



Automotive Service Councils of California  
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*To provide business resources for our members and to advance the professionalism of the Automotive Repair Industry.*

**MINUTES**  
**ASCCA MEMBERSHIP COMMITTEE**  
Thursday, July 12, 2018 | 6:00 p.m.  
Conference Call

I. Call to Order

The meeting was called to order at 6:01 pm.

II. Roll Call

Present: Jim Silverman, Jerry Kubitsky, Lee Chesnin, Steve Vanlandingham, John Camara, Rocky Khamenian, Larry Moore

Absent: Mitch Mendenhall (excused), Glen Dailey, Shannon Devery (excused), Tracy Renee (excused), Angi Roberts  
Staff: Matt Peralta, Kari Groff

III. Minutes approval of the June 14, 2018 meeting

It was moved/seconded/carried (M.S.C.) to approve the June 14, 2018 meeting minutes (S. Vanlandingham / J. Kubitsky).

IV. Membership reports

K. Groff presented the membership reports to the committee noting that since the June committee call, 3 new members were signed up, and 12 members cancelled. Since January 1, 39 members have signed up and 42 have cancelled, resulting in a -3 net change in membership YTD. As of July 9, the outstanding chapter dues is \$2,996 and outstanding state dues are \$3,478.

**ACTION** K. Groff will send J. Silverman a list of the associate members that cancelled.

V. ASCCA liaison update

L. Moore provided the committee with some feedback from his work as an ASCCA member liaison, noting that it has been a challenge in working with non-member shops due to their independent mentality, noting that many do not believe that joining ASCCA will provide them with any knowledge they don't already have. The committee discussed new approaches, such as soliciting members to refer a non-member shop that the liaisons can follow up with.

It was M.S.C. to recommend to the board of directors that a one-month "view only" trial period to Team Talk be made available to potential members, following guidelines developed by ASCCA staff and the Membership Committee chair (L. Chesnin / J. Kubitsky).

VI. Exit survey update

J. Silverman notified the committee that he has spoken with a handful of dropped members to conduct the committee's exit survey. The primary feedback he has received is that shops are facing financial struggles, and similar to L. Moore's feedback, don't think there are any new skills to be learned that they haven't already.

VII. Adjournment

The meeting adjourned at 6:57 p.m.