



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

Monday, April 16, 2018 | 6:00 – 7:00 pm
Via 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. Rory noted that Mary Kemnitz will be joining the Committee.

ACTION G. Peterson will update the Committee list serve and roster to include Mary Kemnitz

II. Roll Call / Attendance

Present: Rory Balmer, John Eppstein, George Hritz, Rocky Khamenian, David Kusa, Grant Takikawa, Steve Vanlandingham

Absent: Rob Morrell, Jack Scrafield

III. Setting Meeting Frequency

The meeting frequency will continue to be the third Monday of the month.

IV. Identifying Committee Priorities

- Set the agenda for the San Diego Education Summit
G. Peterson and J. Eppstein summarized for the Committee the intent around the Education Summit at Cuyamaca College.
- Training Videos Available as a Member Benefit
R. Balmer summarized his thoughts on making training videos available. D. Kusa asked if the Committee was aware of the training that Maylan Newton and Dave Schedin was working on for Chapter Leadership Training. R. Khamenian suggested that we create another Facebook page with links to the training videos.

George Hritz also reminded the Committee that one of the ASCCA's goals would be to develop some educational materials for students to educate them about the association. The consensus of the Committee was to add this to the list of priorities.

J. Eppstein recommended that we work with our partners who may already have training videos available to our members as a start. The consensus of the Committee was to move in this direction.

V. Motul Training

G. Peterson provided the Committee with the training outline and requested input as to whether this training makes sense to provide during a Team Weekend events.

ACTION The Committee will review the training packet to determine if it would provide value to the membership. Conversation will be exchanged via e-mail.

VI. ESI Training October So Cal Education

G. Peterson summarized that behind the scenes J. Eppstein and R. Balmer have been working with staff to schedule educational training with ESI. The following topics have been selected:

Managing People

- If you deal with people, this class is for you! Team ESI will provide insight and tools to help you manage people in all aspects of your life. Areas of focus: The difference between a boss and a Leader, What Emotional Intelligence (EI) is, and the 5 basic traits of a good people manager. Your success depends on the success of others; don't miss out on becoming a successful leader.

Shop Communication

- Effective communication makes the difference!
- The biggest time and money waster in repair shops today is poor communication. Ineffective communication creates confusion, frustration and a loss of clients.
- In this class we will cover:
- The 7 points of miscommunication in your business
- How to improve communication in these 7 points
- The filters to communication
- Why we must be active listeners
- Tools to improve your shop's communication with customers and staff
- 68 % of the customers leave because of an attitude of indifference on the part of the service provider. This perception of indifference is a communication issue! Good communications helps retain customers and employees.

R. Khamenian inquired whether a priority for the Committee could also be to focus on the Student Members. The Consensus was that this is primary a Membership Committee function. G. Hritz suggested that the Committee write an article informing instructors and students about the benefits of joining ASCCA that can be published in the California Automotive Teachers (CAT) newsletter and develop a poster that can be provided to the schools promoting it to the students. D. Kusa recommended that this be a cooperative project with the PR Committee.

VII. New Business

R. Balmer announced that G. Takikawa will be the vice chair of the Committee. G. Takikawa's vision is ASCCA connecting to high schools to demonstrate automotive technology as a viable career path. J. Eppstein suggested that the Committee start by developing a list of job opportunities in the automotive industry.

ACTION G. Takikawa will get in contact with Matthew Peralta to share the power point presentation to upload the video and provide a link to the Committee.

The top priority will be to develop a video promoting the automotive industry to students.

There was discussion about whether a budget exists for the Committee. It was determined that the

next steps are to prioritize the Committee's goals to identify what funding is needed to accomplish the goals.

S. Vanlandingham suggested that we consider what we want to accomplish at the September Team Weekend Educational Summit and what materials we want to have developed. G. Peterson suggested that the September meeting agenda should be the top priority. J. Eppstein suggested that we use the opportunity to get input from the educators as to how we can best get in front of the students. S. Vanlandingham indicated that he would like to see Dara Bakhshandeh involved.

VIII. Adjournment

The meeting adjourned at 7:02 pm.