



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

## Automotive Service Councils of California

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### MINUTES

#### ASCCA Education Training & Information (ETI) Committee

June 20, 2018 | 6:00 – 7:00 pm (PST)  
Conference Call

Committee's Mission: *Elevate Professionalism Through Increased Focused Education.*

#### I. Call to Order

The meeting was called to order at 6:02 pm.

#### II. Roll Call

Present: Rory Balmer, Grant Takikawa, Rocky Khamenian, Steve Vanlandingham, Rob Morrell, David Kusa

Guest: Jerry Kubitsky

Absent: George Hritz, John Eppstein

Excused: Mary Kemnitz

#### III. May 19 Meeting Minutes

**MOTION** It was moved, seconded and carried (**MSC**) (*S. Vanlandingham / D. Kusa*) to approve the minutes of the May 19 meeting, as presented.

#### IV. Review Committee Action Items & Priorities

The Committee was presented with two tools to help keep it focused on its strategic goals, a running action items list and a 2018 Work Plan. The following specific strategic goals were discussed.

- a. Promote September Educational Summit & Connected Cars Training  
J. Kubitsky outlined an approach to setup some local public service announcements (PSA) to help promote the event.

There was discussion about the audience which was determined to be faculty, shop owners and technicians.

There was discussion about a need to create a separate registration for the Educational Summit & Connected Cars Training to help with the ease of registering. The goal was discussed, and the determination was made that

promoting registration for the Connected Cars Training rather than the summit was the top priority.

D. Kusa will help J. Kubitsky with developing the PSA for the Connected Cars Training.

ACTION G. Peterson to follow-up with J. Eppstein on the action item from the last meeting that he would reach out to Walt Commans to promote the Educational Summit to the Los Angeles and Orange County colleges.

- b. Student Membership Promotion – J. Kubitsky agreed that he would work in tandem with George Hritz to help promote student membership. He shared with the Committee his idea to have Carm Capriotto with Remarkable Results Radio could interview students during the San Diego event.

J. Kubitsky would like to work Lee Chesnin and George Hritz on the PSA.

ACTION J. Kubitsky will reach out to Lee Chesnin inviting him to work on the task force to develop the PSAs.

ACTION Staff will work on a calendar to keep the project on target.

- c. 2019 Team Weekend Training – G. Peterson reported that R. Khamenian has been in conversation with Maylan Newton to conduct leadership training during the January 2019 Team Weekend. R. Balmer mentioned that he would like to make sure that any leadership training offered is specific to ASCCA leadership.

ACTION Request that Maylan Newton provide a proposed outline before we move forward with scheduling that training with him. The deadline will be the end of September.

Motul Training – D. Kusa mentioned that they have not renewed their partnership at this time. He anticipates that they will renew. R. Balmer noted that it seemed more geared towards technician training rather than manager/owners. It was suggested that if they focus on the different types of oils available to assist the owner/manager in making efficient purchasing decisions and focusing less on the company history of Motul.

The consensus of the Committee was that if the training is presenting in the right way focusing on the owner decisions it would make sense to move forward with the training.

ACTION G. Peterson will work with Motul to schedule the training during a 2019 Team Weekend.

V. New Business

There was no new business.

VI. Old Business

J. Kubitsky noted an inconsistency with the afternoon schedule reflected on the September Team Weekend marketing flyer compared to the online registration.

ACTION            G. Peterson will update the schedule to make sure to fix the inconsistency.

VII. Adjournment

The meeting adjourned at 6:45 pm.