to the Board to allow incorporate donation opportunities for Conference attendees to sponsor students (adopt a student) to attend the Annual Training Conference.

W. Lucko also offered to assist with outreach to schools and possible grant opportunities for students to attend.

J. Eppstein reported that the ASCEF is looking to improvements to the vehicle donation process. Promoted giving Tuesday and encouraged others to donate and help solicit donations.

G. Davis – Will sponsor five students to attend the conference, up to \$1k.

C. Coquillette requested that A. Roberts include promotion of the ASCEF scholarship in her outreach to California Automotive Teachers (CAT).

J. Eppstein reminded everyone that the scholarship applications are open through 3/31 and requested that those who are on an advisory board reach out to the schools to remind them.

VII. Strategic Discussion Items

C. Coquillette reviewed the takeaways from the Strategic Discussion.

ACTION Work with Mail Shark to get two mailers out to non-member ARDs promoting the Introductory Membership and the Training Conference.

There was discussion about the planning for the Annual Training Conference.

ACTION Place a timeline for the event preparation as a standing item on the Board of Directors meeting.

ACTION Staff will develop a promotion calendar for the Annual Training Conference. Including video, testimonial, and pod casts.

ACTION Place the topic of the Chapter Representatives Committee on the next Board agenda.

The Board committed to continuing the Introductory Membership campaign. Discussion followed regarding conversion rate expectations, but no benchmarks were established.

MOTION It was MSC extend state dues amnesty to members who were dropped for non-payment of dues in 2022 and allow R. Balmer the flexibility to determine if they pay all up front or provide payment information. (9-yes, 0-no, 0-abstentions)

The Board also directed the Bylaws, Policy & Procedures committee to review the reinstatement policy and recommend amendments.

The remaining strategic discussion agenda items were deferred to the next meeting.

I. Old Business
There was no old business.

II. New Business
D. Montalbano reported on the automotive apprentice program through his workforce investment board.

There was discussion about leveraging our corporate partner relationships to promote membership. The Membership Committee and the R&B Committee will collaborate.

a. Hybrid Team Weekends - Impacting Attendance?
Deferred.

b. 2023 Annual Training Conference Location Recommendation
MOTION It was MSC to approve the Committee recommendation to locate the event at the Crowne Plaza Costa Mesa. (8-approve, 1-oppose, 0-abstentions)

III. Closed Door Session
a. AMG Proposed Contract Renewal

MOTION It was MSC to approve the three year contract renewal proposed by Advocacy and Management Group. (9-approve, 0-no, 0-abstentions)

IV. Adjournment
The meeting adjourned at 1:11pm.

ASCCA Educational Training Conference Planning Timeline

Task	Date
Exhibitor Registration Open	2/1/2023
Deadline for Speaker RFP	3/13/2023
Choose Speakers	3/15/2023
Send Speaker confirmations	3/20/2023
Contract AV	3/27/2023
Confirm and Finalize Schedule	4/1/2023
Attendee Registration Open	4/5/2023
Exhibitor Discount Deadline	4/14/2023
Send rooming list	4/19/2023
Details to Hotel	7/10/2023
Place all orders: Bags, Badges, ribbons Etc.	7/17/2023
Program to Designer	8/7/2023
Signage to Desginger	8/7/2023
Program to Print	8/21/2023
Signage to print	8/21/2023
Pack and Ship	9/1/2023
Have a great Meeting	9/8/2023

ASCCA 2023 Annual Training Conference Marketing Schedule

January:

- 1/6/23 – Social Media: Call for Sessions
- 1/12/23 – Text Message: The ASCCA 2023 Training Conference is scheduled for September 8-10, 2023 in Southern California. Please submit your session ideas by 5:00 pm, March 13, 2023 here: <https://www.ascca.com/trainingconference>
- 1/19/23 – Email Blast: Call for Sessions

February:

- 2/1/23 – Email Blast: Call for Videos
- 2/1/23 – Social Media: Call for Videos
- 2/2/23 – Email Blast: Call for Sessions
- 2/3/23 – Social Media: Call for Sessions
- 2/9/23 – Text Message: The ASCCA 2023 Training Conference is scheduled for September 8-10, 2023 in Southern California. Please submit your session ideas by 5:00 pm, March 13, 2023 here: <https://www.ascca.com/trainingconference>
- 2/13/23 – Social Media: Call for Sessions 1 Month 'til deadline
- 2/16/23 – Email Blast: Call for Sessions
- 2/22/23 – Email Blast: Call for Videos
- 2/22/23 – Social Media: Call for Videos

March:

- 3/1/23 – Email Blast: Call for Videos
- 3/1/23 – Social Media: Call for Videos
- 3/2/23 – Email Blast: Call for Sessions
- 3/3/23 – Social Media: Call for Sessions
- 3/9/23 - Text Message: The ASCCA 2023 Training Conference is scheduled for September 8-10, 2023 in Southern California. Please submit your session ideas by 5:00 pm, March 13, 2023 here: <https://www.ascca.com/trainingconference>
- 3/9/23 – Email Blast: Call for Sessions
- 3/10/23 – Social Media: Call for Sessions Deadline is Monday
- 3/29/23 – Email Blast: Call for Videos
- 3/29/23 – Social Media: Call for Videos

April:

- 4/5/23 – Email Blast: Call for Videos
- 4/5/23 – Social Media: Call for Videos
- 4/12/23 – Email Blast: Call for Videos
- 4/19/23 – Email Blast: Call for Videos
- 4/26/23 – Email Blast: Call for Videos
- 4/26/23 – Social Media: Call for Videos

May:

- 5/9/23 – Email Blast: Registration Open
- 5/9/23 – Social Media: Registration Open
- 5/23/23 – Email Blast: Registration Open
- 5/23/23 – Social Media: Registration Open

June:

- 6/1/23 – Email Blast: Registration Open
- 6/1/23 – Social Media: Registration Open
- 6/2/23 – Email Blast: Exhibitor Blast
- 6/8/23 – Social Media: Agenda
- 6/8/23 – Email Blast: Agenda
- 6/15/23 – Social Media: Video Promo
- 6/15/23 – Email Blast: Video Promo
- 6/16/23 – Email Blast: Exhibitor Blast
- 6/22/23 – Social Media: Location
- 6/22/23 – Email Blast: Location
- 6/29/23 – Social Media: Book Hotel
- 6/29/23 – Email Blast: Book Hotel
- 6/30/23 – Email Blast: Exhibitor Blast

July:

- 7/13/23 – Email Blast: Early Bird Deadline
- 7/13/23 – Social Media: Early Bird Deadline
- 7/14/23 – Email Blast: Exhibitor Blast
- 7/20/23 – Email Blast: Speakers 1
- 7/20/23 – Social Media: Speakers 1
- 7/27/23 – Email Blast: Speakers 2
- 7/27/23 – Social Media: Speakers 2
- 7/28/23 – Email Blast: Exhibitor Blast

August:

- 8/3/23 – Email Blast: Thank you sponsors
- 8/3/23 – Social Media: Thank you sponsors
- 8/3/23 – Text Message: Check out the speaker line up for the ASCCA Educational Conference, September 8-10 in _____, LINKTO AGENDA.
- 8/8/23 – Email Blast: Exhibitor Blast
- 8/10/23 – Social Media: Location
- 8/10/23 – Email Blast: Location
- 8/10/23 – Text Message: Check out the speaker line up for the ASCCA Educational Conference, September 8-10 in _____, LINKTO AGENDA.
- 8/15/23 – Email Blast: Exhibitor Blast
- 8/17/23 – Social Media: Video Promo
- 8/17/23 – Email Blast: Video Promo

- 8/17/23 – Text Message: Do you have questions about the Educational Conference? Then join us, and we'll answer your questions: _____ - Online on Zoom LINK
- 8/22/23 – Social Media: Book Hotel Deadline
- 8/22/23 – Email Blast: Book Hotel Deadline
- 8/24/23 – Social Media: Agenda
- 8/24/23 – Email Blast: Agenda
- 8/24/23 – Text Message: ASCCA Educational Conference hotel booking deadline is _____! To make reservations at the discounted rate, visit our website at <https://www.ascca.com/trainingconference>
- 8/25/23 – Social Media: 2 weeks away
- 8/25/23 – Email Blast: 2 weeks away
- 8/28/23 – Social Media: Room deadline extended
- 8/28/23 – Email Blast: Room deadline extended
- 8/29/23 – Email Blast: Exhibitor Blast
- 8/30/23 – Social Media: Video Promo
- 8/30/23 – Email Blast: Video Promo

September:

- 9/1/23 – Social Media: 1 week away
- 9/1/23 – Email Blast: 1 week away
- 9/5/23 – Email Blast: Exhibitor Blast Last Chance
- 9/7/23 – Email Blast: Thank you sponsors
- 9/7/23 – Text Message: ASCCA would like to thank the sponsors and exhibitors of the Training Conference! Register today and support your favorite vendors. <https://www.ascca.com/trainingconference>

Automotive Service Councils of California

Balance Sheet Comparison

As of December 31, 2022

	TOTAL			
	AS OF DEC 31, 2022	AS OF DEC 31, 2021 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1072 Bill.com Money Out Clearing	4,581.37	4,989.73	-408.36	-8.18 %
1100 Cash				
1105 Cash-In Banking	80,815.21	96,419.73	-15,604.52	-16.18 %
1105.01 Bank - MBI	31,267.64	14,287.22	16,980.42	118.85 %
1125 Sage Point Financial	496,836.46	608,222.04	-111,385.58	-18.31 %
Total 1100 Cash	608,919.31	718,928.99	-110,009.68	-15.30 %
Total Bank Accounts	\$613,500.68	\$723,918.72	\$ -110,418.04	-15.25 %
Accounts Receivable				
1200 Accounts Receivable	0.00	0.00	0.00	
1220 Accounts Receivable-Chapters	548.68	548.68	0.00	0.00 %
Total 1200 Accounts Receivable	548.68	548.68	0.00	0.00 %
Total Accounts Receivable	\$548.68	\$548.68	\$0.00	0.00 %
Total Current Assets	\$614,049.36	\$724,467.40	\$ -110,418.04	-15.24 %
Fixed Assets				
1300 Fixed Assets				
1330 Buildings & Fixtures	145,233.00	145,233.00	0.00	0.00 %
1380 Land	73,800.00	73,800.00	0.00	0.00 %
1390 Accumulated Depreciation	-128,316.00	-128,316.00	0.00	0.00 %
Total 1300 Fixed Assets	90,717.00	90,717.00	0.00	0.00 %
Total Fixed Assets	\$90,717.00	\$90,717.00	\$0.00	0.00 %
Other Assets				
1500 Other Assets				
1510 Prepaid Expenses	8,436.97	6,985.29	1,451.68	20.78 %
1520 Projects In Progress	0.00	5,000.00	-5,000.00	-100.00 %
1590 Prepaid Taxes	1,036.00		1,036.00	
Total 1500 Other Assets	9,472.97	11,985.29	-2,512.32	-20.96 %
1600 Investments				
1610 Investments in Subsidiaries - M	58,670.13	58,670.13	0.00	0.00 %
1630 Future Tax Benefits - MBI	9,299.99	1,134.18	8,165.81	719.97 %
Total 1600 Investments	67,970.12	59,804.31	8,165.81	13.65 %
Total Other Assets	\$77,443.09	\$71,789.60	\$5,653.49	7.88 %
TOTAL ASSETS	\$782,209.45	\$886,974.00	\$ -104,764.55	-11.81 %

Automotive Service Councils of California

Balance Sheet Comparison

As of December 31, 2022

	TOTAL			
	AS OF DEC 31, 2022	AS OF DEC 31, 2021 (PY)	CHANGE	% CHANGE
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Current Liabilities	0.00	0.00	0.00	
2110 Accounts Payable	-5,053.56	1,947.18	-7,000.74	-359.53 %
2110.01 Accounts Payable - MBI	0.00	-477.00	477.00	100.00 %
Total 2000 Current Liabilities	-5,053.56	1,470.18	-6,523.74	-443.74 %
Total Accounts Payable	\$ -5,053.56	\$1,470.18	\$ -6,523.74	-443.74 %
Other Current Liabilities				
2503 Advocacy Fund Contribution	11,649.89	11,519.89	130.00	1.13 %
2504 Connect Cars Committee designat	4,405.00	4,405.00	0.00	0.00 %
2505 Chapter Dues Payables	17,790.52	8,954.54	8,835.98	98.68 %
2511 Deferred Regular Dues	15,300.00	50,367.18	-35,067.18	-69.62 %
2512 Deferred Associate-Regular	1,090.00	1,090.00	0.00	0.00 %
2514 Deferred-Branch	0.00	300.00	-300.00	-100.00 %
2515 Deferred-Educater	50.00	300.00	-250.00	-83.33 %
2525 Deferred Early Pay Discount	0.00	-1,900.00	1,900.00	100.00 %
2530 Deferred Application Fees	0.00	110.00	-110.00	-100.00 %
Total Other Current Liabilities	\$50,285.41	\$75,146.61	\$ -24,861.20	-33.08 %
Total Current Liabilities	\$45,231.85	\$76,616.79	\$ -31,384.94	-40.96 %
Long-Term Liabilities				
2501 Tenant - Lease Deposit	3,137.60	3,137.60	0.00	0.00 %
Total Long-Term Liabilities	\$3,137.60	\$3,137.60	\$0.00	0.00 %
Total Liabilities	\$48,369.45	\$79,754.39	\$ -31,384.94	-39.35 %
Equity				
3000 Members' Equity				
3101 Capital Stock	1,000.00	1,000.00	0.00	0.00 %
3110 Additional Paid in Capital	303,696.34	303,696.34	0.00	0.00 %
3120 Retained Earnings	-256,457.75	-256,457.75	0.00	0.00 %
Total 3000 Members' Equity	48,238.59	48,238.59	0.00	0.00 %
32000 Unrestricted Net Assets	758,981.02	689,963.39	69,017.63	10.00 %
Net Income	-73,379.61	69,017.63	-142,397.24	-206.32 %
Total Equity	\$733,840.00	\$807,219.61	\$ -73,379.61	-9.09 %
TOTAL LIABILITIES AND EQUITY	\$782,209.45	\$886,974.00	\$ -104,764.55	-11.81 %

Note

December 31, 2021 Draft

Automotive Service Councils of California

Profit and Loss Comparison

January - December 2022

	TOTAL			
	JAN - DEC 2022	JAN - DEC 2021 (PY)	CHANGE	% CHANGE
Income				
4100 Membership Dues				
4110 Association Dues	204,891.93	174,286.57	30,605.36	17.56 %
4130 Application Fees	1,320.00	733.00	587.00	80.08 %
4135 Education Members	650.00	550.00	100.00	18.18 %
4140 Associate Dues	21,766.17	25,321.68	-3,555.51	-14.04 %
4143 Branch Dues	4,000.00		4,000.00	
4145 Recruitment Fee	-375.00	-855.00	480.00	56.14 %
4150 Prior Year	988.50		988.50	
4155 Early pay discount	-3,825.00		-3,825.00	
4198 Service Charge Reoccurring bill	625.89	870.00	-244.11	-28.06 %
Total 4100 Membership Dues	230,042.49	200,906.25	29,136.24	14.50 %
4200 Endorsements/Services				
4200.10 ASC Insurance Services				
4215 Armstrong Insurance	24,269.21	23,889.51	379.70	1.59 %
4299 CoreMark	10,776.96	10,710.49	66.47	0.62 %
Total 4200.10 ASC Insurance Services	35,046.17	34,600.00	446.17	1.29 %
4200.20 Endorsements				
4225 Heartland	6,799.11	5,976.27	822.84	13.77 %
4235 G&K Services - Cintas	13,080.64	12,177.32	903.32	7.42 %
4250 Auto Zone	2,936.28	2,626.48	309.80	11.80 %
Total 4200.20 Endorsements	22,816.03	20,780.07	2,035.96	9.80 %
Total 4200 Endorsements/Services	57,862.20	55,380.07	2,482.13	4.48 %
4500 Events				
4510 PAVE Training	6,000.00	15,091.39	-9,091.39	-60.24 %
Total 4500 Events	6,000.00	15,091.39	-9,091.39	-60.24 %
4600 Corporate Partners				
4610 Corporate Partners	77,735.00	83,125.00	-5,390.00	-6.48 %
4612 Raffle Tickets		-252.29	252.29	100.00 %
Total 4600 Corporate Partners	77,735.00	82,872.71	-5,137.71	-6.20 %
4650.00 ASCCA Educational Conference				
4650.01 Registration	20,585.00		20,585.00	
4650.02 Sponsorship	6,500.00		6,500.00	
4650.03 Exhibitor	4,000.00		4,000.00	
4650.04 Early Registration Discount	-1,120.00		-1,120.00	
Total 4650.00 ASCCA Educational Conference	29,965.00		29,965.00	

Automotive Service Councils of California

Profit and Loss Comparison

January - December 2022

	TOTAL			
	JAN - DEC 2022	JAN - DEC 2021 (PY)	CHANGE	% CHANGE
4700 Education & Training				
4710 E & T - Virtual Training Event	99.00	3,821.00	-3,722.00	-97.41 %
Total 4700 Education & Training	99.00	3,821.00	-3,722.00	-97.41 %
4799.10 Team Weekend				
4799.01 Team Weekend Raffle		400.00	-400.00	-100.00 %
4799.02 Team Weekend Non-Member Registraion	300.00		300.00	
Total 4799.10 Team Weekend	300.00	400.00	-100.00	-25.00 %
4900 Other Revenue				
4908 Building Rental Revenue	47,828.10	47,830.80	-2.70	-0.01 %
4910 Miscellaneous Income		3,139.77	-3,139.77	-100.00 %
Total 4900 Other Revenue	47,828.10	50,970.57	-3,142.47	-6.17 %
Sales		0.00	0.00	
Total Income	\$449,831.79	\$409,441.99	\$40,389.80	9.86 %
GROSS PROFIT	\$449,831.79	\$409,441.99	\$40,389.80	9.86 %
Expenses				
5000.1 - Technology Expenses	20.17		20.17	
5225.1 Database Subscription	4,563.90	3,346.00	1,217.90	36.40 %
5240.1 Website Expenses		1,075.36	-1,075.36	-100.00 %
Total 5000.1 - Technology Expenses	4,584.07	4,421.36	162.71	3.68 %
5300.1 Publication/Communication Expen				
5301.1 Advertising/Marketing		-86.59	86.59	100.00 %
5320.1 Website Expenses		150.00	-150.00	-100.00 %
5325.1 Broadcast Emails & Faxes	588.00	588.00	0.00	0.00 %
5345.1 Texting Service	3,905.68		3,905.68	
Total 5300.1 Publication/Communication Expen	4,493.68	651.41	3,842.27	589.84 %
5500 ASCCA Educational Conference Expense				
5505.15 Banquet & Facility	21,437.05		21,437.05	
5530.15 Printing	2,614.81		2,614.81	
5535.15 Postage & Mailing	210.09		210.09	
5565.15 Staff Travel	290.20		290.20	
Total 5500 ASCCA Educational Conference Expense	24,552.15		24,552.15	
5600.00 R & B Committee				
5600.02 Advantage Printing		223.84	-223.84	-100.00 %
Total 5600.00 R & B Committee		223.84	-223.84	-100.00 %
5700.1 Educational & Training - Chapter				
5750.1 Miscellaneous Ed/Training		875.00	-875.00	-100.00 %
Total 5700.1 Educational & Training - Chapter		875.00	-875.00	-100.00 %

Automotive Service Councils of California

Profit and Loss Comparison

January - December 2022

	TOTAL			
	JAN - DEC 2022	JAN - DEC 2021 (PY)	CHANGE	% CHANGE
5800.1 Other Educations/Training				
5810 PAVE Training		250.00	-250.00	-100.00 %
Total 5800.1 Other Educations/Training		250.00	-250.00	-100.00 %
6100 Meetings & Travel				
6110 Meeting Exp-Team Weekend (1)	9,203.76	125.00	9,078.76	7,263.01 %
6111 Meeting Exp - Team Weekend (2)	1,931.87	69.44	1,862.43	2,682.07 %
6112 Meeting Exp - Team Weekend (3)	18.01	2,721.16	-2,703.15	-99.34 %
6113 Meeting Exp - Team Weekend (4)	4,868.81	6,228.06	-1,359.25	-21.82 %
6114 Meetings - Other	1,012.64		1,012.64	
6125 Printing/Reproduction	25.15		25.15	
6145 Board Awards	1,464.25	-308.74	1,772.99	574.27 %
6150 Misc Meetings/Travel		38.20	-38.20	-100.00 %
6160 Audio Visual Equipment	1,089.47		1,089.47	
Total 6100 Meetings & Travel	19,613.96	8,873.12	10,740.84	121.05 %
6300 Government Affairs Committee				
6325 CSB-Government	141.58	1,000.00	-858.42	-85.84 %
Total 6300 Government Affairs Committee	141.58	1,000.00	-858.42	-85.84 %
6500 Membership Recruitment/Retentio				
5420.1 Membership Signs	536.88	323.07	213.81	66.18 %
6505 Advertising/Marketing		7,218.74	-7,218.74	-100.00 %
6506 Membership Recruitment Drive		500.00	-500.00	-100.00 %
6515 Membership Appreciation		774.25	-774.25	-100.00 %
6535 Legal Advise-Member Service	18,000.00	16,500.00	1,500.00	9.09 %
6545 Printing	1,912.17		1,912.17	
6555 401K Member Benefit Program		1,250.00	-1,250.00	-100.00 %
Total 6500 Membership Recruitment/Retentio	20,449.05	26,566.06	-6,117.01	-23.03 %
6700 PR Committee				
6715 Public Relation Committee		30.00	-30.00	-100.00 %
Total 6700 PR Committee		30.00	-30.00	-100.00 %
7100 General & Admin Expenses				
7101 Office Supplies	105.73	48.31	57.42	118.86 %
7103 Printing/Reproduction	1,649.16	1,379.74	269.42	19.53 %
7105 Telephone/Fax	840.00	840.00	0.00	0.00 %
7106 Telephone Conference Calls	320.78	320.78	0.00	0.00 %
7107 Postage/Mailing	1,281.02	520.90	760.12	145.92 %
7111 Insurance	6,624.65	7,443.26	-818.61	-11.00 %
7123 Off-Site Storage	1,481.96	1,547.52	-65.56	-4.24 %
7124 On-Site Storage	1,080.00	1,080.00	0.00	0.00 %
7126 Bank Charges/Credit Card Fees	7,976.38	6,411.29	1,565.09	24.41 %
7127 Filing Fees/Penalties	34.99	114.99	-80.00	-69.57 %

Automotive Service Councils of California

Profit and Loss Comparison

January - December 2022

	TOTAL			
	JAN - DEC 2022	JAN - DEC 2021 (PY)	CHANGE	% CHANGE
7490 Miscellaneous G&A		68.99	-68.99	-100.00 %
Total 7100 General & Admin Expenses	21,394.67	19,775.78	1,618.89	8.19 %
7500 Building Maint & Mgmt				
7505 Building Mgmt Fees	8,786.88	8,515.68	271.20	3.18 %
7510 Utilities	5,109.48	4,646.02	463.46	9.98 %
7515 Repairs & Maintenance	4,362.13	677.00	3,685.13	544.33 %
7525 Security	30.00	30.00	0.00	0.00 %
7530 Legal - Building	975.00		975.00	
7550 Property Taxes	2,476.24	4,870.48	-2,394.24	-49.16 %
7590 Misc Building Maint/Mgmt	4,999.92	5,000.05	-0.13	-0.00 %
Total 7500 Building Maint & Mgmt	26,739.65	23,739.23	3,000.42	12.64 %
8100 Professional Services				
8110 Accounting/Audit	5,050.00	3,025.00	2,025.00	66.94 %
8120 Management Services	243,950.08	219,999.95	23,950.13	10.89 %
8130 Advocacy	39,999.96	33,000.00	6,999.96	21.21 %
8150 Legal	425.00	2,351.67	-1,926.67	-81.93 %
8170 Marketing and PR		33,550.27	-33,550.27	-100.00 %
Total 8100 Professional Services	289,425.04	291,926.89	-2,501.85	-0.86 %
Total Expenses	\$411,393.85	\$378,332.69	\$33,061.16	8.74 %
NET OPERATING INCOME	\$38,437.94	\$31,109.30	\$7,328.64	23.56 %
Other Income				
9100 Other Revenue/Expenses				
4906 Gain/Loss & Int - Bldg Proceeds	24,668.24		24,668.24	
4907 Gain/Loss & Int. on Investments	-136,053.82	45,703.34	-181,757.16	-397.69 %
9120 Tax - Federal		-6,995.01	6,995.01	100.00 %
9130 Tax - State	23.90	-800.00	823.90	102.99 %
Total 9100 Other Revenue/Expenses	-111,361.68	37,908.33	-149,270.01	-393.77 %
Total Other Income	\$ -111,361.68	\$37,908.33	\$ -149,270.01	-393.77 %
Other Expenses				
9199 Other Expenses				
9190 Prior Year Expenses	455.87		455.87	
Total 9199 Other Expenses	455.87		455.87	
Total Other Expenses	\$455.87	\$0.00	\$455.87	0.00%
NET OTHER INCOME	\$ -111,817.55	\$37,908.33	\$ -149,725.88	-394.97 %
NET INCOME	\$ -73,379.61	\$69,017.63	\$ -142,397.24	-206.32 %

Note

December 31, 2021 Draft

Automotive Service Councils of California

Budget vs. Actuals: ASCCA 2022 Budget - FY22 P&L

January - December 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
4100 Membership Dues				
4110 Association Dues	204,891.93	175,200.00	29,691.93	116.95 %
4130 Application Fees	1,320.00		1,320.00	
4135 Education Members	650.00	750.00	-100.00	86.67 %
4140 Associate Dues	21,766.17	28,710.00	-6,943.83	75.81 %
4143 Branch Dues	4,000.00		4,000.00	
4145 Recruitment Fee	-375.00	-1,200.00	825.00	31.25 %
4150 Prior Year	988.50		988.50	
4155 Early pay discount	-3,825.00	-3,500.00	-325.00	109.29 %
4198 Service Charge Reoccurring bill	625.89	1,000.00	-374.11	62.59 %
Total 4100 Membership Dues	230,042.49	200,960.00	29,082.49	114.47 %
4200 Endorsements/Services				
4200.10 ASC Insurance Services				
4215 Armstrong Insurance	24,269.21	25,289.51	-1,020.30	95.97 %
4299 CoreMark	10,776.96	10,710.49	66.47	100.62 %
Total 4200.10 ASC Insurance Services	35,046.17	36,000.00	-953.83	97.35 %
4200.20 Endorsements				
4225 Heartland	6,799.11	5,000.00	1,799.11	135.98 %
4235 G&K Services - Cintas	13,080.64	10,000.00	3,080.64	130.81 %
4250 Auto Zone	2,936.28	3,000.00	-63.72	97.88 %
Total 4200.20 Endorsements	22,816.03	18,000.00	4,816.03	126.76 %
Total 4200 Endorsements/Services	57,862.20	54,000.00	3,862.20	107.15 %
4500 Events				
4510 PAVE Training	6,000.00	10,000.00	-4,000.00	60.00 %
Total 4500 Events	6,000.00	10,000.00	-4,000.00	60.00 %
4600 Corporate Partners				
4610 Corporate Partners	77,735.00	80,000.00	-2,265.00	97.17 %
Total 4600 Corporate Partners	77,735.00	80,000.00	-2,265.00	97.17 %
4650.00 ASCCA Educational Conference				
4650.01 Registration	20,585.00	24,880.00	-4,295.00	82.74 %
4650.02 Sponsorship	6,500.00	10,000.00	-3,500.00	65.00 %
4650.03 Exhibitor	4,000.00	20,000.00	-16,000.00	20.00 %
4650.04 Early Registration Discount	-1,120.00		-1,120.00	
Total 4650.00 ASCCA Educational Conference	29,965.00	54,880.00	-24,915.00	54.60 %
4700 Education & Training				
4710 E & T - Virtual Training Event	99.00		99.00	
Total 4700 Education & Training	99.00		99.00	
4799.10 Team Weekend				
4799.01 Team Weekend Raffle		1,500.00	-1,500.00	
4799.02 Team Weekend Non-Member Regisrtaion	300.00		300.00	

Automotive Service Councils of California

Budget vs. Actuals: ASCCA 2022 Budget - FY22 P&L

January - December 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Total 4799.10 Team Weekend	300.00	1,500.00	-1,200.00	20.00 %
4900 Other Revenue				
4908 Building Rental Revenue	47,828.10	49,860.00	-2,031.90	95.92 %
Total 4900 Other Revenue	47,828.10	49,860.00	-2,031.90	95.92 %
4999 Other Misc Revenue				
4915 Advertising - 401K Program		1,000.00	-1,000.00	
Total 4999 Other Misc Revenue		1,000.00	-1,000.00	
Total Income	\$449,831.79	\$452,200.00	\$ -2,368.21	99.48 %
GROSS PROFIT	\$449,831.79	\$452,200.00	\$ -2,368.21	99.48 %
Expenses				
5000.1 - Technology Expenses	20.17		20.17	
5225.1 Database Subscription	4,563.90	5,388.00	-824.10	84.70 %
5240.1 Website Expenses		300.00	-300.00	
Total 5000.1 - Technology Expenses	4,584.07	5,688.00	-1,103.93	80.59 %
5300.1 Publication/Communication Expen				
5325.1 Broadcast Emails & Faxes	588.00	600.00	-12.00	98.00 %
5345.1 Texting Service	3,905.68		3,905.68	
Total 5300.1 Publication/Communication Expen	4,493.68	600.00	3,893.68	748.95 %
5500 ASCCA Educational Conference Expense				
5505.15 Banquet & Facility	21,437.05	24,200.00	-2,762.95	88.58 %
5530.15 Printing	2,614.81	3,000.00	-385.19	87.16 %
5535.15 Postage & Mailing	210.09	500.00	-289.91	42.02 %
5565.15 Staff Travel	290.20	2,500.00	-2,209.80	11.61 %
5576.15 Marketing & Promotion		500.00	-500.00	
Total 5500 ASCCA Educational Conference Expense	24,552.15	30,700.00	-6,147.85	79.97 %
5600.00 R & B Committee				
5600.01 Revenue & Benefits Cmte Raffle		500.00	-500.00	
5600.02 Advantage Printing		1,000.00	-1,000.00	
5600.03 Corporate Partner Awards		1,000.00	-1,000.00	
5600.04 Corporate Partner Opportunities		600.00	-600.00	
Total 5600.00 R & B Committee		3,100.00	-3,100.00	
6100 Meetings & Travel				
6110 Meeting Exp-Team Weekend (1)	9,203.76	5,982.00	3,221.76	153.86 %
6111 Meeting Exp - Team Weekend (2)	1,931.87	7,583.00	-5,651.13	25.48 %
6112 Meeting Exp - Team Weekend (3)	18.01		18.01	
6113 Meeting Exp - Team Weekend (4)	4,868.81	5,982.00	-1,113.19	81.39 %
6114 Meetings - Other	1,012.64		1,012.64	
6120 Travel - ED		500.00	-500.00	
6121 Travel - Directors/Officers		2,000.00	-2,000.00	
6124 Chap. Reps-First Time Attendee		1,400.00	-1,400.00	
6125 Printing/Reproduction	25.15	100.00	-74.85	25.15 %

Automotive Service Councils of California

Budget vs. Actuals: ASCCA 2022 Budget - FY22 P&L

January - December 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
6145 Board Awards	1,464.25	500.00	964.25	292.85 %
6160 Audio Visual Equipment	1,089.47	1,500.00	-410.53	72.63 %
Total 6100 Meetings & Travel	19,613.96	25,547.00	-5,933.04	76.78 %
6300 Government Affairs Committee				
6320 Travel		100.00	-100.00	
6325 CSB-Government	141.58	1,000.00	-858.42	14.16 %
6360 Legislative Day		3,234.00	-3,234.00	
6399 Other Government Affairs Comm		2,500.00	-2,500.00	
Total 6300 Government Affairs Committee	141.58	6,834.00	-6,692.42	2.07 %
6500 Membership Recruitment/Retentio				
5420.1 Membership Signs	536.88		536.88	
6506 Membership Recruitment Drive		2,000.00	-2,000.00	
6515 Membership Appreciation		2,000.00	-2,000.00	
6535 Legal Advise-Member Service	18,000.00	18,000.00	0.00	100.00 %
6545 Printing	1,912.17	1,000.00	912.17	191.22 %
6555 401K Member Benefit Program		1,000.00	-1,000.00	
6590 Postage/Other		100.00	-100.00	
Total 6500 Membership Recruitment/Retentio	20,449.05	24,100.00	-3,650.95	84.85 %
7100 General & Admin Expenses				
7101 Office Supplies	105.73	150.00	-44.27	70.49 %
7103 Printing/Reproduction	1,649.16	1,000.00	649.16	164.92 %
7105 Telephone/Fax	840.00	1,000.00	-160.00	84.00 %
7106 Telephone Conference Calls	320.78	500.00	-179.22	64.16 %
7107 Postage/Mailing	1,281.02	750.00	531.02	170.80 %
7111 Insurance	6,624.65	7,300.00	-675.35	90.75 %
7123 Off-Site Storage	1,481.96	1,440.00	41.96	102.91 %
7124 On-Site Storage	1,080.00	1,080.00	0.00	100.00 %
7125 Travel - Staff		300.00	-300.00	
7126 Bank Charges/Credit Card Fees	7,976.38	8,000.00	-23.62	99.70 %
7127 Filing Fees/Penalties	34.99	50.00	-15.01	69.98 %
7490 Miscellaneous G&A		100.00	-100.00	
Total 7100 General & Admin Expenses	21,394.67	21,670.00	-275.33	98.73 %
7500 Building Maint & Mgmt				
7505 Building Mgmt Fees	8,786.88	8,199.96	586.92	107.16 %
7510 Utilities	5,109.48	3,000.00	2,109.48	170.32 %
7515 Repairs & Maintenance	4,362.13	1,000.00	3,362.13	436.21 %
7522 Insurance		850.00	-850.00	
7525 Security	30.00	30.00	0.00	100.00 %
7530 Legal - Building	975.00	3,000.00	-2,025.00	32.50 %
7550 Property Taxes	2,476.24	4,950.00	-2,473.76	50.03 %
7590 Misc Building Maint/Mgmt	4,999.92	4,999.92	0.00	100.00 %
Total 7500 Building Maint & Mgmt	26,739.65	26,029.88	709.77	102.73 %

Automotive Service Councils of California

Budget vs. Actuals: ASCCA 2022 Budget - FY22 P&L

January - December 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
8100 Professional Services				
8110 Accounting/Audit	5,050.00	3,800.00	1,250.00	132.89 %
8120 Management Services	243,950.08	224,799.96	19,150.12	108.52 %
8130 Advocacy	39,999.96	39,999.96	0.00	100.00 %
8150 Legal	425.00	1,500.00	-1,075.00	28.33 %
Total 8100 Professional Services	289,425.04	270,099.92	19,325.12	107.15 %
Total Expenses	\$411,393.85	\$414,368.80	\$ -2,974.95	99.28 %
NET OPERATING INCOME	\$38,437.94	\$37,831.20	\$606.74	101.60 %
Other Income				
9100 Other Revenue/Expenses				
4906 Gain/Loss & Int - Bldg Proceeds	24,668.24		24,668.24	
4907 Gain/Loss & Int. on Investments	-136,053.82	20,000.00	-156,053.82	-680.27 %
9120 Tax - Federal		-1,500.00	1,500.00	
9130 Tax - State	23.90	-800.00	823.90	-2.99 %
Total 9100 Other Revenue/Expenses	-111,361.68	17,700.00	-129,061.68	-629.16 %
Total Other Income	\$ -111,361.68	\$17,700.00	\$ -129,061.68	-629.16 %
Other Expenses				
9199 Other Expenses				
9190 Prior Year Expenses	455.87		455.87	
Total 9199 Other Expenses	455.87		455.87	
Total Other Expenses	\$455.87	\$0.00	\$455.87	0.00%
NET OTHER INCOME	\$ -111,817.55	\$17,700.00	\$ -129,517.55	-631.74 %
NET INCOME	\$ -73,379.61	\$55,531.20	\$ -128,910.81	-132.14 %

Note

December 31, 2021 Draft

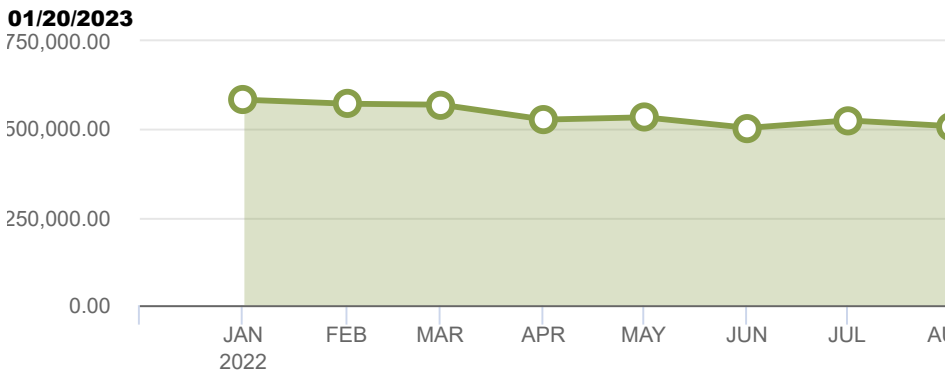
Viewing: AVM052156 ▼ In USD

SUMMARY As of 5:55 PM ET 01/20/2023

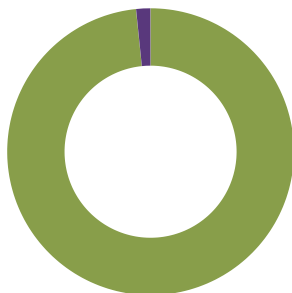
	TOTAL VALUE	DAY CHANGE	UNREALIZED GAIN/LOSS *
<u>AVM052156</u>	515,748.29	+3,289.68 (0.64%)	-74,172.36 (-12.64%)



* Unrealized Gain/Loss value is based on positions and quotes as of previous close.

MARKET VALUE (LAST 12 MONTHS), AS OF 5:55 PM ET [Go to Valuation Over Time](#)



COMPOSITION



ASSET CLASS	CURRENT VALUE	PERCENT OF TOTAL
 <u>MUTUAL FUND</u>	507,436.47	98.39%
 <u>CASH, MONEY FUNDS, BANK DEPOSITS</u>	8,311.82	1.61%

PORTFOLIO MOVERS

Strongest Performers

COMPANY	TODAY'S CHANGE (%)
---------	--------------------

No data available for Strongest Movers.

Weakest Performers

COMPANY	TODAY'S CHANGE (%)
---------	--------------------

No data available for Weakest Movers.

Portfolio Movers securities are derived from the top 20 holdings based on current market value.

Quotes at least 15 min delayed

HISTORY As of 5:55 PM ET 01/20/2023

DATE	SECURITY ID	DESCRIPTION	NET AMOUNT
01/13/2023	PER98000	FDIC INSURED BANK DEPOSITS INTEREST RECEIVED	2.41
01/13/2023	PER98000	FDIC INSURED BANK DEPOSITS INTEREST REINVESTED	-2.41
01/10/2023	USD99999	FDIC INSURED BANK WITHDRAWAL	1,263.55
01/10/2023	USD99999	ADVISORY FEES	-1,263.55
01/04/2023	DBLEX	REINVEST CASH INCOME ** DBLEX	-44.74

QUICK LINKS

[My Holdings](#) [My Documents](#)

[My Balances](#) [My Watchlists](#)

For valuation, delayed quotes using the last price are used for domestic equities and options only. Pricing of other positions is as of the previous day's close or the most recently available price. If an equity security has not traded today, the valuation is based on the best bid price from the previous business day. The current bid or ask may be different from the price displayed. Securities pricing may vary from actual liquidation value.



Automotive Service Councils of California
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ASCCA 2023 Board of Directors Committee Directives

EXECUTIVE COMMITTEE

Purpose: The Executive Committee is comprised of the officers of the Association. Acting as the Budget & Finance Committee, the Executive Committee is charged with overseeing the financial wellbeing and operations of the ASCCA on a regular basis.

1. Fulfill the responsibilities as outline in Policy 2-1H.
2. Continue to assess the financial resources to meet strategic objectives
3. Budget establishment & oversight.
 - a. Annual review of membership fees.
4. Evaluate annual the investment policies and adjust accordingly.
5. Actively recruit members to serve in leadership positions.

BYLAWS & POLICY

Purpose: To continually review and update bylaws and policy and procedures to meet the growing needs of the association and the membership.

1. Change, update and amend policies, as directed by the board.

CHAPTER REPRESENTATIVES

Purpose: To represent the Chapter and serve as a conduit of information between the Chapter and the association.

1. Get the ASCCA message to the members by sharing what we are doing at the state level.
2. Communicate in both directions with the Association and Chapter.
3. Share the benefits of being a member of ASCCA.
4. Help promote partners.
5. Timely onboarding of new Chapter Representatives
6. Annual Chapter Representatives Orientation to include policies and resources to ensure their success.
7. Chapter Representatives Committee Chair and Vice Chair will contact each Representative, quarterly at minimum and report back on conversations (that they happened and quality) to the ASCCA Board of Directors.
8. Use staff provided Team Weekend summary to present to the Chapter board.
9. Help promote state produced events such as Leg Day and Annual Training Conference.

EDUCATION, TRAINING & INFORMATION (ETI)

Purpose: To develop and identify educational and training opportunities that benefit ASCCA members.

Strategic Goal: Elevate Professionalism through Increased Continuing Education

1. Oversee the Annual Training Conference and collaborate with other committees to insure the successful promotion and sponsorship of the event.
2. Continuously Identify training resources to provide a central Directory / Calendar / Library
3. Communicating the resources effectively to membership

GOVERNMENT AFFAIRS

Purpose: To protect and represent the views and needs of the automotive aftermarket profession and the association by directing the constant review of new and pending legislation and regulation; to provide information and expert opinion on industry related legislation and regulation; to work closely with contracted association lobbyist.

Strategic Goal: Increased Credibility and Influence in Government and Regulatory Affairs.

1. Keep an eye on all the bills.
2. Keep the membership informed.
3. Build and maintain relationships with regulatory agencies such as the Bureau of Automotive Repair (BAR)
4. Help members having issues with the BAR.
5. Participate in the BAR Advisory Group (BAG).
6. Identify possible partners in Sacramento:
 - a. Bureau of Automotive Repair (BAR)
 - b. California Air Resources Board (CARB)
 - c. Environmental Protection Agency (EPA)
 - d. OSHA – Possibly have Dave Fisher join this Committee to help with OSHA
 - e. Small Business Coalition
 - f. California Small Business Association (CSBA)

MEMBERSHIP / PUBLIC RELATIONS

Purpose: To continually evaluate the membership value proposition to support membership growth and retention. Develop and support outreach efforts to foster growth and retention.

Strategic Goal: Promote Membership Growth & Retention resulting in an annual net gain.

1. Continuously survey members to determine association priorities and identify member needs.
2. Assist with ETI & R&B Committee to develop marketing / communications strategies for the Annual Training Conference.
3. Bi-Annual (every other year) Communications Strategy Audit
4. Amnesty Program
 - a. Develop outreach plan to promote the program.
 - b. Support staff with outreach to members qualified for the program.
5. Introductory Membership
 - a. Develop outreach and marketing plan.
 - b. Support conversion of introductory members to paying members.
6. Work with staff and volunteers to develop a membership marketing plan.

7. Actively recruit members to serve in leadership positions.
8. Collaborate with other committees to assist marketing their work to existing and potential members.

REVENUE & BENEFITS

Purpose: To identify financial support that supports the association's activities as well as identify member benefit programs that enhances the ASCCA Advantage.

Strategic Goal: Establish non-dues revenue sources that support the overall goals of organization while benefit the membership and our corporate partners.

1. Create more value for our members through member benefits.
2. Identify and cultivate relationships with new Corporate Partners.
3. Maintain relationships with current Corporate Partners.
4. Identify the value for our partners and share with them.
5. Develop Corporate Partner resources to assist in our marketing outreach.



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Automotive Service Councils of California

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FAX (916) 444-7462
info@ascca.com

2023 Legislative Advocacy Event Proposed Outline

The concept for the ASCCA Legislative Advocacy event in 2023 is to mirror the approach used by the California Small Business Association. Appointments will be made for ASCCA members to meet with their Legislators in the local offices, as opposed to traveling to the State Capitol. The appointments will be scheduled on Fridays and would span four (4) weeks.

Strategic Goal: This will help with the goal of expanding the ASCCA membership involvement in advocacy efforts by removing the obstacle of travel expenses and a full day away from your business. It can also provide more opportunities for members to team up with experienced members to build familiarity and comfort with meeting with legislators.

April 10, 2023

2:00 – 3:00 PM

Legislative Advocacy Kickoff Meeting
Via Zoom

- Open to all members this event.
- Agenda will include:
- Overview of the bills highlighted for the legislative appointments.
- Dos and Don'ts of meeting with legislators
- Guest Speaker: Pat Dorais to give an update on the Bureau of Automotive Repair

April 14, 21, 28 & May 5

Legislative Appointment Dates

Locations: Local Legislative Offices

ASCCA ASCEF Fundraising

For the 2023 Annual Training Conference



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The Task Force got together to discuss fundraising ideas to execute at the 2023 Annual Training Conference on the final evening of programming.

Ideas discussed were:

- Trivia Contest
- Casino Night
- Pool table tournament
- Arcade night
- Murder mystery show
- **Cornhole Tournament**

The group decided that a Cornhole Tournament paired with a silent auction, food stations and bars would be the best way for attendees to enjoy themselves while feeling open to give to the foundation.

We will be asking for and collecting donations for the auction from vendors and members. The event will be included in the price of the registration ticket. And there will be a small entry fee for the cornhole event.