



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



One Member Can (Make a Difference)

Today, more than ever, it's important for shop owners to have not just a voice, but a strong, effective voice. The rate of technological changes in our industry, the environmental influences and the legislative & regulatory impacts will continue to grow exponentially. The outcome of these factors will shape our individual and collective futures including our industry. ASCCA, the largest association of independent shop owners in California, must keep pace with that growth to continue to be effective in protecting your interests and with getting our collective voices heard, respected, and acted upon.

There are approximately 40,000 independent repair shops in California, of which approximately 1,000 are ASCCA members. "Strength in numbers" is more than a catch phrase; it's a fact of life in our country and state. Each individual member of ASCCA can affect our growth by recruiting just one new member into our Association.

One member can make a difference!

You can make a difference by inviting a non-member to your next chapter meeting and work with your membership coordinator or chapter leaders to enroll them. Why would you want to do that?

- Together we stand, taller, stronger, and louder.
- We each have a duty to do all we can to help grow ASCCA that speaks for us, protects us, and looks out for our future.
- We can't afford to let others, who may not have the understanding of our businesses or industry, shape our future without our direct involvement and guidance.

Who would be a good potential member? How would you recognize them?

Answer: Any licensed, reputable and ethical repair shop, whether new or established would be a good candidate. That's what you should be looking for. Every shop of that kind needs us and we need them.

What do they get for their membership?

- They will have input to that collective automotive industry voice
- The availability of substantial resources (at a discount or free) to help them thrive in either a down or good economy (*The ASCCA Advantage*)
- Networking opportunities with other successful shop owners and suppliers on best practices, forming strategic alliances and partnerships
- Access to critical training essential for any shop's continued success
- Timely insights to legal and regulatory information as well as industry trends
- Chapter meetings with guest presenters who provide valuable information, techniques, and tips that they can take back to their shops or use in their personal life
- Be able to attend special events such as Legislative Day, Vendor Fairs, Annual State Wide Conferences, etc.
- Be able to give back to the community through their chapter's participation in supporting worthy causes & events

One Member Can Make a Difference we need you to be that member!

Have a competitive spirit? See back for details...

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One Member Can Make A Difference. We need you to be that member!

When you recruit a new Regular or Associate ASCCA member & once they have paid 12 full months of dues you will earn One Point.

Because members have the options to pay annual dues in full, semiannually, quarterly or monthly, you will receive your point depending on the option the new member chooses. When you accrue Six Points, you will receive a new iPad. Recruit a new member in 2012 and you will receive your points upon their complete payment of 12 months of dues.

At the ASCCA awards ceremony held during the December Team Weekend (December 7-9, 2012 at the Embassy Suites River Front Promenade, Sacramento) We will recognize and reward those Members & Chapters who have helped to grow ASCCA!

YOUR membership counts as YOUR 1st POINT if your dues are paid in full before July 1, 2012!

For questions or tips on recruiting new members contact your Chapter Leadership, Email ASCCA Membership Committee Chair Mary Kemnitz, mak300z@aol.com Or ASCCA Membership Director Heather Vigil at hvigil@amgroup.us

ASCCA Membership Applications & the ASCCA Advantage can be downloaded from www.ascca.com New members can also be encouraged to join online at www.join-ascca.info

MEMBERSHIP REFERRAL PROGRAM COUPON

ASCCA Membership Staff will keep track of your referred New Members.

ASCCA is the strong organization it is today because of members like you who dedicate themselves to the association and its vision, mission, and goals. You have proven that One Member Can make a difference!

To accurately track your 2012 new member recruitment progress, fill in the information below and fax or email it to the Association office.

New Member Business Name: _____
 New Member Name: _____
 Referring Member Name: _____ ASCCA ID# _____

- Apply my new member enrollment to points.
- Apply my member recruitment to my \$75 referral fee and mail to my address on file.
- Donate my \$75 referral fee to ASCEF to support scholarships in lieu of receiving points or \$75.

Fax coupon to ASCCA at (916) 444.7462 or scan and email to hvigil@amgroup.us

Once new member is verified your \$75 or your point will be applied.

ASCCA has historically awarded members who enroll new members with \$75 for each qualified new member. Only one reward option is available for the One Member Can Campaign.