

MT. DIABLO—CHAPTER 20



ASCCA CHAPTER 20, Volume 14, Issue 1 – JULY 2018

JULY 10, 2018

President's Message - July 2018



Dear Chapter Members:

Summer has kicked off with a bang. Everyone I talk to is extremely busy to the point that a lot of you are now booked out 1 to 2 weeks or more. That is great.

The question is are we earning our potential? I know that, for some of us, parts are difficult to make a decent profit with due to the internet.

Are we getting enough for our labor? I think that our skill set is under-valued by some of the public. I know that in my case, since I'm a specialty shop, so a lot of my customers are very savvy with the price of parts. The one thing they need is the expertise of labor. You can't buy that on the net yet. Look at your labor rates and cost of doing business. I'll bet that all of us can earn a few dollars more by charging a bit more for our skills and nobody will complain about that. The public really needs us. We need to earn more. I know that Maylan with ESI can help you with that, should you be interested.

Lastly, our brother Hans Hiller has been in and out of the hospital lately. He is going in for another surgery this week. Please keep him in your thoughts and prayers.

Steve E.



www.ascca.com

OFFICERS & BOARD

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westcoastmuffler925@yahoo.com

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bobbysturgeon08@gmail.com

MEETING COORDINATOR

Entire Board!

CHAPTER REPRESENTATIVE

Rich Lezcano.....925-680-6946
richl.ssab@sbcglobal.com



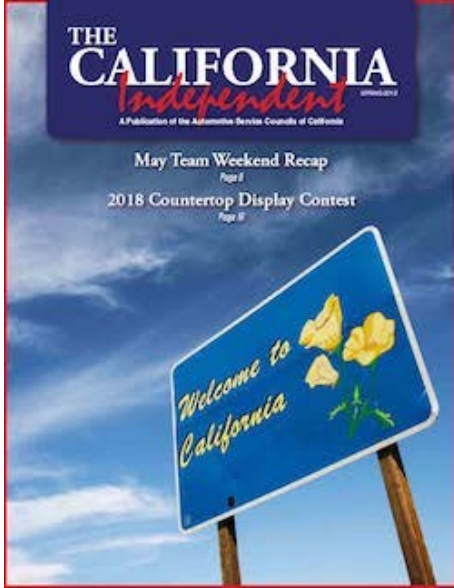
ASC-CA Chapter 20 MISSION STATEMENT

"To promote professionalism throughout our industry by upholding our state code of ethics and sharing our successes and failures with our members and future members". "To elevate and unite automotive professionals and give them a voice".

The California Independent

(in case you missed it in the WYNKR)

<https://www.ascca.com/blog/ascca-california-independent---spring-2018-issue-available-now->



Reminder of this "immediate needs" list:

- Gear wrenches
- Air impact guns
- DA sanders
- Tool box

We are also in need of socket and ratchet sets, screwdrivers, nut drivers, pliers, and just about any other hand tool you can think of. We are using a small budget tool kit at the moment.

You may contact Bud or Scott directly at:
Bud 925-814-... (number out of service)
Scott 925-303-0545



You are Invited !

East Bay Chapter 16



Welcomes ASCCA President Rocky Khamenian as their guest on

July 17, 2018 ~ 6:30-9:00 pm

Moose Lodge #1491, 20835 Rutledge Road, Castro Valley, CA 94546

Meet and greet 6:30 pm, no-host bar ~ Meeting 7:00 pm

RSVP to Kamil Targosz by email at kamil@mechanicgrid.com or call / text 510 209 8049

Meal choice salmon or chicken

Ch 16 members two per shop free

non-Ch 16 or additional attendees \$20 pp



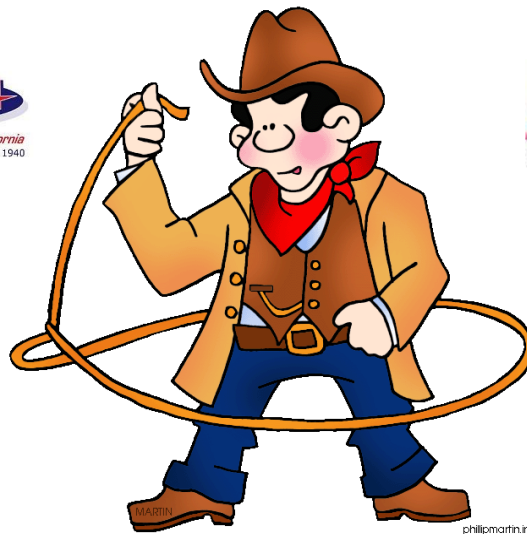
Rounding up all Service Advisors!

ASCCA Mount Diablo Chapter 20

and ESi *bring you a*

SERVICE ADVISORS ROUND TABLE

Monday, July 16, 2018 | 6:00 - 9:00



Sit down with your Service Advising Peers to have an open, honest and frank discussion about Service Advising: the things that work, the challenges you face, hear directly from your peers

\$149.95 per person or \$249 for two or more | Pizza dinner included.

OR....go to <https://www.ascca.com/esi-special-offer-courses> for ASCCA member discount - \$95 per attendee

Event location: Auto Electric & Fuel, 2655-B Monument Blvd, Concord,

RSVP to Maylan Newton, ESi ~ 805-526-3039, maylan@esiseminars.com

OR to Mary Kemnitz ~ 925-963-2924 or 925-356-0683

CHAPTER 20 MEMBER LIST

- Ace Auto Repair & Tire Ctr
George Chavez
2560 San Ramon Vly Blvd.
San Ramon, CA 94583
925-743-1552
- Acalanes High School
Grant Cusick
1200 Pleasant Hill Road
Lafayette, CA 94549
925-935-2600
- Alhambra High School
Brian Wheeler
150 E Street
Martinez, CA 94553
925-313-0440
- Airbag Service & Techzone
Matt Patterson
32 California Ave, Ste A
Pleasanton, CA 94566
800-763-8588
- All-Flow Muffler & Auto
Danny Larson
3900 Pacheco Blvd
Martinez, CA 94593
925-229-3044
- Autotron Service Center
Ryan Tunison
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- BG Fleming Distrib. Co.
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- Burrough & Sons Automotv
Tom Burrough
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El Sobrante, CA 94803
510-222-3330
- Central Automotive
Rob & Susan Service
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Walnut Creek, CA 94597
925-932-6604
- Chris' Engine & Auto Repair
Chris & Denise Terry
4770 East 2nd Street
Benicia, CA 94510
707-746-5143
- Clayton Valley Auto Svc
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925-682-2281
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714-974-3208
- Contra Costa College
Bobby Sturgeon
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- D&H Enterprises
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925-932-6701
- Dick & Ryan's Auto Repair
Trevor Stoneham
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Livermore, CA 94550
925-373-9055
- Digital Financial Group
Shannon Devery
1329 Hwy 395 N., Ste 10
Gardnerville, NV 89410
626-476-9016
- Dublin Car Tek
Tim Johnson
6008 Dougherty Rd.
Dublin, CA 94568
925-829-9300
- European Auto Repair
Carlos Showing
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Walnut Creek, CA 94597
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- European Autotech
Chris Murad
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925-820-6460
- Farmers Insurance Group
Slav Boston
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Pleasant Hill, CA 94523
925-519-6670
- Five Star Automotive
Brian & Janice Andrews
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Concord, CA 94520
925-609-7827
- Frank's Auto Service
Margaret & Dave Frank
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Walnut Creek, CA 94595
925-942-3677
- Fuenzalida, Bob
Ch 20 Member Emeritus
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Walnut Creek, CA 94596
925-683-2310
- Gene's Auto Repair
Tracy Renee
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Vallejo, CA 94590
707-642-1900
- Gilmores Auto Service
Phillip Sanders
2151 N. Broadway
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925-939-9430
- Hagin's Automotive, Inc.
Andy Hagin
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- Hunt & Sons
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- Liberty High School
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- M Service
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Walnut Creek, CA 94596
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- Mekatron Concord
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925-687-8300
- Mendelson Autobody
Ted Mendelson
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- Monkey Wrenches, Inc.
Ted Curran
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925-634-4145
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Ron Schumacker
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Moraga, CA 94556
925-376-0692
- Orinda Motors
Allen Pennebaker
63 Orinda Way
Orinda, CA 94563
925-254-2012
- Orinda Shell Auto Care
Kathy Mitchell
9 Orinda Way
Orinda, CA 94563
925-254-1486
- Scott Phillips, CPA
3011 Citrus Circle, Ste 204
Walnut Creek, CA 94598
916-274-0600
- Precision Auto Repair
Tyler & Renee Edgren
164 A Wyoming Street
Pleasanton, CA 94566
925-462-7440
- Randys Mobile Mech'l Svc
Randy Wilferd
2750 Cloverdale Ave.
Concord, CA 94518
925-288-0766
- Rich's Auto Service
Louis Volpone
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Walnut Creek, CA 94596
925-937-3434
- SC Fuels
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657-236-8175
- S.G. Auto Repair
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510-964-1541
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Dave and Lisa Timmons
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925-938-9665
- Tuolumne St Auto & Elec
John McLaughlin
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Vallejo, CA 94590
707-648-3434
- Walnut Creek Automotive
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925-934-8600
- West Coast Muffler & Tire
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Concord, CA 94520
925-676-8376
- 50/50 Xtreme Auto Glass
O'Neill Tasleem
2098 Market Street
Concord, CA 94520
925-676-2000



The next ASCCA Team Weekend is September 7-9, 2018

Join the ASCCA in Sacramento for the May Team Weekend:
Cuyamaca College, and Courtyard by Marriott
El Cajon/San Diego, CA 92119 / 92020

For more information and to register:
<https://www.ascca.com/ascca-2018-september-team-weekend>



ASCCA September Team Weekend | September 7- 9, 2018

Join your industry peers for new member inductions, committee meetings, education training, and our Chapter Representatives meeting!

NEW!

**ASCCA Degree Program –
A Student Education Pathway**
Friday, September 7, 1:00–4:00 pm
Cuyamaca College Automotive
Program, 900 Rancho San Diego
Parkway K–118, El Cajon, CA 92119
**See the attached, tentative agenda!

Saturday, September 8

ASCCA Committee Meetings and
Education Training
Cuyamaca College Automotive
Program

Sunday, September 9

**Chapter Representatives
Committee & Board of Directors
Meetings**

Courtyard by Marriott San Diego
El Cajon, 141 North Magnolia Ave,
El Cajon, CA 92020



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

Connected Cars Training September 8, 2018 1:00 - 5:00 pm

Cuyamaca College
900 Rancho San Diego Parkway K-118
El Cajon, CA 92119

Register Now!
www.ascca.com or



Agenda

- 1:00 - 2:00
Connected Cars Technology Update - Fred Gruner, NVIDIA
- 2:15 - 3:15
Demo of Bosch ADAS technology and calibration equipment - Neal Hoffman, Mitchell International
- 3:30 - 4:15
SAE + NASTF Update - Craig Johnson, NASTF Board Member, and Rob Morrell, Head of Training, WORLDPAAC
- 4:15 - 5:00
Q&A with ASCCA Connected Car Committee
Student participation encouraged!



**Special Speaker
Fred Gruner**

Fred is the Principal Hardware Engineer at NVIDIA Corporation. NVIDIA develops Graphic Processing Units and uses Artificial Intelligence (AI) — the next era of computing — with the GPU acting as the brain of computers, robots, and self-driving cars that can perceive and understand the world.

Other Speakers



Carolyn Coulllette
Chair, ASCCA Connected
Car Committee



Craig Johnson
NASTF Board Member



Neal Hoffman
Mitchell International



Rob Morrell
WORLDPAAC

Contact Us
www.ascca.com / 800-810-4272

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

ASCCA Degree Program – A Student Education Pathway

Friday, September 7 | 1:00 – 4:00 pm

Cuyamaca College Automotive Program
900 Rancho San Diego Parkway K-118
El Cajon, CA 92119
Class Room Location – TBD

Invited: ASCCA Leadership, Multi Regional High Schools & Colleges, Colleges Outside of the San Diego Region

AGENDA (Tentative)

ASCCA – Who we are and why we are involved in the degree program

ASC Educational Foundation – A funding opportunity for students.

What is a pathway?

Definition of pathway
How does it work?

Measurement of Success:

1. College graduations with an ASCCA AS degree
2. Increased certification ASE or state level certification = Increased job skills
3. Increased wages

How:

1. Apply through the ASCCA to implement the program.
2. Apply locally through the college district.
3. Apply for local and regional strong workforce funding.

Why:

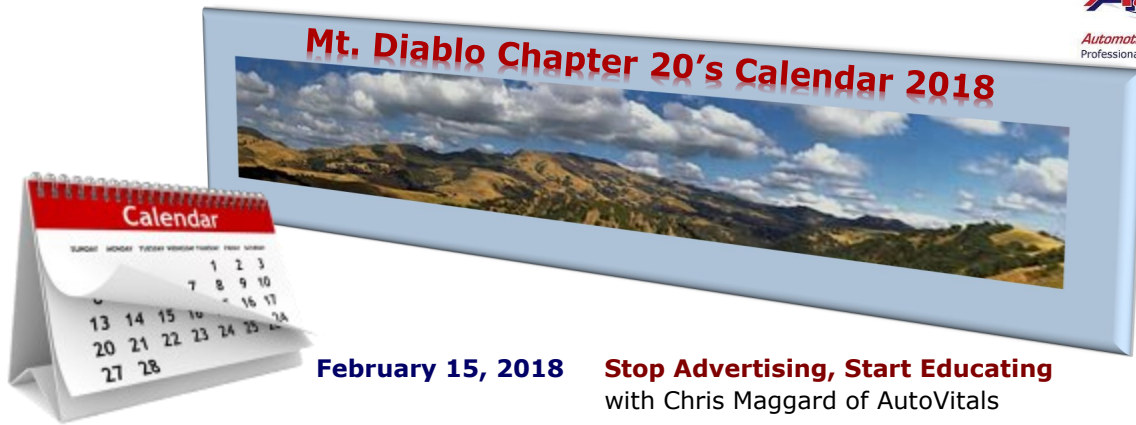
1. Increased work experience opportunities for students
2. Design the curriculum to make it easier for students to graduate with a skill set.
3. Competencies based work and credit by test and skill. Portfolios.
4. If students have a long-term plan for pay and success they tend to stay in the business sponsor. A student needs a vision of the future.
5. A large part of our student body wants to be business owners. Placing them in a small business is an advantage.

Reserve Your Room Now

Or call (619) 334-6999 and ask for **the ASCCA-Automotive Service discount rate**
Room Rate: \$159 single/double, **Reservation Cut-Off:** Wednesday, August 15, 2018

Visit the website to download the registration packet and to register online!

<https://www.ascca.com/ascca-2018-september-team-weekend>



February 15, 2018 **Stop Advertising, Start Educating**
with Chris Maggard of AutoVitals

March 15, 2018 **A Driving off into the Sunset Party for Doug Mueller!**
and
Assemblywoman Catharine Baker
on repealing the gas tax and other auto-related issues

April 18, 2018 **Diagnostic Skills Challenge**
Student teams test their diagnostic skills

April 19, 2018 **Tax Reform**
with Beri Kasper of Kasper Accountancy

May 17, 2018 **Motivational Speaker Mary Schmidt**
on job burnout and mentoring

September 20, 2018 **Cobra Museum - with Mini Vendor Fair**
and guests Bill Haas and Maylan Newton

October 18, 2018 **Labor Law and OSHA compliance**

All meetings subject to final confirmation by scheduled speakers and Board. If you need more information about ASCCA Chapter 20's meetings, please contact Steve Elstins, West Coast Muffler, 925-676-8376 OR Mary Kemnitz, D&H Enterprises, 925-356-0683



Chapter 20 appreciates its Associate Members and Branch Members

- | | | | |
|------------------------------------|--------------------------|--------------|---------------------------|
| BG Fleming Distributing Co. | Christopher Smith | 916-223-0559 | csmith@bgfleming.com |
| Hunt & Sons | Tim Lockhart | 707-747-9500 | tlockhart@huntnsnsons.com |
| Farmers Insurance | Slav Boston | 925-519-6670 | yboston@farmersagent.com |
| Scott Phillips, CPA, Inc. | Scott Phillips | 925-274-0600 | scott@cpaman.com |
| SC Fuels | Mark Williams | 408-625-6059 | williamsm@scfuels.com |
| | | 657-236-8175 | |
| S.P. Automotive Supply | Steve Markus | 925-372-4930 | smarkus@spauto.com |
| Standard Motor Products | Joe Schwartzbine | 916-606-0985 | jschwartzbine@smppsfa.com |
| Superior Auto Parts | Don Smith | 925-250-1321 | grayhackel3@comcast.net |



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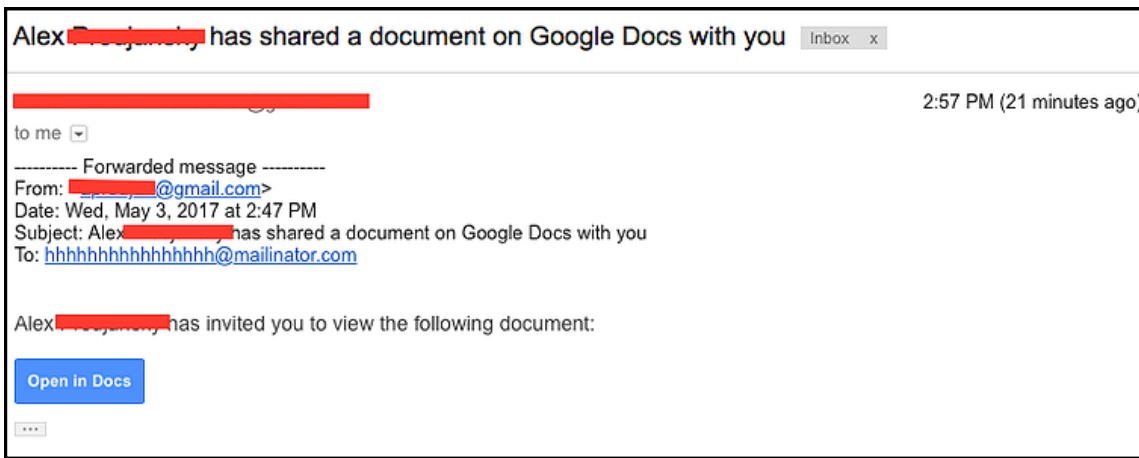
How to Counter Social Engineering 101

February 20, 2018 | Cody Hruda

You’ve gotten those calls - we all have. “Hi, this is Jerry from your bank. We’d like to talk to you about your account, but we need you to verify some information. What is your account number?” Or the robocall from your health insurance provider, “Hi, this is Healthy-Times Insurance. We need to advise you about your appointment/medical condition/payment, but first we need to make sure it’s you. Please provide your member number.” With Email being used in business more than ever, these scams are evolving rapidly, and they’re getting harder to identify as fraudulent.

The two main types of email scams being used in today’s environment are **Phishing** and **Spear Phishing**.

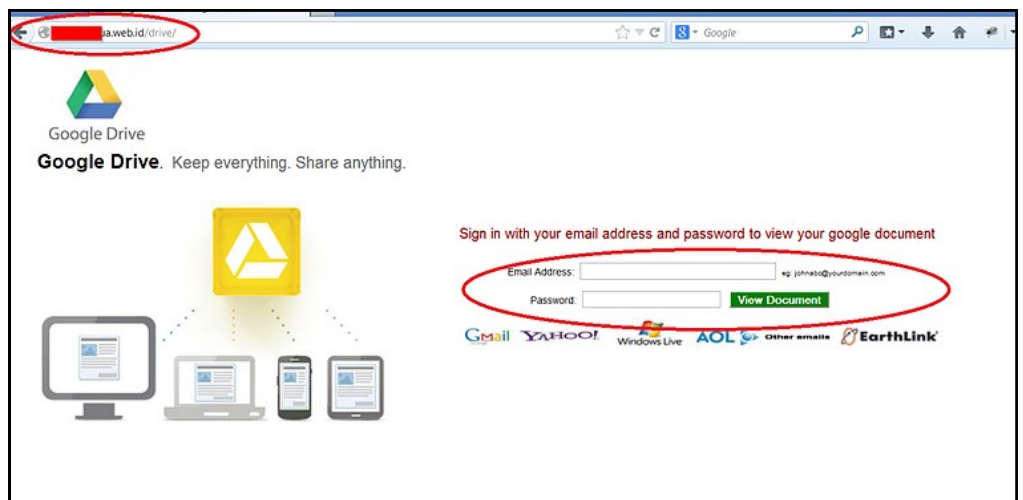
Phishing is the generic approach. Scammers will choose an online service like Google Drive or Dropbox and craft an email that looks legitimate, asking you to look at a document.



If you click on the link (“Open in Docs” in this example), it will take you to a website pretending to be the website you expect (Google, in this example) where you will be asked to put in your credentials. If you enter your login information, the

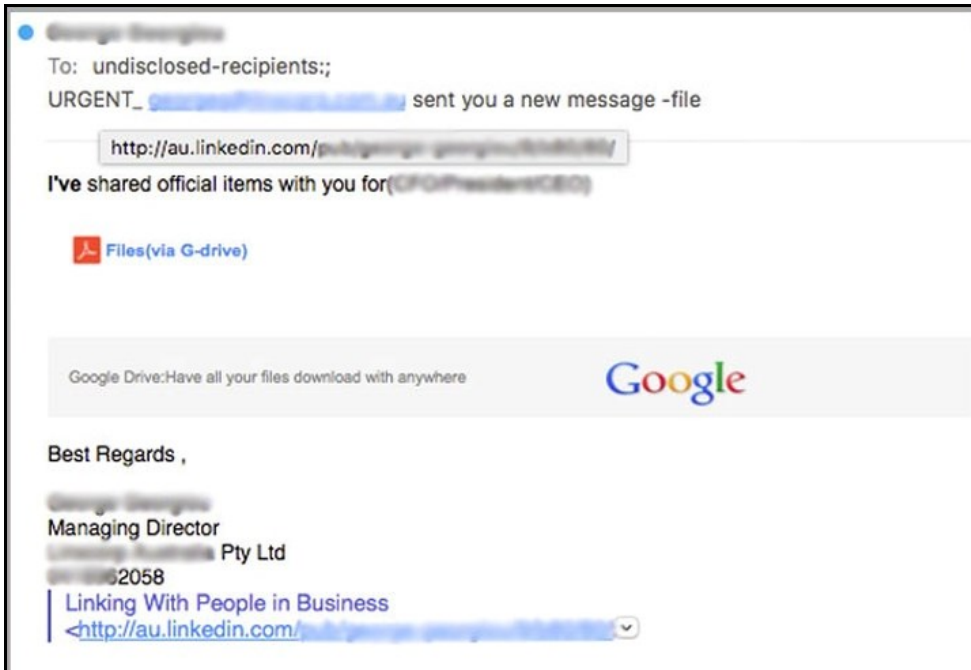
response will either be a blank page or a message suggesting you entered the wrong information. In reality, this link would never have taken you to a document, you are just handing over your credentials to the scammer who sent the fake email.

Spear Phishing is similar, but the scammers will often do a small amount of research to make you, the target, feel like the email is coming from a trusted source. The scammer will go onto LinkedIn, to your website, and any other websites they can find that contain specific business information or connections. They will choose someone with authority (CEO, CFO) and pretend to be that person.





How to Counter Social Engineering 101- *continued from Page 8*



This makes the message seem more legitimate, and encourages the victim to ignore other red flags.

Let me be clear: **This Will Happen To You.** Everyone who uses a computer will be targeted by some form of phishing eventually. No matter how safely you surf, at some point you will encounter this. Here's what you need to look for to avoid being a statistic.

If you suspect the source isn't legitimate:

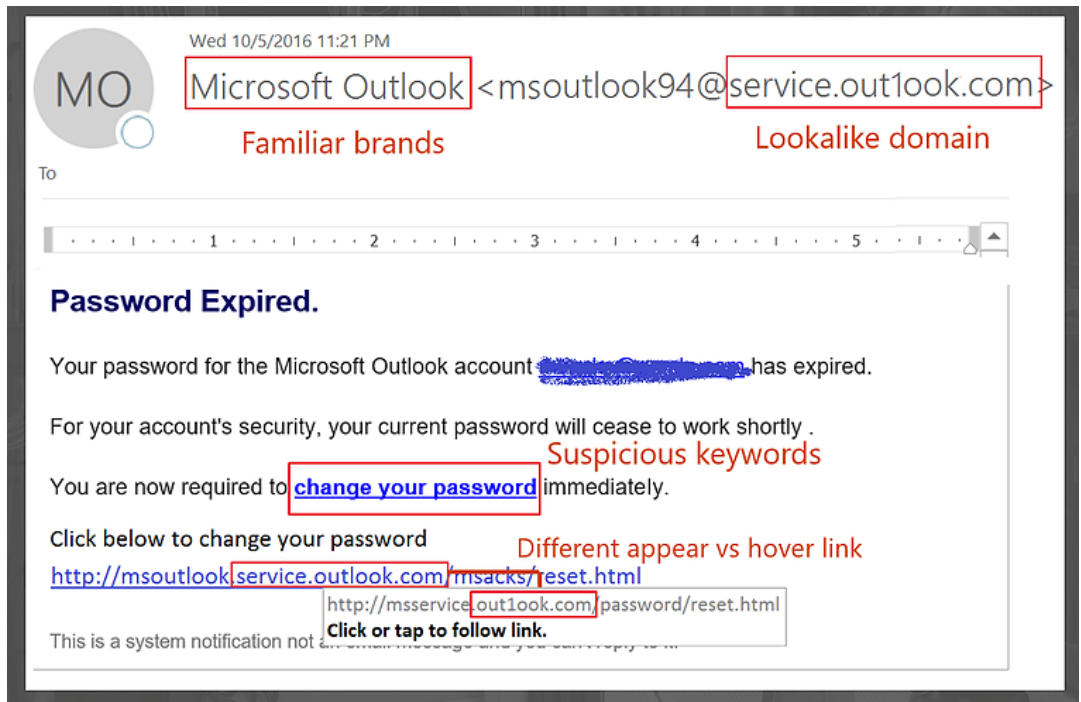
1) Check the sender information carefully. Often these emails will be sent by

lookalike addresses (Google.com Outlook.com) or sometimes completely unrelated addresses.

2) Check the links before you click them. You can hover your mouse over any hyperlink and it will display the destination url.

3) Don't open unexpected attached files, or attachments from questionable sources. If you can't avoid opening such files, be armed with information. The most vulnerable files are PDF's, and Microsoft Word and Excel documents, as they can have embedded code that will inject malware (viruses, keyloggers, ransomware). Often, infected files are easy to spot because your software warns you in time to avoid enabling the malicious code.

However, scammers will often try to get you to bypass these warnings by suggesting the document is "protected" or "confidential."



Password Expired.

Your password for the Microsoft Outlook account [redacted] has expired.

For your account's security, your current password will cease to work shortly .
Suspicious keywords

You are now required to [change your password](#) immediately.

Click below to change your password **Different appear vs hover link**
<http://msoutlook.service.outlook.com/msacks/reset.html>

<http://msservice.out1ook.com/password/reset.html>
Click or tap to follow link.



How to Counter Social Engineering 101- continued from Page 9



If the contact appears to be someone you know, asking for something out of the ordinary (like banking details) or suggesting you click on a strange link, **do not respond to the email and do not use the contact information in the email.** You should find a phone number that is known to be valid (address book, online search) and contact them to ensure they are the original sender. Email accounts get compromised every day, and even an email from a correct, known address can be a dangerous attempt at phishing. If the email suggests Pending Account Closure or Outstanding Account Balance, **do not trust the links provided in the email.** Navigate to the web address you know is legitimate or contact the business via a number which found on their website.

If you are unsure, always use diligence and double check. Watch out for:

- Unusual requests
- Urgency (Act Now!, 24-Hours to respond!)
- Unexpected files or links
- Generic requests (“Check this out”)
- Bad Grammar (but this is not always the case)

If you missed the red flags and gave out information, don’t panic! Immediately change your email password, and the passwords to any accounts you mistakenly entered on a malicious website.

If you open an infected document, **shut down your computer immediately (even if you have to just turn it off at the switch) and disconnect it from the network.**

In both cases, contact your IT professionals to help you assess and mitigate possible exposure .





SHOP TEAM SELFIE CHALLENGE

Runs July 2 - September 28, 2018

#MyShopTeamSelfie

TAKE A SELFIE WITH YOUR TEAM FOR A CHANCE TO WIN GREAT PRIZES THAT WILL BENEFIT THE ENTIRE SHOP

HOW IT WORKS

We know it takes an entire shop to get the job done day after day. That's why we want to showcase your entire team during the Standard® "Shop Team Selfie" Challenge. Simply take a group selfie with your technicians and employees and upload to Facebook, Instagram, or Twitter with the hashtag #MyShopTeamSelfie. You'll be entered into a random drawing for a prize that will benefit the entire shop.

PRIZES



Grand Prize: \$2,500 toward your next shop appreciation event



2nd Prize: 2 winning shops will receive a Bose® SoundTouch® 30 Series III Wireless Music System



3rd Prize: 5 winning shops will receive a Standard Pro Training On-Demand subscription



4th Prize: 10 winning shops will receive a TechSmart® Alternator Decoupler Pulley Tool Kit



www.StandardShopTeamSelfie.com



NO PURCHASE NECESSARY TO ENTER OR WIN. A purchase will not increase your chance of winning. Open to legal residents of the 50 United States, D.C., and the provinces of Canada (excluding Quebec). Promotion is void where prohibited or restricted by applicable law, and all applicable federal, state, provincial and local laws and regulations apply. For Official Rules, go to www.StandardShopTeamSelfie.com

Bose® and Soundtouch® are registered trademarks of Bose Corporation. This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Inc., Instagram, LLC and/or Twitter, Inc. All information provided by participating Shops is provided to Sponsor, its affiliates or those working on its behalf, and not Facebook, Inc., Twitter Inc., or Instagram, LLC.

ST11288

Next ESI Concord 2018 class July 16th

| | | | | |
|--------------|------------------------|-------------------------------------|---|-------------------------|
| July 16 | Concord 6PM 9 PM | Service Advisors Round-table | 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 |
| July 17 | San Jose 7 PM 10 PM | | | |
| September 24 | Concord 6PM 9 PM | 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 |
| September 25 | San Jose 7 PM 10 PM | | | |
| December 3 | Concord 6PM 9 PM | 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 and failure to use these techniques could cost you BIG MONEY! | OWNERS |
| December 4 | San Jose 7 PM 10 PM | | | |

See Page 3 for registration details



**CTI Season Line-up
Concord, CA**

Region#: GPI-519

| Class # | Course Name and Description | Hours | Dates |
|------------|--|-------|--|
| EET-2001-8 | Effective Electrical Troubleshooting: Modern Electronics Foundations | 8 | 8/29/2018 (6:00 PM - 10:00 PM) 8/30/2018 (6:00 PM - 10:00 PM) |

With the introduction of increasingly complex electronics on late model vehicles, it has become critically important to maintain a strong understanding of circuit operation and testing. Have you ever been curious about the reason that Ohm's law works in some cases, but not others? Have you ever considered the practical application of Kirchhoff's laws? This class will address foundational concepts relating to voltage, current, resistance, and power as well as the effects of capacitance and inductance on circuit operation. Additionally, time-saving testing techniques will be highlighted along with tool usage. This is an interdisciplinary class dealing with all types of test equipment ranging from test lights and ohmmeters to lab scopes and megohmmeters. This is not a math class. All laws introduced will be done with the intention of practical application in vehicle diagnostics.

Instructor: Adam Robertson

Location: Fuddrucker's, 1975 Diamond Blvd, Concord ~ **Schedule:** <http://www.ctionline.com/> click on "Class Schedule" at the top of the page. Email CTISupport@carquest.com if you have any questions.



Hans' Training Resources

- ESI** – Maylan Newton - Service advisor and Owner management training 888-338-7296
- Worldpac Training** – worldpac.com/training – Offers both management and technical training, local classes available
- Car Quest CTI** - Offers technical training 1 class every 2 months, contact your sales representative for more details.
- Techhelp** - Longer term training to bring your people up to speed with late model electrical systems and classes for smog update and new licensing. Contact Jon Brown: 888-747-8888. Or see his schedule at www.tec-help.com
- ATG** – Automotive Training Group www.atgtraining.com – Advanced training various topics. 800-233-3182,
- RLO Training/Bottom Line Impact Groups** www.rlotraining.com
- ATI** – Autotraining.net – Offers coaching services for shop owners
- Elite** – Eliteworldwidestore.com – On line and service advisor training
- SSF** offers European training topics (MZB, BMW, Porsche) <https://www.ssfautoparts.com/>

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 Nabity, (916) 286.0918, mnabity@coremarkins.com
- MB FREE LEGAL Service** – 30 minutes of free legal advice per month for all ASCCA members. A \$225 monthly value. Jack Molodanof (916) 447.0313, jack@mgrco.org, www.mgrco.org.

EDUCATION PROVIDER

- CP Automotive Training Institute** – For 30 years, Automotive Training Institute has been helping thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses into the companies of their dreams. ATI is the industry leader in automotive business coaching providing expert management and consulting services through one-day workshops and an all-inclusive Re-Engineering Program which includes weekly business coaching from an industry expert coupled with classes in marketing, hiring, finance, leadership and sales. Whether you need training, coaching or a state-of-the-art business model, ATI has systems to help make the changes you want right away. Jim Silverman, (301) 575-9140, jsilverman@autotraining.net, www.autotraining.net
- 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! A \$400/year value. 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. Save \$55 on every seminar registration and \$800 on every Service Writer course registration.

(Space limited.) 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 Autoflow** – A comprehensive, cloud-based tool that offers simple solutions for workflow management, improved communications, digital vehicle inspections, and quality control. autoflow was created by Chris Cloutier of Golden Rule Auto Care to solve communication gaps that cause workflow delays and waste valuable rack time. Because autoflow 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. autoflow 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@autoflow.com, www.autoflow.com
- MB Identifix** – Members receive a promotional price for online diagnostic tool and telephone diagnostic services. New Identifix members received \$40 off each of the first 3 months and \$10 off every month after for annual savings of \$210. 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. (Estimated new business \$48,000/year.) 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, a savings of \$108/year. (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

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 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
- CP BG Products** – Provides maintenance services, equipment, training & consumer education materials. BG Products have been shown to increase shop hours, parts and labor revenue, shop efficiency, and retention all while improving the customers driving experience and vehicles performance. Exact revenue estimates will vary from store to store, but the statement above is a universal truth. 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 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/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. Steven Poole, (562) 320.2398, SJPoole@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

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

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.

Updated 4/27/18

Mission Statement/Core Purpose/Code of Ethics



MISSION STATEMENT: To provide business resources for our members and to advance the professionalism of the Automotive Repair Industry.

CORE PURPOSE: To elevate and unite automotive professionals and give them voice.

CORE VALUES: Integrity, Compassion, Professionalism, Unity

BHAG: Make the public aware that ASCCA means skilled professionalism and inspired customer trust.

CODE OF ETHICS:

1. To promote goodwill between the motorist and the automotive industry.
2. To have a sense of personal obligation to each individual customer.
3. To perform high quality services at a fair and just price.
4. To employ the best skilled personnel obtainable.
5. To use only proven merchandise of high quality, distributed by reputable firms.
6. To itemize all parts and adjustments in the price charged for services rendered.
7. To retain all parts replaced for customer inspection, if so requested.
8. To uphold the high standards of our profession and always seek to correct any and all abuses within the automotive industry.
9. To uphold the integrity of all members.
10. To refrain from an advertisement, which is false or misleading or likely to confuse, or deceive the customer.

The Jeff Stich Memorial Scholarship



If you would like to make a donation:

ASCEF (Automotive Service Council's
Educational Foundation)
Jeff Stich Memorial Scholarship
700 R Street, Suite 200
Sacramento, CA 95811



CARS is a 501(c)(3) nonprofit.

We make it easy to make a difference.

<https://careasy.org/nonprofit/asc-educational-foundation-inc>

Contact information for
ASCCA's attorney, **Jack Molodanof:**
916-447-0313 ~ jack@mgrco.org



**[www.facebook.com/
ASCCA.Chapter20/](http://www.facebook.com/ASCCA.Chapter20/)**



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