

Chapter 24 Byways

San Diego, California



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

ASCCA Chapter 24—PO Box 262100 San Diego, CA 92196

March 2018

Chapter 24
Board of
Directors'
Meeting

March 13, 2018

For additional info. on
our Board meetings,
contact
Stuart Terry @
619-287-4215

Reservation Hotline:

619.234.3751

The purpose of ASCCA

**is to Elevate and
Unite automotive
professionals** and
give them a voice.

Recruiting
employees from an-
other ASCCA mem-
ber's shop, especially
while attending an
ASCCA event, does
not unite us, but
divides us. Our mem-
bers should never fear
inviting employees to
attend our meetings.

**Thank you for your
cooperation.**

March into Google Resources

Date: March 20, 2018

Location: Phil's BBQ
3750 Sports Arena Blvd
San Diego, CA

Times: Dinner at 6:30pm and
Meeting starts at 7:00pm
Presentation expected to go until 9pm

Be Sure to RSVP

Call our
Reservation
Hotline:
619.234.3751

Google Offers you many ways to **Get Found** by your customers and poten-
tial customers. Learn how to access all the resources that Google Offers
your business.

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- Set up and **Manage** your Google Business Listings
- Google Marketing Tools (FREE!)
- Google Search Console
- Google's Mobile Friendly Test

You should have a GMAIL
account already created
prior to this workshop.

There is a lot of ground to cover in this workshop and therefore this will be an overview of where
to find what you need to utilize Google Resources. Also a complete set of links will be available
on the Chapter 24 website so that you may easily access all the information covered.

Speaker Robin Boland: Robin has been assisting small businesses
since 1992. She works for a community directory publication that helps
businesses get found online. She is also the creator of the ASCCA,
Chapter 24 Newsletter and webmaster of the member website,
ascca24.com . She is the marketing chair of the Julian Chamber of
Commerce and also their webmaster.



Automotive Service Councils of California

Updated 03/02/18

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The annual returns (Form 990s), exemption application (Form 1023) and notice of status are available for inspection during regular business hours at the exempt organization's principal office. Exempt organizations must also provide copies to interested persons on request without charge (other than a reasonable fee for reproduction and mailing). (Final Regulations issued January 13, 2010.)



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| Business Card | \$15 | \$25 |

San Diego Byways

San Diego Byways is published monthly by San Diego Chapter 24 of the Automotive Service Councils of California. You are strongly encouraged to submit both original articles and clippings from other publications.

San Diego Byways c/o Stuart Terry
 Stuart Terry Auto Repair
 4858 El Cajon Blvd.
 San Diego, CA 92115
 Tel./Fax 619.287.4215

Submission of Materials

Associate Members are entitled to have their business card included at no charge. All members are entitled to a 5-line classified ad at no charge; others will be charged \$5 for 25 words and 50 cents a word for all additional words. Please submit all display ads in camera-ready-copy. For more information, contact Newsletter Editor, Stuart Terry at 619.287.4215.

What Did You Miss in February?



This time, our February Chapter 24 meeting as well as our Team Weekend featured the same two speakers. I'm sure your first thought might be that having the same speakers would be boring. Not so. In my view, we got a small taste at our chapter meeting and I would say a full meal at the team weekend. Dave Fisher has spoken to our chapter before, and always does a great job, but this time he allowed his friend Anthony (Tony) Raimondo to do most of the talking. Tony has 18 years as a business lawyer, but he neither looks like nor acts like a typical lawyer. He has an easy casual manner about him, easy to speak to, and boy does he have a great deal of valuable information to deliver. At our team weekend Dave Fisher gave a longer presentation, but again, Tony had the "in your face" information. Together, these gentleman make a powerful team.

Both Tony and Dave were, in a nutshell, telling the group that Cal/Osha and the labor board are targeting different industries to go after. Automotive industry, farmers, you name it. They're not only hitting companies with their fines, but now going after companies for additional civil fines. At the Team Weekend I ask Tony this question. Wouldn't the government want to go after large companies rather than small companies? What I was assuming was that they were after the money, so it makes sense to go after deeper pockets rather than a small auto repair shop. The answer was NO! The government inspectors care only about the points they get for handing out the tickets. It moves them up the ladder in their jobs. They do not care one bit if they put you out of business. They do not care if every business in California closes or moves to Texas. They only care about finding violations. Think of them as the Terminator.



So, here is my takeaway from the meetings with David and Tony. As business owners, I often tell people we are the worlds biggest gamblers. We literally stake our lives and our employees lives on running our business correctly and keeping it alive. There're thousands of people who depend on us and if we fail, we can lose everything. Someday, someone from the labor board or Cal/ OSHA will walk into our shop and ask to see our records, training logs, employee handbook and who knows what else. Their soul purpose is to find things that are wrong. To write you up for a bad training log or your fire extinguishers are not signed on the back. Whatever they can find. Depending on how prepared we are, we will either thank them for stopping by or start looking for a street corner to call our very own as well a shopping cart to hold our belongings. Truthfully, if

they came in right now, I would be picking out a new street corner and shopping cart. I hope to change that in the near future.

Another word about the Team Weekend. If you never attended, you should. Mitch will be giving a more thorough report, but just sticking around for the Government Affairs report is a real eye opener. See you at the next meeting.

Sincerely,
Jerry Kubitsky



**PowerBall :February Powerball Winner
Deborah Wright Won \$100.00**

March Powerball will start again at \$100.00.

Remember—You must be present to win!

Calendar

Reservation Hotline:
619.234.3751

Your Board is working hard on your 2018 Calendar. Stay Tuned for Updated information.

| Date and Time | Location | Speaker | Topic |
|--|---|--|---|
| March 20, 2018 Dinner at 6:30pm and Meeting starts at 7:00pm | Phil's BBQ 3750 Sports Arena Blvd San Diego, CA | Robin Boland , Chapter 24 Newsletter Publisher and Professional Business Assistant for over 25 years. | Google Resources. Learn about the tools that Google Offers to Business- es to help you get found when people are search- ing for the services you |
| April 17, 2018 Dinner at 6:30pm and Meeting starts at 7:00pm | Phil's BBQ 3750 Sports Arena Blvd San Diego, CA | CASp (Certified Access Specialists) Protect your business from ADA lawsuits. | Mr. Dennis Hytinen |

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New ASCCA Discussion Group on Facebook



The ASCCA has a new group for member-to-member communication on Facebook. Join and start conversation with other members today!

<https://www.facebook.com/groups/1155251394612428/>

www.ascca.com
www.ascca24.com

 **@ascca24**

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Team Weekend February 2018

Team weekend, ASCCA leaders, committee members, and corporate partners convened in Sacramento for its first Team Weekend of 2018.

ASCCA President Rocky Khamenian opened the meeting by welcoming those in attendance and leading them in the flag salute. He then inducted ASCCA's newest members since the last Team Weekend and encouraged them to get involved in the association through committee meetings, Team Weekends, and chapter events.

Following his opening remarks, the Government Affairs committee, chaired by Dave Kusa, met to discuss legislation that ASCCA is monitoring this year, including three bills that Legislative Fly-in Day attendees will be focusing on, including Assembly Bill 1743, regarding career technical training incentive grants; Assembly Bill 2392, regarding vehicle towing and storage bill; and AB 2908, regarding regulatory fee changes for tire recycling. If you want to help promote and protect the automotive industry in our State Capitol, sign up for our Legislative Fly-in Day today at asca.com/events.

Next, the Public Relations Committee, chaired by Jerry Kubitsky, met to discuss ideas for promotional campaigns in 2018. Aside from the yearly countertop display contest and ice cream social, the committee is launching a survey to get new ideas for affordable, grassroots public relations efforts to benefit ASCCA.

In the Revenue and Benefits Committee, chaired by John Eppstein, members discussed ongoing efforts to sign up new corporate partners and to continue building on the success they had in 2017. Then, John Eppstein and Rocky Khamenian took a moment to thank ASCCA's corporate partners and presented each in attendance with a special plaque thanking them for their support.

Ending the morning was the Membership Committee, chaired by Mitch Mendenhall. The Membership Committee reviewed the monthly membership and dues reports, noting the great progress they have made over the past few years regarding membership growth. In its efforts to sign up 150-plus new members in 2018, the committee heard reports from ASCCA's membership liaisons, who travel around the state recruiting non-member shops. The liaisons are actively engaging with potential shop owners, attending local chapter events, and calling non-member shops. Next, the committee nominated several members to be members of the month, including Dara Bakhshandeh and David Newkirk of Chapter 24, and Alan Yu of Chapter 42. Congratulations to Dara, Alan, and Dave!

Continued on Page 6 . . .

ASCCA Chapter 24 New Member Contest



Chapter 24 San Diego will award a prize each quarter to the member who brings in the most new members each quarter in 2018.

Our first prize for the 1st quarter of 2018 will be a Samsung 49" HD TV.

****Minimum requirements to be eligible will be at least (2) new members / If there is a tie, the names will be drawn out of a hat****

For all the Details

Contact Your Chapter Rep.,
Mitch Mendenhall if you have
questions or need further details

eastcountydiesel1@gmail.com



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

Legislative Corner 2018

ASCCA CHAPTER 24 SAN DIEGO LEGISLATIVE DAY CONTEST

If any current member that has never been to Legislative Day in Sacramento is interested in going, Chapter 24 San Diego is going to have a contest to sponsor one individual to attend this year's event. We will draw the winner at the March 20th regular Chapter 24 monthly meeting.

The individual that wins the drawing will be responsible for booking their own air fare and hotel room for the event. Chapter 24 will reimburse the winning individual for expenses up to \$500.00. Please fill out the form below and either fax or email in by March 11th, 2018.

Name: _____

Shop Name: _____

Phone #: _____

Email: _____

Send to:
eastcountydiesel1@gmail.com
or fax to **619-334-6118**

**STAY
INFORMED
BE HEARD**

Team Weekend

Continued from Page 5.

After the Saturday lunch break, Team Weekend attendees were treated to an educational session, led by David K. Fisher of California's Employer's Services and Anthony Raimondo from Raimondo & Associates. David Fisher discussed several topics of interest to auto repair shop owners, including the need for an employee handbook, what a good injury and illness prevention program looks like, and making sure that it is compliant. Anthony Raimondo provided an overview of compliance strategies for minimum wage, overtime, and rest and meal breaks, as well as the important and timely HR topic of sexual harassment prevention and protection.

The next morning, the Chapter Representatives Committee met. The meeting began with the election of a new Chapter Representatives Committee (CRC) Chair, Jack Scrafield of Chapter 5. The committee discussed engaging with colleges and high school teachers and students, an important goal of the CRC.

The CRC also discussed the 2018 AESWave Raffle for an Autel MaxiSYS ELITE with a two-year software update. Tickets are \$25 and can be purchased through your chapter. The best thing about the raffle is that \$20 of each ticket sold will directly benefit ASCCA, and the remaining \$5 will go to the chapter.

SAVE THE DATES for 2018 Team Weekend Events

- ASCCA May Team Weekend - May 19-20, 2018 at Embassy Suites Sacramento
- ASCCA September Team Weekend - September TBD
- ASCCA November Team Weekend - Nov 17-18, 2018 at Embassy Suites Sacramento Riverfront Promenade

Have an event you'd like to share with the ASCCA membership? Send any and all event information over to **events@asca.com** today for it to be posted on our website, social media accounts, and Google Calendar.



The Entire Chapter Representatives Report is available on the newsletter page of our website:
www.ascca24.com

Team Weekend Report for February 2018, Also Available on our website Newsletter Page

Announcing ASCCA's 2018 Raffle! Sponsored by AESwave

| | | | | |
|--|--|--------------------|---|--------------------|
| Name: _____ Address: _____ City: _____ State, Zip: _____ Phone: _____ Email: _____ Seller: _____ | | Ticket Number: 100 | <p>AUTOMOTIVE SERVICE COUNCILS OF CALIFORNIA RAFFLE</p> <p><i>Autel MaxiSYS ELITE with 2-Year Software Update (MSRP \$4,595.75)</i></p> <p>Visit AESwave.com for more information</p> <p>Only \$25.00 PER TICKET</p> <p>Grand Prize Drawing: At ASCCA's May 2018 Team Weekend Event Saturday, May 19, 2018</p> <p><i>Need NOT be present to win, but we hope you are!</i></p> <p>For ASCCA Team Weekend information, please visit www.ascca.com</p> | Ticket Number: 100 |
|--|--|--------------------|---|--------------------|

ASCCA is currently selling raffle tickets to win an Autel MaxiSYS ELITE with 2-Year Software Update (MSRP \$4,595.75).

Tickets are \$25 each and the proceeds will benefit ASCCA & your local chapters (\$5 of every ticket sold will go to your local chapter).

The drawing will take place at the May Team Weekend event in Sacramento on Saturday, May 19, 2018.

LEGISLATION The legislature is back in Session. We expect approximately 2,600 new bills to be introduced this year. We will review all new legislation and continue tracking active two years bills from last year.

Below is a short summary of bills ASCCA is monitoring.

AB 5 (Gonzalez) Employers: Opportunity to Work Act **Oppose**. Requires employers to offer additional hours of work to existing employees before hiring an additional employee or subcontractor. Status: Assembly Appropriations Committee : Held in Committee.

AB 509 (Frazier) Tire Recycling: Tire Regulatory Fee Program- **Concerns**. Amended to require existing tire recycling fund to be drawn down to \$10 million and requires public regulatory hearings before additional tire fees imposed. Status: Senate Appropriations Committee.

AB 1679 (Burke) Auto Body Repairs- **Oppose**. Weakens current labor rate survey guidelines and eliminates protections for consumer to select repair shop of choice. Status: Held in Assembly Appropriations Committee.

AB 1743 (O'Donnell) Career Technical Education Grant Provides additional funding for the Career Technical Educational Incentive Grant program. Status: Introduced.

These are JUST A FEW. See your recent California Independent for more information.

This and That . . .

Empower Employees to Help Save Energy

Buildings don't use energy – people do. Your employees affect a building's energy performance. Many people already save energy at home. Show them the connections between those good behaviors and what they can do at work. It's the little things that, when added together, can make a big difference.

High utility costs can be a result of paying for energy that is wasted by lights, equipment, and HVAC systems that are left on for long periods while not in use. According to Energy Star, office buildings waste up to one-third of the energy they consume. Your business can use less energy and lower its costs if you:

1. Educate your employees to turn off lights and equipment when not in use and enable the power management features on computer equipment.
2. Work with your facility management team to make sure systems are operating properly and then consider upgrades to enhance energy-efficiency.
3. Consider installing occupancy sensors in conference rooms, store rooms, or other areas not continuously occupied.
4. Schedule an energy audit for your facility. An audit can help identify problems, like heat loss, and give you a plan of action for making energy-efficient upgrades. Learn more at sdge.com/BES.
5. Read the EPA's Building Upgrade Manual to help you plan and implement building improvements. And Energy Star provides a guidebook with ideas to help increase energy efficiency in your facility. Download the action workbook [here](#).

Learn more on how your business can save energy by visiting sdge.com/business.

March is "National Month" Calendar

Many countries adopt causes or a special interest group to promote during a calendar month. The United States is particularly prolific at creating "national month" events to promote business interests.

The following events are observed calendar month-long:

- American Red Cross Month
- Foot Health Month
- National Caffeine Awareness Month
- National Feminine Improvement Month
- National Nutrition Month
- National Peanut Month
- National Sauce Month
- Music in Our Schools Month
- Women's History Month
- Youth Art Month

Here Are Some Ideas

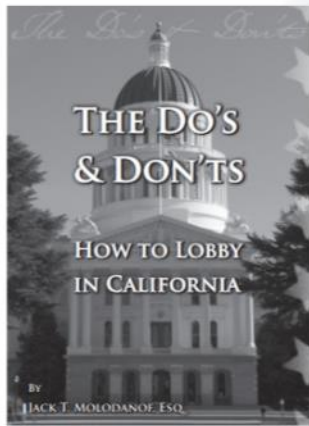
- Get a donation can and put it on your counter for the Red Cross
- Have some snack bags of peanuts handy for your customers
- Get a donation can and put it on your counter for your local school's music program. Go as far as to contact your local school and have them advertise that you'll make a donation to the school's program for every parent who comes in for service
- Put all your customers for the month into a drawing for a pair of Running Shoes.



Get Creative Folks.

There is a lot of competition out there.

Can One Person Make a Difference?



The Dos and Don'ts

How to Lobby in California

By: Jack T. Molodanof, ESQ

“As an attorney/lobbyist practicing for over twenty years at the State Capitol, I am frequently asked: “Can one person really make a difference?” My response is: “of course” “

You can download a complete manual in PDF form from the ASCCA website. Follow this link:

<https://www.ascca.com/Files/PDF/lobby-dos-and-donts.pdf>



ASCCA

is the largest automotive service shop owners association in California. The core purpose of ASCCA is to elevate and unite automotive professionals, and give them voice in a way that promotes integrity, compassion, individuality and continuous self-improvement.

ASCCA, Chapter 24 Corporate Sponsorship Program

The Corporate Sponsorship Program will enable our Association to continue providing programs and meetings as well as expand member benefits.

Corporate Sponsorship Levels are:

Platinum \$2,500 Gold \$2,000 Silver \$1500
This includes state & chapter membership

For a list of what is included at each level, please contact James Justus or Stuart Terry and they will immediately send you an ASCCA, Chapter 24 Corporate Sponsorship Packet

Reducing Spills



- Build berms to contain 110% of the volume of the largest container or tank in the storage area.
- Prevent waste oil spills by using drip pans. Place oily parts in the drip pan rather than on the floor.
- Use a resealable funnel to minimize spills from drip pans.

Cleaning Up Spills

- If you do spill waste oil, use dry cleanup methods such as reusable absorbent pads, mops that absorb only oily liquids, or a bristle broom and dustpan. Drain excess oil into drip pans and then into a waste oil drum or tank.
- After using dry cleanup methods, remove any remaining waste oil with rags.
- Use clay absorbents or sawdust only as a last resort. Check with your state environmental agency to find out how to properly dispose or recycle used absorbents.
- Use aqueous cleaners instead of solvents.
- To avoid drips, position the parts cleaner close to the work station.
- Wear gloves and eye protection when handling solvents.
- Use a wire brush for cleaning before using solvents.
- For very dirty parts, use a pre-wash of used cleaner or wipe with old solvent.
- Remove cleaned parts slowly and allow them to drain over the sink.
- Capture metal filings in a bin under the brake grinder and dispose in trash.
- Reclaim antifreeze on-site.
- Never mix used antifreeze with used oil.
- When recharging batteries on-site, store bulk acid in wooden or plastic cabinets.
- Recycle batteries, tires, and scrap metal parts.
- Store batteries inside the shop.

By Barbara Eldridge

As I have intermittently watched some of the Olympic competitions I ask myself what fuels the human desire to get someone through all the perspiration necessary to overcome the inevitable obstacles along the way. I believe each of those athletes had to move from hoping to knowing they had what it takes to compete on the Olympic stage.

Last month in my newsletter I focused on commitment to goals, and gave some principles necessary to exert the inexorable power on your outcomes. What I have asked my Mind Masters members to do was to consider generating 10X times their revenue goal or any area goal they are committed to this year.

I was fascinated when you give the brain a new directive how it responds. In some cases it scared some of them, for others they realized if they wanted something badly enough, then quitting was simply not an option. You either find a way or make one. You pay the price, whatever it takes.

Today I want you to challenge yourself to the highest levels of performance. Would that require your "BEST"? Would that push you beyond your boundaries? Would you dare to attempt your most audacious goals? Would you be willing to be, have and do the 10X times game changer?

Paul Lemberg in his book "BE Unreasonable: The Unconventional Way to Extraordinary Business Results", wrote "being reasonable kills potential..." Being reasonable is about getting by. It may keep you in business, but at the same time it keeps the business from soaring.

Committing to a Game Changer, you are called to embrace your vision, your passion, your true desires. It is a state of mind, it is a call to action. Today is about accelerating your business by having faith in your ability to make the future real. To let go of all the cliché-ridden, time worn, tired, old ideas that keep you small, to pick

your spot then step out onto the ledge; to be courageous – and find out you can really fly.

It is time to start breaking through that comfort zone – You and I know that that's uncomfortable, it always is. The starting point is your businesses purpose and vision which help you establish a set of measurable goals. When you have expressed a clear, compelling vision and purpose, you can start to become aware of opportunities in your marketplace that were previously invisible.

Do you want to play in this Game??? Just like the Olympic athletes, you must think what's possible as opposed to what is likely. Goals that draw you to them, is a Game worth playing. But they don't just exist, they are not lying around for you to collect, like shells on a beach. You have to make up WORTHY goals. Sometimes you have to invent them out of the air.

The Challenge: You have the ability to choose your experience. Take the first step. If you need help, Mind Masters has 5 weekly groups to challenge and support you, check them out at www.mindmasters.com/san-diego-meetings.



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Pricing plans for businesses based on time of day

It's time to start thinking about energy differently. To support the statewide commitment to reliable and sustainable energy, time of use pricing plans are the current standard for business customers. These plans are based on both how much, and when, you use energy and offer you choices on how to better manage and control your costs.

Time of use pricing plans split the day into different time periods, on-peak and off-peak. During peak hours, prices are higher as the demand for electricity increases. The cost to produce and deliver electricity also increases. By shifting energy use to off-peak times, you decrease the demand for energy, thus saving on energy costs.

Peak hours were previously from 11 a.m. to 6 p.m. The recent increase in use of renewable energy, primary solar, has shifted the hours of peak energy demand to 4 p.m. to 9 p.m. The shift is occurring because, as the sun goes down, production from solar drops.

The California Public Utilities Commission recently approved a seasonal change. The month of May more closely aligns with winter month data versus summer data. The new seasonal periods are:



Summer period:

June 1 - October 31

(previously May 1 - October 31)



Winter period:

November 1 - May 31

(previously November 1 - April 30)

ARNIE GARCÍA

Customer Outreach & Energy
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San Diego Gas & Electric®

Many of these changes depend on what pricing plan your business is on. If you don't know what pricing plan you're on, you can find out by visiting myaccount.sdge.com. Find out how your business can save energy by visiting SDG&E's new Business Resource page for savings and solutions at sdge.com/bizrebates.



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

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2018 RAFFLE Sponsored by: AESwave

The winner will receive the following item donated by AESwave:
Autel MaxiSYS ELITE with 2-Year Software Update (MSRP \$4,595.75)
Drawing will take place at the May Team Weekend event in Sacramento on
Saturday, May 19, 2018.

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

Raffle Ticket Price = \$25

Proceeds will benefit ASCCA & Your Local Chapters
(\$5 of every ticket sold will go to your local chapter)

It includes a 2-year subscription and warranty, high resolution screen, docking station, J2534 box, and is supported by Autel US. Since 2009, AESwave has been an authorized reseller for Autel North America.

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Also, at no extra charge, AESwave includes the two cables required to flash BMW F-chassis:

- the BMW Ethernet cable and
- an Ethernet to USB Adapter cable

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AESwave lets you choose which VCI to include in the kit. Either, the Mini VCI or the large and easy to see VCI with the 4-ft cable.



At no extra charge AESwave includes two cables not included in the kit, but are required to flash BMW F-chassis:



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Sacramento, CA 95814

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Educational Seminars Institute
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2018 Southern California Schedule

9 am to 12 pm unless noted otherwise

www.esiseminars.com

| | | | | |
|--------------|----------|---|--|---------------------|
| April 14 | Monrovia | building trust and sales with digital inspections | Have you implemented digital inspections in your shop, or are thinking about it? Make sure you are using this powerful sales tool correctly to build trust with new and existing customers. While not a replacement for the traditional sales process, learn how to implement it within your business to increase your average RO and build your returning customer base. Especially catered to the younger generations, the digital inspection represents the future of a more computer-based communication for automotive repair. By educating your customers, it will enable them to make informed decisions regarding their car repair and maintenance. From this class, you will gain the knowledge and sales techniques to add a digital inspection into your existing sales process and streamline shop flow. | ENTIRE STAFF |
| July 14 | Monrovia | Service advisors Roundtable | Sit down with your service advising peers have an open honest and frank discussion on service advising. The things that work, the challenges you face. From your peers. | Service advisors |
| September 22 | Monrovia | Building Decision Makers | Ever wish your staff made better decisions? Or made a decision at all? Making decisions is a skill set that must be developed. Join us as we discover how to make ourselves and our staff better decision-makers! 6 tips to coach your staff on making better decisions | OWNERS/ MANAGERS |
| december 1 | Monrovia | Hiring and firing | We all have done it, hired the wrong employee And had let someone go.. Learn the basics of hiring the "right" employee. What should you ask, what should you know to get the right person for the job. Why testing is an important tool to hiring correctly. Letting someone go improperly can cost you Failure to use these techniques could cost you BIG MONEY! | Oeners |

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Thank you to our ASCCA Corporate Partners!



Digital Financial Group is now the EXCLUSIVE Merchant Services Provider for the ASCCA

There are many options for payment processors but only Digital Financial Group is the EXCLUSIVE provider of the ASCCA. As a member of the ASCCA, DFG will rebate your annual membership fees up to \$350 per year. DFG has great insight into the automotive services as well as offering local support. Meet Shannon Devery...

Shannon Devery is the new ASCCA representative for your local area for merchant account services. She has 13 years in the Automotive Industry and understands the needs of shop owners to be able to process cards easily and affordably. She has been in the merchant services industry for over 7 years and is very experienced in many POS systems, as well as multiple terminals including dial ups, IPs, iPads, Smart Phone and wireless machines. One of the major differences between Digital Financial Group and other companies is our dedication to customer service. You will get great rates that are guaranteed for all ASCCA members and you will have a contact person available to you at all times. You do not have to call an 800 number and talk to a new person every time you have a question. We are big enough to service you and small enough to know you. DFG offers extremely competitive pricing as well as rebating your ASCCA membership fees upon renewal (up to \$350) as long as you continue to process with us. Contact Shannon Devery at 626-476- 9016 to get started saving money today!!!



ASCCA Launches New Membership Liaison Program

HELLO!

New Members!

ASCCA is proud to officially announce the launch of its 2017 Membership Liaison Program. This door-to-door membership recruitment program was proposed by ASCCA's Membership Committee, and approved by the Board of Directors earlier this year.

In addition to supporting the Membership Committee's 2017 100-Plus goal of recruiting 100 new members, the purpose of this new endeavor is to gain and retain new members by cultivating relationships by emphasizing ASCCA membership value, advocacy efforts, and to provide business resources.

All potential Liaisons must meet certain minimum requirements, and fill out an online application and survey form. For compensation details, as well as information on who is eligible to become an ASCCA Liaison, please [click here](#).

Social Media Tip #3

Building Relationships

It's important to remember that you can't just focus on the marketing opportunities social media offers you, or you'll end up losing your audience. You need to take the time to truly engage customers in a social way, beginning and participating in conversations, answering questions, and even requesting feedback. This helps you build your brand reputation, giving your shop a personality that customers want to interact with; in fact, engagement is among the top three activities customers expect from brands on social media.

Another important aspect of this is customer service, which is also a key quality for maintaining your online reputation. About 33% of social media users reach out to brands for customer service specifically, but more importantly, 63% of them expect brands to offer support via social media whether they need it or not.

Source:

[https://](https://www.valpak.com/advertise/blog/6-social-media-tips-auto-repair)

www.valpak.com/advertise/blog/6-social-media-tips-auto-repair

Lifetime BG Protection Plan



How important is CUSTOMER RETENTION to your business?

Offer your customers Protection for Life !

The BG Lifetime Protection Plan supports the seven major systems included in BG's Automotive Maintenance Services.

Customers simply follow shop-recommended service intervals to qualify for coverage.

Lifetime Protection = Lifelong Customers

Keep your customers coming back for life with BG Lifetime Protection. They'll gain peace of mind with dependable automotive maintenance and enjoy a higher resale value for their vehicle when it's time to trade in.

Ask your BG Rep how over 20,000 shops nationwide have discovered the key to lifelong customers.

Two plans available to meet most needs:

Plan 1: The initial service(s) must have been performed within 50,000 miles, as shown on the odometer.

Plan 2: The initial service(s) must have been performed between 50,001 miles and 100,000 miles, as shown on the odometer. This Protection Plan will take effect 1,000 miles after the first BG Service(s) has been performed by a professional technician.

**Coastal Distributing
BG Distributor for San Diego
and Riverside**

**Call us today to get started with the
BG Lifetime Protection Plan!
619-440-5339**

Offer your customers quality and value.

Your customers may qualify for FREE lifetime coverage when services are performed using BG fluids. Coverage availability based on mileage qualifications.

Ask your BG Rep about our *UPDATED*
Customer Retention Program!

Let your customers take full advantage of the highest quality automotive maintenance products by introducing them to the BG Lifetime Protection Plan available with these BG maintenance services.

BG Maintenance Services

- Fuel/Air Induction Service
- Transmission Service
- Cooling System Service
- Power Steering Service
- Drive Line Service
- Brake Service
- Oil Change Services

The BG Protection Plan only covers components serviced using specific BG products. See Lifetime BG Protection Plan certificate for complete details.

www.bgprod.com



www.bgcoastal.com

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natalies@1800radiator.com
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Ontario, CA 91761
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Marie Milliman - Farmers Ins.

Marie Milliman
16516 Bernardo Center Dr #150
San Diego, CA 92128
mmillimanagency@gmail.com
(858) 487-9200 FAX: 858-748-8503

**NAPA Auto Parts: Main/
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San Diego CA 92111
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john_hartman@genpt.com

NAPA Auto Parts

Ray Awad- District Manager
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Edgar Gomez- Sales Representative
619-672-1760 cell
edgar_gomez@cox.net

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O'Reilly Auto Parts, Inc.

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San Diego Gas & Electric

Arnie Garcia
8335 Century Park Court, CP12G
San Diego, CA 92123
argarcia1@semprautilities.com
(858) 654-1115 FAX:

All Associate Members are entitled to a business card and a listing placed in the newsletter. To submit yours, please email to chapter24@hughes.net or mail to

Chapter 24
PO Box 262100
San Diego, CA
92196

Just some of the benefits of your membership:

Use of ASCCA Sign, Code of Ethics, Logo – For Use on Invoices, Customer Forms, Etc.

Communications – The ASCCA Independent newsletter, fax broadcasts, email broadcasts, special news alerts, member benefit flyers and our website.

Education Programs – Attend ASCCA's Annual Summer Conference for educational opportunities for Shop Owners and Technicians. From business management to industry updates attending the Annual Summer Conference will keep you and your staff informed.

Government Affairs & Political Representation – Bill tracking, reading and analyzing constantly changing information and tracking bills via our website.

Representation at government meetings, lobbying, etc. Hugely beneficial because it ultimately affects your bottom line.

ASC Educational Foundation – To support automotive repair industry students and offer annual scholarships.

Online Job Board – A centralized location for Shop Owners to find quality technicians/staff they need to succeed!

We  Our Associate Members

The ASCCA Advantage

The ASCCA Advantage provides a comprehensive summary of the value of ASCCA membership. We are proud to be able to offer a number of discounts and intangible benefits that are uniquely provided by our association. Please review the following benefit categories and be sure to make the ASCCA Advantage your first stop when looking for products and services you can trust.

Endorsed Vendors and the Value They Bring to Us

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- EE & MB CoreMark Insurance Services** – Competitive dental & vision plans exclusively available to ASCCA members. Mat Naby, (916) 286.0918, mnaby@coremarkins.com
- MB FREE LEGAL Service** – 30 minutes of free legal advice per month for all ASCCA members. Jack Molodanof (916) 447.0313, jack@mgrco.org, www.mgrco.org.

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- CP & MB CompuTrek** – Automotive Coaching & Training with PROVEN automotive system solutions coupled with implementation & accountability coaching, of individuals & teams, typically yields \$200,000+ in NEW GP Dollars in 12 months! ASCCA Members will receive a complimentary, Level 1 Business Evaluation. Purchase of a full Stage One Training Package includes your next year's annual ASCCA Dues! Dave Schedin, (800) 385.0724, dave@computreksystems.com
- CP & MB Educational Seminars Institute (ESI)** – Since 1984 ESI has been the forerunner in providing the independent repair shop with up-to-date full-facility training for the management team and personnel. ASCCA Members have exclusive access to discounted training courses as well as 30 minutes free business consulting advice per month. ESI services include personal coaching and consulting, service writer's school of America, educational programs and temporary fill-in service writer services. Contact Maylan Newton (866) 526.3039, maylan@esiseminars.com. Proud ASCCA members for over 30 years.
- MB Motor Age Training** – 25% discount on all ASE exam study guides. James Hwang (310) 857.7633

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- EE, CP & MB Digital Financial Group (DFG)** – Credit card processing company. DFG pays \$350 for each ASCCA members state dues annually. Special member only rates. Call us for a free no obligation consultation. David Cherney and Shannon Devery (877) 326.2799

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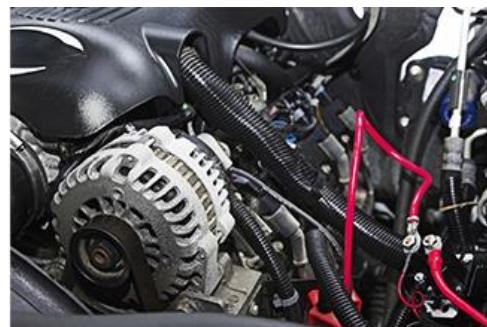
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- MB Identifix** – Members receive a promotional price for online diagnostic tool and telephone diagnostic services. Customer Service (800) 997.1674
- CP & MB Shop-Ware** – The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. Scott Alton at (415) 890.0906 x106, contact_us@shop-ware.com. Ask for a special ASCCA member rate.

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- CP & MB Kukui Corporation** – The Kukui All in One Success Platform is combined solution of custom online marketing tools, websites designed for higher conversion rates, customer relation management, search engine marketing, email marketing and customer retention, and revenue tracking tools. The Kukui solution empowers each of Kukui's clients with quantitative data showing their return on investment, the number of new clients based on their POS system, statistics revealing their customer retention rate, and areas to improve their business through the tracking of phone



calls, appointment forms, and feedback from customer reviews. ASCCA members receive special pricing on custom website designs.

Todd Westerlund (925) 980.8012, Todd@kukui.com,
Patrick Egan (805) 259.3679, Patrick@kukui.com, www.kukui.com

CP & MB Repair Pal – Join the nation's largest network of elite auto repair shops. RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. Our website gets millions of visitors each month from Google searching for "car repair estimate" and other phrases. In turn, each of our shops gets 8-10 new customer contacts per month, with an average repair order over \$500. We also get shops additional business through our partner program, CarMax, The Warranty Group, and USAA.

Russell Miller, rmiller@repairpal.com, www.repairpal.com

INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS

MB iATN – The International Automotive Technicians Network (iATN) is the world's first and largest online network of automotive service industry professionals providing resources to members worldwide. ASCCA members enjoy a \$9-per-month discount off of the regular price of iATN Business+ premium membership, (Regularly \$45-per-month, ASCCA members \$36/month). This membership provides your shop with up to 5 premium access accounts, free job ad postings, a private forum for your shop and unlimited access to the iATN Knowledge Base allowing one to perform research within iATN's databases of in-use industry knowledge collected over the past 20+ years. Scott Brown, (714) 257.1335 x3807 or cell (909) 257-9497, scott@iatn.net, www.iatn.net

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CP & MB Mudlick Mail – Exclusive ASCCA member rates for direct mail marketing. Our affordable rates include creative design, custom mail lists, quality printing, and mailing service. Contact us today for a **FREE custom leads list**. No contracts or commitments. Reed Parker, (855) 968.9467, info@mudlickmail.com

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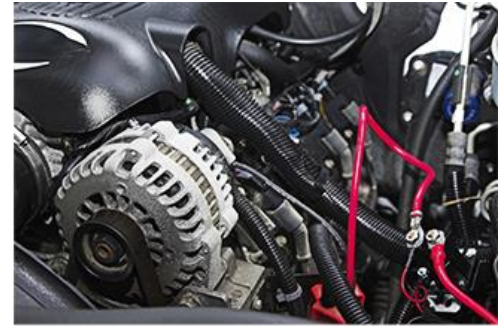
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John Hartman, NAPA SoCal District Sales Manager, cell: (619) 300.4910, john_hartman@genpt.com

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Updated 9/8/17

ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

Proudly Display Your ASCCA Affiliation – Use of ASCCA sign, code of ethics, and logo for use on invoices, customer forms, etc.

Communications – The ASCCA Independent newsletter, fax broadcasts, email broadcasts, special news alerts, member benefit flyers and our website.

Member-to-Member Communications – The ASCCA TeamTalk list serv provides members to communicate directly with their peers on a broad range of topics facing shop owners throughout California.

Education Programs – Attend ASCCA's Annual Summer Conference for educational opportunities for Shop Owners and Technicians. From business management to industry updates attending the Annual Summer Conference will keep you and your staff informed.

Government Affairs & Political

Representation – Bill tracking, reading and analyzing constantly changing information and tracking bills via our website. Representation at government meetings, lobbying, etc. Hugely beneficial because it ultimately affects your bottom line.

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