

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

April 2018

Chapter 24
Board of
Directors'
Meeting

April 10, 2018

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

Protect Your Business from ADA Lawsuits

April 17, 2018 Dinner at 6:30pm and Meeting starts at 7:00pm	Phil's BBQ 3750 Sports Arena Blvd San Diego, CA	Dennis Hytinen CASp 245 Certified Access Specialist
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Be Sure to RSVP Call our 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.**

The April Presentation will Cover the Most Common Barriers that Trigger Lawsuits.

- What can be done to reduce lawsuits.
- When you are required to remove barriers.
- How the CASp program works
- Answer questions to help you improve



Dennis Hytinen, President of CASp Solutions and is a licensed Certified Access Specialist (CASp) by the California Division of State Architects with over 45 years of construction experience as a General Contractor. Our team are experts at understanding the complex regulations set forth by the Federal Americans with Disabilities Act (ADA) and California Building Code (CBC) that regulate access for the disabled. We are not only able to render an opinion as to the compliance of your buildings as defined by Federal and State codes and regulations, our hands-on experience gives us the advantage of being able to not only see problems but at the same time seeing solutions. We are proud of the fact that many of our clients find that with a little guidance, are able to make many of the repairs in-house often saving considerable expense and time.

Reservation Hotline:

619.234.3751

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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Full Page - (7.5" w x 9.5"h)	\$60	\$90
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Quarter page (3.5" w x 4.5"h)	\$30	\$50
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
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 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 March?

First let me start by reminding everyone, there's always something new to learn. That's why attending these monthly meetings is so important to your business as well as your personal life. The smoother is business runs, the better life is. We are very fortunate that our Board of Directors and especially the Meeting committee continues to do an outstanding job of scheduling wonderful speakers as well as holding our meetings where the food is really good. Phil's BBQ is always a favorite.



Robin Boland was our guest speaker and where as with some speakers, you need to digest the information slowly, Robins presentation about Google was like a favorite desert. Her presentation was very enjoyable and gave everyone information they could apply immediately. A small problems I had was solved the very next day. On my google page it had a incorrect link for appointments. I asked several people if they knew how to change it and no one could figure it out. Robin provided us with a website, GYBO.com and I found how I could edit my google page easily and especially that link. Now it's correct. I was also able to download a short "Thank You" video and ordered a new poster from Google that I can put on display; all at no cost.

She showed us where we can learn more about Google and there was a ton of useful tips. One tip was adding names to your photos rather than just the random numbers which helps Google see your site as more relevant. Other subjects discussed: How well does your web site load? Is having a video of your shop worthwhile? What about doing a blog? Is your web site smart phone compatible? Changing holiday hours on Google. It was a very informative meeting.



We were also honored to have as our guest our current ASCCA President, Rocky Khamenian as well as his family. There is no mistaking that Rocky has a true passion for ASCCA and his vision is to constantly work on lifting all ASCCA members up. To not only help improve our industry, but that we get the respect that we deserve.

I also wish to give special recognition to five of our members. Dara Bakhshandeh, John Eppstein, Brad McComps, Chris Branton and Stuart Terry for their unprecedented labor in developing and getting final approval for the first every Independent Shop two year degree which will launch this fall at



Cuyamaca College. This is a huge step forward towards providing our industry with new technicians and future owners. The impact of their efforts will last for years to come. Up until this time, only the vehicle manufacturers had this type of program, but now independent shops will be able to help train a new generation of technicians. Thank you all for your hard work, but even more important, for your vision.



As I said from the start, we never stop learning. Each month there is something new that can help you. I also wish to encourage our members to download podcasts presented by Carm Capriotta at Remarkable Results Radio. Go to [This](#) podcast is filled with wonderful insights from fellow shop owners and auto industry innovators and to say it's a wealth of information would be an understatement. Just listen to a few podcast and you'll be hooked.

I sincerely hope that I am able to encourage more of you to attend our meetings as well as seek out more information about how to improve your business. I look forward to seeing you at the next meeting.

Sincerely, Jerry Kubitsky

**PowerBall : March Powerball Winner
National Petroleum (David Golokow)
Won \$100.00 He donated it back!**

April Powerball will be \$200.00.

Remember—You must be present to win!



Calendar

Reservation Hotline:
619.234.3751

Your Board is working hard on your 2018

Date and Time	Location	Speaker	Topic
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
SKILLS DAY May 5, 2018 Registration & Breakfast8:00 a.m Event goes until 2pm	Cuyamaca College Automotive Department	Your Support is Needed	The contest will consist of hands- on test modules derived from the eight basic ASE areas. Each module will include a hands -on section and several written questions.

PLEASE NOTE: No Shows for a dinner reservation will be charged for that reservation. When you make a reservation, we order a meal for you and the Chapter 24 treasury must pay for it, WHETHER OR NOT YOU SHOW UP. Your complimentary meal only applies if you actually attend the meeting. In addition, all nonmembers attending a Chapter 24 meeting will be charged \$50.00.

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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 a conversation with other members today!



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www.ascca24.com

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

Team Weekend

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@ascca.com today for it to be posted on our website, social media accounts, and Google Calendar.

ASCCA CH 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 Aftermarket Industry Legislative Fly-in

Tuesday, April 24, 2018

EVENT LOCATION

Join the Automotive Aftermarket Industry For A Day at the Capitol!

The Automotive Aftermarket Industry is joining together for a Legislative Fly-In! Don't miss out on this opportunity to connect with others in the industry. Fill out this registration form and make your travel arrangements. Please don't delay, space is limited! Reservations will be accepted on a first come, first serve basis. Past speakers have included: *Chief, Bureau of Automotive Repair; Governor's Small Business Advocate; Governor's Economic Adviser; Chair, Select Committee on Career Technical Education & Workforce Development; Author AB 2289 (Smog Check); Chair, Senate Transportation & Housing Committee.*

This year's event will again be held at the Capitol Event Center, located at 1020 11th Street. Located adjacent to the Chops restaurant and Ambrosia Cafe, it is a quick 1 block walk from the Capitol Event Center to the California State Capitol Building.

REGISTRATION DEADLINE

Registrations must be received by April 13, 2018 in order for staff to schedule legislative appointments on your behalf. Please return the registration form via e-mail or fax to: ayang@amgroup.us OR 916.444.7462 (fax).

<https://www.ascca.com/events/automotive-aftermarket-industry-legislative-fly>

April 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 all month:

- Amateur Radio Month
- American Cancer Society Month
- Celebrate Diversity Month
- Community Service Month
- National Autism Awareness Month
- National Better Hearing and Speech Month
- National Garden Month
- National Older Americans Month
- National Parkinson's Awareness Month
- National Soft Pretzel Month
- Pets are Wonderful Month

Is there a way your business can benefit by promoting itself during "April is" national month?

Here Are Some Ideas

- Have Customers Bring in Proof that they volunteered in their community and give them a discount.
- Offer a Senior Citizens Special.— Inspection, etc.
- Ask your customers to bring is a flower from their spring garden. Display them in a vase on your counter. Liven' up the place!
- Soft Pretzel Month—Need we say more!!
- **Put together a small article on relieving the stress of an auto breakdown by focusing on maintenance.**
- Use a bulletin board and ask customers to bring in a picture of their pet and POST THEM.

Get Creative Folks.

There is a lot of competition out there.



Manage Better with the Numbers

By Barbara Eldridge

How do you stand out online, offline, in advertising, networking? I know I have written about branding for visibility before, but as the internet has expanded our reach for branding seems more difficult. There are the social media sites, more targeted advertising like Google and Facebook, a big push on content, both original and curated. But with all of this the big question is are you making money??? Are you reaching the goals you set?

Investment of time and money in marketing for any of the above is only as good as the ROI, the actual business you derive from it. And knowing the metrics for that return is where I see small business owners losing out. Tracking your numbers is the most important aspect of entering any of the above realms of marketing and sales.

What will the metrics tell you?

How effective are you at converting marketing investment into revenue and profit growth?

That your specific goals and objectives for marketing investment are giving you a return.

Which channels convert the highest, generate the most loyal users?

How much does each new customer cost you?

There are so many tools to help you identify what you need to track so there is no need to just do what is "easy". Even using the free methods for your marketing efforts requires



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.

time, that may seem easy, but how does that content, email, or post affect your return?

There's a very distinct difference between being busy and being effective. From tracking even these metrics, you can see if your activity is actually effective.

Here's my suggestion: Identify the two to five key metrics and key indicators that are important and essential for your business. Set up an active system to measure and track these indicators. How else can you do a good job of following up? Put charts and graphs of these indicators on the wall of your office. Make your interest in these metrics very active and visible.

What Key indicators will you add to your tracking?

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.

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.

A growing number of vehicle maintenance and repair shop managers are turning to safer "dustless" alternatives. There are now new cleaning absorbents made from all-natural, non-toxic earth compound and certified by NSF International for safety around humans and food. These products are permanently "dustless" without adding water.

WHO CARES?

The automotive repair industry is one of the most regulated industries in California.

I recently attended my first ASCCA team weekend in Sacramento and what I experienced was an outstanding group of ASCCA members both men and women coming together, dedicated to making a positive difference in the industry and they truly do care.

During the two day ASCCA team weekend meeting I wrote down a lot of notes, enough to fill up three pages that every business owner should know about. However, I decided for this write-up just to focus on two of them.

1. State Legislative Bills

Thirty Government Regulations are on the table that has something to do with or have an effect on the automotive repair industry. I'm not going into detail on them however, as in any bill you need to read between the lines like on assembly bill 2392, regarding vehicle towing and storage; and AB 2908 regarding regulatory fee changes for tire recycling.

2. OSHA & Labor Law

Any business with one or more employees must provide an employee handbook. David Fischer of California Employers Services discussed several topics on the hand book including what a good injury and illness prevention program looks like and making sure that it is compliant. Anthony Raimondo of Raimondo & Associates Law Corporation provided an overview of compliance strategies for minimum wage, overtime and meal breaks, as well as the important and timely HR topic of sexual harassment prevention and protection.

What I learned from the OSHA & Labor Law presentation is that this is nothing to put off because of state & federal laws and when OSHA gets involved there could be civil & criminal repercussions on an independent business owner.

ASCCA cares and fights for rights of the independent automotive repair & service business. Become a member of your local ASCCA chapter in your city and if you don't have local chapters then become a state ASCCA member. Go to www.ascca.com to find more about ASCCA and corporate partners that share the commitment to the independent automotive repair industry and offer value on services you use all the time.

John Hartman

NAPA AutoCare Centers

NEW JOB BOARD FOR YOUR POSTINGS

We in the Automotive Technology Department at Cuyamaca College are getting overdosed by shops looking for students to fill positions in their facilities. The college has a Job Board that looks good and is divided into departments so Automotive jobs are all altogether. Below is the email we are sending out to shops when they make inquiries, so they can post on the board.

Thank you so much for thinking about our students at Cuyamaca College. Creating job opportunities is a major goal of our Automotive Department.

We would like to recommend that you take advantage of the college's Job Board. Whenever you have an opening just sign on to the Job Board and list it. Attached is the step by step, PDF, with directions on setting up an account and posting your opening.

Thanks so much!

Richard Gingery

Complete instructions on how to post a job to the board on our website. You may also click the link to left (image) if you are reading on your computer.

You need to register an account. There is also contact information if you need help.

Employers' Job Posting

CUYAMACA COLLEGE JOB BOARD

Welcome New Member



Auto City
Ayrat Yunusov
 400 N. Johnson Avenue
 El Cajon, CA 92020
 619-588-4349
 ayrat@autocitysd.com
 www.goautocity.com

Auto City was introduced to ASCCA by Dara Bakhshandeh of C & D Auto Care.

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

How an energy audit can save your business money

Are you interested in getting a customized roadmap for energy-saving improvements? SDG&E's Business Energy Solutions (BES) Program offers small to mid-size business customers an onsite, no-cost energy audit with a report on potential savings. The report shows you areas your business can save energy, along with recommendations on energy efficiency upgrades. BES contractors install products at no cost; and products are offered at a discount or at no-cost. You will work with one contractor from start to finish. Learn more at sdge.com/BES. To find out if your business qualifies, complete this form.

Your business may qualify for valuable business rebates and incentives. For more information, visit sdge.com/bizrebates, call the Energy Savings Center at (800)644.6133, or email BusinessEnergySavings@sdge.com.

Eligible customers can apply for On-Bill Financing to cover the co-pay portion of energy efficiency projects. The loan is paid back through your SDG&E bill. For additional information, please refer to the questions below, or contact us at BusinessEnergySavings@SDGE.com, or by phone at (800) 644-6133.



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- How Does My Business Use Energy? Provide information about your business energy use habits for more accurate analyses of how your business uses energy and what actions you can take to save energy.
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Drawing will take place at the May Team Weekend event in Sacramento on
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- the BMW Ethernet cable
- and an Ethernet to USB Adapter cable



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OPPORTUNITIES



Educational Seminars Institute
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Professional Business Development

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!	Owners

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<https://www.sagemember.com/ws/ws.dll/CoStore?DistID=24324&CoStoreID=10416>



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 # 4 & 5

THINKING LIKE A CUSTOMER

You know your business inside and out, but that doesn't mean your customers do, especially new customers. You want to engage and capture these customers, which requires more than talking at them. You need to put yourself in their position and find out what their needs are, what questions they have, and what kind of information will interest them even when they don't actively need auto repair services. This will add immense value to their experience before they even set foot inside your shop.

SHARING CONTENT

Once you're thinking like a customer, you'll also determine what kind of information you should be sharing. Remember that visual content is very important, and that's what customers strongly prefer. Just using a relevant image will increase retention by 55% over plain text. Furthermore, shoppers that view branded video are nearly twice as likely to make a purchase.

Remember to generate original content that's going to meet their needs. This will include content that may seem obvious to you, like seasonal care, pre-travel safety tips, and general upkeep, like topping off windshield wiper fluid.

Source:

<https://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

1-800 Radiator (SNZ Radiator)

Natalie Salimitari
402 W 35th Street #E
National City, CA 91950
natalies@1800radiator.com
(619) 477-1113 FAX: (619) 6162207

Coastal Distributing

Trace Whitehall
PO Box 1486
Spring Valley, CA 91979
(800) 916-1957 FAX: (619) 442-4241

Jasper Engines

Bob DeMoll, Factory Rep.
800-827-7455 Voicemail 1972
bob.demoll@jasperengines.com
1477 E. Cedar St. Unit D
Ontario, CA 91761
www.jasperengines.com

Mainstream Merchant Services

Vo Chu
300 Beech St
San Diego, CA 92101
858-699-1641
vochu@mainstreamms.com
www.mainstreamms.com

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/
Distribution Center**

John Hartman- District Sales Manager
7440 Convoy Court
San Diego CA 92111
619-300-4910 cell 858-279-6900 ofc
john_hartman@genpt.com

NAPA Auto Parts

Ray Awad- District Manager
619-503-4228 cel
ray_awad@genpt.com
Edgar Gomez- Sales Representative
619-672-1760 cell
edgar_gomez@cox.net

National Petroleum, Inc.

David Golokow
2005 Main St
San Diego, CA 92113
dgolokow@pacbell.net
(619) 239-0256 FAX: (619) 239-0339

O'Reilly Auto Parts, Inc.

Henry Verdugo
Regional Field Sales Manager
2750 Midway Dr
San Diego, CA 92110
Direct 951-823-9851
Fax 619-223-1487
hverdugo@oreillyauto.com

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

INSURANCE & LEGAL SERVICES

- EE & MB ASC Insurance Services** – Includes an enrollment discount of \$100. Customer Service (866) 923.7767, www.armstrongprofessional.com
- 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.

EDUCATION PROVIDER

- 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

MERCHANT SERVICES

- 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

SOFTWARE PROVIDERS

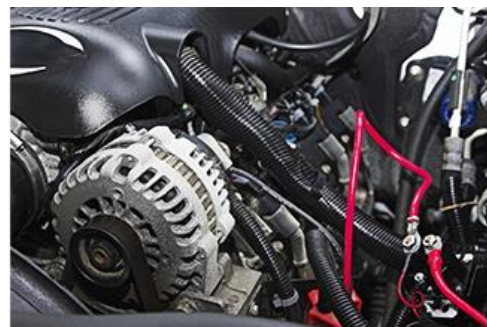
- CP Autotextme** – A comprehensive, cloud-based tool that offers simple solutions for workflow management, improved communications, digital vehicle inspections, and quality control. autotext.me was created by Chris Cloutier of Golden Rule Auto Care to solve communication gaps that cause workflow delays and waste valuable rack time. Because autotext.me is created and developed by a shop owner, the company is uniquely positioned to understand what owners and shops go through and their need for continual process improvement. autotext.me has been proven to be an easy-to-implement, timesaving solution to common industry problems and is available to benefit all shop owners. Chris Cloutier (469) 546.5725, chris@autotextme.com
- 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.

UNIFORM SERVICES

- EE & MB G&K Services** – Nationally recognized supplier of customer and employee apparel with special ASCCA pricing. Thomas Dunne (619) 399.6078, DunneT@Cintas.com

INTERNET MARKETING, WEBSITE DESIGN & SEARCH ENGINE OPTIMIZATION SERVICES

- CP & MB Broadly** – Through internet marketing, Broadly gets great customer reviews on Google, Facebook, and other review sites. ASCCA members get a FREE account set-up (valued at \$200). Call (800) 693.1089, write_marketing@broadly.com or visit www.broadly.com
- 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

CUSTOMER COMMUNICATIONS PROGRAMS

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

BUSINESS SUPPLIES, EQUIPMENT & SERVICES

MB ACA– Access to Auto Care Association's publications, the Aftermarket Insider and the ACA Capitol Report, as well as member discounts on ACA publications and events. Call to see how you can save up to \$600 a year.
kathleen.schmatz@autocare.org, (301) 654.6664

CP & MB Automotive Electronics Services, Inc (AESwave) specializes in sales and support of automotive diagnostic equipment. Each day, thousands of technicians, educators, trainers, engineers, and technical writers use products and strategies developed at AESwave.
Carlos Menchu, Toll Free (877) 351.9573, info@aeswave.com,
www.aeswave.com

CP & MB AutoZone – This partnership provides Platinum level membership pricing, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more!
Jim Gray, (704) 301.1500, jim.gray@autozone.com

MB BG Products – Provides maintenance services, equipment, training & consumer education materials. Eric Waln (949) 337.2484 / Eric Elbert (805) 490.6080, EricE@petrospecsBG.com, www.petrospecsinc.com.

CP & MB BP/Castrol – An innovative company that markets high-performance engine oils and business-building programs directly to independent workshop owners. For over 23 years, Castrol has been the only major marketer to manufacture its own premium, custom-made additives for its leading passenger car motor oils. They use the best combination of components rather than rely on commercial engine oil additive packages. Their patented, multi-functional additives combat against engine deposit build-up. Contact Castrol at (310) 699.5212 or Mackenzie.Merz@BP.com, <http://bit.ly/2qsuKiQ>.

MB Hertz Rental – A 10% discount off Hertz Daily Member Benefit Rates, a 10% discount off Hertz U.S. Standard Rates, and 5% or greater discount off Hertz Leisure Rates.
Customer Relations (888) 777.6095, www.hertz.com

MB HotelStorm– Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit hotelstorm.com/ascca and use password Auto 1234 to get your discount.
concierge@hotelstorm.com, www.hotelstorm.com/ascca

CP & MB LKQ Corporation – LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.
Sean Lawson, (661) 301.6014, SLawson@LKQCORP.com



CP Motul – A recognized specialist in synthetic lubricants, having been the first lubricant manufacturer to pioneer the formulation of a 100% synthetic lubricant for automotive engines, the 300V, making use of Esters technology and issued from the aeronautical industry. Motul's 8100 line of 100% synthetic oils have OE approvals from manufacturers such as Porsche, Audi, BMW, Mercedes-Benz, and VW. **Nicholas Bagley**, (909) 538.2042, n.bagley@us.motul.com

CP NAPA Auto Care– An integrated banner program that unites everything an independent repair business needs to prosper. Since 1984, the NAPA AutoCare family has grown to over 16,000-plus independently owned and nationally recognized automotive, collision, and truck service centers, making it the largest single aftermarket repair network in the country. NAPA's mission is to help all member businesses increase car count and sell more services.
John Hartman, NAPA SoCal District Sales Manager, cell: (619) 300.4910, john_hartman@genpt.com

MB Office Depot – Streamlined business supply ordering process. Free delivery over \$50. Custom pricing and discounts for ASCCA members.
Michael Nitz, 855-337-6811 Ext.12809, Michael.nitz@officedepot.com, <https://business.officedepot.com/>

CP & MB O'Reilly Auto Parts – O'Reilly has been dedicated to the Professional since 1957. ASCCA members that choose to partner with O'Reilly have access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform everyday, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, early-pay discounts, electronic ordering discounts, and more.
ASCCA@oreillyauto.com

CP & MB Phillips 66 – Special pricing on Kendall GT-1 Motor Oil available to ASCCA members. Kendall Installers may be eligible for annual rebates.
Howie Klein (SCAL), (951) 903.8466, howie.klein@p66.com
Jeff Landon (Central CA), (805) 296.0170, Jeff.A.Landon@p66.com
Keith Westbrook (Valley/NCAL), (707) 448-8279, Keith.R.Westbrook@p66.com

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.