



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

**MT Diablo Chapter 20
Chapter Meeting
Thursday, Nov. 17, at 6:30 pm
Zio Fraedos, Pleasant Hill**

Call to Order

The meeting was called to order at 7:00 p.m. by President Jeff Stich. Welcomed every one, and then led Pledge of Allegiance. He then introduced Steve Markus for Invocation. J. Stich then invited everyone to help themselves to the buffet dinner.

J. Stich called meeting back to order after dinner at approx 7:35 pm.

Elections: J. Stich

J. Stich announced the members who have stepped up to fill Board Positions, called them up and thanked them for their dedication to advancing Chapter 20 to the successes they have had. The members are as follows:

President - Jeff Stich

Vice President- Mary Kemnitz

Secretary- Andy Hagin

Treasurer- Wesley Young

Chapter Rep. - Steve Elstins

Immediate Past President- Andy Hagin

Membership Director - Marty Bloom

Speaker Coordinator - Steve Markus

Education Coordinator - Ted Curran

State Board Member- Steve Elstins

Nominations were also made for Directors at large and were accepted by the following members.

Matt Patterson of Air Bag Services

Felix Boston of Farmers Insurance

Sergio Garcia of S & G Auto Repair

Hans Hiller of Auto Electric & Fuel

Hans Rudolph of S.P. Automotive Supply

Membership Report & Member Introduction: Marty Boom

M. Bloom reports twenty new business joined Chapter 20 this year. He also acknowledged a guest from Chapter 16-Sergio from Unique Engines and Auto Repair. Marty then swore in owners Mark Fuenzalida and Jason Loeliger from Devil Mountain Diesel in Walnut Creek.

Chapter Rep Report: Mary Kemnitz

-Mary reported a team weekend is coming up weekend of Dec. 10th. She introduced Steve Elstins who will be the new Chapter Rep. for 2012, as well as being a state Board Member. She had him report on what it was like attending the team meeting. Steve E. says he was impressed with the quality of people and looks forward to working with them. Team Weekend is open to everyone; Board of Directors Meeting is open to everyone. These are shop owners like yourselves and have much useful information. One current item shops need to be aware of are the laws surrounding replacing catalytic converters and other smog related repairs. If a customer calls or comes in saying they have to replace something because they did not pass smog, the job must be sublet to you from an approved smog repair shop or a shop that has a licensed smog repair technician.

-Mary also reported she was appointed to act as state treasurer. She was also awarded the President's award for outstanding service to ASCCA.

-Mary also reported that the state would like Chapter 20 to make a presentation on how we have managed to grow so fast.

-We have a new association attorney. Jack Mulindof is replacing David Gregory. (As a member you get ½ hour free per month of consultation. To continue to receive this member benefit, simply call Jack at (916) 447-0313.

Education Report: Ted Curran

-T. Curran asked that all veterans stand or parents of veterans stand. Thanked them for their service.

-Toys for Tots poker run planned for Dec. 3rd. Please let us know if you are interested in participating. The Marines will be collecting toys. We will start in Concord and end up in Antioch at Lumpy's Diner.

-Many good educational tools are available to shop owners. Touched on examples like Shop Owners Magazine, Power stroke training class with Mike Cleary will be held in Sac. Dec. 5th and 6th, Identafix on line search and fix program, Demand Force great for service follow-up.

-Ted reviewed a couple ways he has been marketing to consumers. Humanize your business, people buy from people, he showed samples of advertising with customers and/or your technicians, 2/24 warranty, book in the show room with copies of ads and customer/employee photos.

-Another important item that came from a ESI training with Maylan. Be prepared for an emergency. If you can not make it into work, do you have a plan so that a spouse or employee can continue to operate your shop? Passwords, keys, codes to alarm etc.

Roundtable -Moderator Walt Commans/ASE

Walt reviewed some statistics and offered some tips to running a good business. A few of the most important ones keep up on industry updates, go to training, send employees to training, think outside of the box, read the travelers gift (an excellent book by Andy Andrews and up for raffle tonight)

ASE tests are all on computer now, no pencil and paper. ASE does have a practice test voucher you can use on your home computer.

Use of ASE study guide has an average of 97% pass rate.

Round Table discussion:

1. Oil Vendors- most are buying the oil from you. Some people reported being happy with: Hunt & Sons & Coast Oil. One shop uses proceeds for a shop kitty to buy lunch.
2. New Services- What have you added to your existing business to help grow. Some have added tire sales, some wheel alignment, headlight lens polish, learn to work on hybrids (be careful with bleeding brakes though-factory only), one shop had space to expand into doing car detailing.
3. Where do you look to find good help? Craig's list, Internet, Venders, Tool Guys.
4. Training and what programs work? Tech Help, ESI, monthly in house trainings.
5. Warranties. Common one year, 12,000 miles, more shops are now offering two years, 24,000 miles which give extra peace of mind to consumer, and since usually if a part goes out it happens the first year, shops who have gone longer, usually do not spend any extra money give longer warranties. Some have gone as far as 3yr, 30,000 miles. Whatever you choose just be comfortable selling it!
6. Motivate Employees- some shop ideas. Flat rate bonus, always thank them for the work they do for you, weekly or monthly meetings, above and beyond-share their best story will win movie tickets, incentives for saving by employees will earn them 10% of those savings, profit sharing. Average means: worst of the best & best of the poor.
7. What have you done to market yourself? Demand Force, Website
8. Wow factor- what do you do to impress customers. Free stuff, clean shop, simple things like a hook in the bathroom for ladies purses or jacket. Clean under the vehicle well after a fluid leak. Do you picture yourself as a Nordstoms or a Walmart? Have a protocol for first time customers, make them welcome, you want them back for a second visit.

Power Ball Drawing

The big end of the year Power Ball winnings in the amount of \$1464 was won by Solano Way Auto Repair- Ken Fritsburg and his wife.

Attendance:

Meeting Adjourned 9:35 pm

Minutes respectfully submitted by Linda A. Beil, acting secretary