

MT. DIABLO—CHAPTER 20



STEPHEN JOSEPH PHOTOGRAPHY

ASCCA CHAPTER 20, Volume 14, Issue 3 – SEPTEMBER 2018

SEPTEMBER 7, 2018

Coming up! ~ September 20, 2018 | 5:30 pm

ASCCA Mt Diablo Chapter 20 Cobra Museum Event *and* Mini Vendor Fair



With Guest Speakers *ESi's* Maylan
Newton and Bill Haas on ... *Employees.*
Your Future Depends on Them



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

www.ascca.com

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Rich Lezcano.....925-680-6946
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Mini Vendor Fair !



Signed up ~ so far ...



Scott Phillips CPA, Inc.



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".

President's Message - September 2018

Dear Chapter Members,

September has arrived very quickly. I believe that it is about 14 weeks before the Christmas holiday. Time moves so fast.

So, my message this month is about business, luck and our brotherhood, and sisterhood. We all share the same challenges. Scheduling, part problems, staffing cash flow, etc. We do so many things that most people don't realize the amount of items on our daily plates. We just handle it all.

We work hard and then life happens. Case in point. I'm on Facebook Tuesday morning and I see our past president Andy Hagin posting from a hospital bed that he just suffered a heart attack. Life just happens. Luckily, Andy was on an organized 4X4 off road event in the Sierra's. There were EMTs on site so there was immediate medical care available and he was helicoptered to Reno for surgery. I phoned Andy right after finding this out. He is at home and should be back to work in the next few weeks. He is going to be okay.

Brotherhood and sisterhood, there were so many messages of help offered to Andy on FB that the comments were ongoing. It was wonderful to see so many people we know wanting to help Andy. Sometimes being a shop operator can be difficult but we aren't alone. We have the brotherhood/sisterhood called the ASCCA. I personally feel very lucky to have all of you.

All the best, *Steve*



GET WELL SOON



SENDING ALL GOOD WISHES
TO OUR FRIEND
 HERE'S HOPING YOU'LL
 GET WELL VERY SOON.

ANDY!



ASCCA Mt Diablo Chapter 20 Cobra Museum Event *and* Mini Vendor Fair



777 Arnold Drive Martinez CA



With Guest Speakers *ESi's*
Maylan Newton and Bill Haas

EMPLOYEES - YOUR FUTURE DEPENDS ON THEM

The future of your business depends on having people to perform the work and serve the customer. Are you up for the challenge of finding and retaining employees to ensure the future success of your company?

Stop wondering who will do the work.



Owners and managers will benefit from this session on developing the talent for the future of your company. The right employees are your competitive advantage.

Mini Vendor Fair



Table Cost - Door Prize or Donation to ASCEF

September 20, 2018 Doors open 5:30 pm

Vendors ~ contact
Mary Kemnitz ~ D&H Enterprises
for details
925-963-2924 or 925-356-0683

Event RSVP ~ Ginger Exner ~
gexner6359@aol.com *OR*
Céline Haugen ~
editor20@sonic.net

*Two per shop free
for Chapter 20
Additional ASCCA
attendees \$30pp
Non-ASCCA
\$50pp*





Congratulations to this year's Scholarship Recipients!



ASCCA Chapter 20 Mt Diablo has chosen three scholarship recipients for 2018:

- ☀ **Zhuojun Chen, Student at Skyline College - - - \$1000.00**
- ☀ **Amanda McCullar, Student at Solano Community College - - - \$500.00**
- ☀ **Jamie Cortez, Student at Solano Community College - - - \$500.00**

We are planning to present the awards at our next local Chapter meeting which will be held the evening of September the 20th at the Cobra Museum in Martinez.



Peter Kornafel administers the scholarship fund on behalf of ASCEF. Pete has been volunteering for the scholarship program for 20 years and has had the honor of chairing the program since 2003.

In that time GAAS, UAF, and all the participating organizations like ASCEF have awarded more than 3,000 scholarships and more than \$3 million.

Scholarships are made possible by The Jeff Stich Memorial Scholarship



GAAS is Global Automotive Aftermarket Symposium, held annually for almost 20 years, until 2015, to raise funds for scholarships. The scholarship program moved to UAF University of the Aftermarket Foundation; UAF is the principal donor and sponsors www.automotivescholarships.com. About thirty donors and organizations like ASCEF use it for their awards.

Pete and his wife owned one of the CARQUEST regional companies with distribution centers in Denver and Albuquerque.

***This weekend!* ASCCA Team Weekend, September 7-9, 2018**

Cuyamaca College, and Courtyard by Marriott
El Cajon/San Diego, CA 92119 / 92020
For more information (*also see next page*) and to register:
<https://www.ascca.com/ascca-2018-september-team-weekend>



ASCCA Announces New Program to Fund First-Time Team Weekend Attendees

Have you ever wanted to attend an ASCCA Team Weekend? Ask almost any ASCCA leader what first ignited their passion for ASCCA, and chances are they'll tell you it was the first time they attended Team Weekend. ASCCA Team Weekends allow ASCCA members to exchange ideas with fellow shop owners, network with industry vendors, and build camaraderie with other men and women passionate about automotive repair.

To help engage new Team Weekend attendees, ASCCA is excited to announce a new program allowing first-time Team Weekend attendees to apply for a FREE one-night hotel stay during Team Weekend!

Click here to download the brief application and, once completed, send it to the ASCCA office. The application

September Team Weekend Special Events for All ASCCA Members



Friday: ASCCA Degree Program - A Student Education Pathway

1:00pm-4:00pm at Cuyamaca College

You will learn how this exciting new degree program works and why this program presents a valuable opportunity for students.

Who Should Attend:

- ASCCA Members
- Educators from: San Diego Multi Regional High Schools & Colleges
- Educators from: Colleges Outside of the San Diego Region

Saturday: Connected Cars Training

1:00pm-5:00pm at Cuyamaca College

- Connected Cars Technology Update - Fred Gruner, NVIDIA
- Demo of Bosch ADAS technology and calibration equipment - Neal Hoffman, Mitchell Int'l
- SAE + NASTF Update - Craig Johnson, NASTF Board Member, and Rob Morrell, Head of Training, WORLDPAAC

Q&A with ASCCA Connected Car Committee - Student participation encouraged!

HOSTED BY CUYAMACA COLLEGE

SPECIAL EVENT
ASCCA DEGREE PROGRAM: A STUDENT EDUCATION PATHWAY

JOIN US TO LEARN ABOUT AN EXCITING NEW AUTOMOTIVE DEGREE PROGRAM

7 SEPTEMBER 1:00PM-4:00PM

LOCATION
CUYAMACA COLLEGE
900 Rancho San Diego Parkway K-118
I-207 Meeting Room 1
El Cajon, CA 92119

WHO SHOULD ATTEND

- ASCCA Members
- Educators from: San Diego Multi Regional High Schools & Colleges
- Educators from: Colleges Outside of the San Diego Region

AGENDA
You will learn how this exciting new degree program works and why this program presents a valuable opportunity for students by providing them with:

- Increased work experience;
- A curriculum designed to make it easier to graduate with a "in High Demand Skill Set";
- Competency-based training and college credit by test and skill;
- A vision of the future;
- A long-term plan for a successful and rewarding career, including business ownership.

REGISTER TODAY!
Register at: www.ascca.com
Phone: 800-810-4272
Space is limited.

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

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

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

Cuyamaca College
I-207 Meeting Room 1
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

Craig Johnson, NASTF Board Member; Neal Hoffman, Mitchell International; Rob Morrell, WORLDPAAC

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

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CHAPTER 20 MEMBER LIST

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Lafayette, CA 94549
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Alhambra High School
Brian Wheeler
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Airbag Service & Techzone
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European Auto Repair
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European Autotech
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Frank's Auto Service
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Fuenzalida, Bob
Ch 20 Member Emeritus
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2269 Bromfield Court
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925-683-2310

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JJ Auto Repair
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6300 Brentwood Blvd. #A
Brentwood, CA 94513
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925-827-2077

Liberty High School
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M Service
Dante Paulazzo
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Walnut Creek, CA 94596
925-932-8744

Mekatron Concord
Ian G. Miller
1771 Concord Ave
Concord, CA 94520
925-687-8300

Mendelson Autobody
Ted Mendelson
38 Beta Court, Ste A5
San Ramon, CA 94583
925-838-2343

Monkey Wrenches, Inc.
Ted Curran
8130 Brentwood Blvd
Brentwood, CA 94513
925-634-4145

Moraga Motors
Ron Schumacker
530 Moraga Road
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

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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
Mark Williams
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San Jose, CA 95116
408-625-6059
657-236-8175

S.G. Auto Repair
Sergio Garcia
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Pinole, CA 94564
510-964-1541

S.P. Automotive Supply
Steve Markus
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Martinez, CA 94553
925-372-4930

Simply Superior Auto Body
Rich & Jennifer Lezcano
2110 Market Street
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925-680-6946

Solano Way Auto Repair
Ken R. Fritzberg
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Standard Motor Products
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Don Smith
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925-771-2231

Timmons Auto & Truck Rpr
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Pleasant Hill, CA 94523
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Tuolumne St Auto & Elec
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Pleasant Hill, CA 94523
925-849-6440

West Coast Muffler & Tire
Steve Elstins
2090 Market Street
Concord, CA 94520
925-676-8376

50/50 Xtreme Auto Glass
O'Neill Tasleem
2098 Market Street
Concord, CA 94520
925-676-2000





ASCCA Mount Diablo Chapter 20
and ESi *bring you another training
opportunity ~*

BUILDING DECISION MAKERS



Monday, September 24, 2018 | 6:00 - 9:00

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.
This class is for owners and managers.



*\$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, CA
**RSVP to Maylan Newton, ESi ~ 805-526-3039, maylan@esiseminars.com
OR to Mary Kemnitz ~ 925-963-2924 or 925-356-0683**



- 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@huntnsons.com |
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| 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@smpsfa.com |
| Superior Auto Parts | Don Smith | 925-250-1321 grayhackel3@comcast.net |



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

Project Update!

The school year has begun and we are working like crazy. The project is full steam ahead and moving along well. We have collected a donation from Andy Hagin of tools and supplies which has been very useful. We have another possible donation by way of Jerry Stitch. We also just received a grant for tools from the local Rotary district.

We are still in need of quite a bit - tools, parts and other supplies. We are hoping to have another car show sometime in October and will keep you up dated.

Relatively soon we will either need some engine work or a crate motor. As for immediate needs we are in desperate need of new air hoses, electrical cords and a better welder.

Thank you again for all the support.
Bud

You may contact Bud or Scott directly at: Bud 925-813-0372
 Scott 925-303-0545

Or at **Daniel Dansie** <reddevilsrestoration@gmail.com>

Show Your ASCCA Pride

Display ASCCA's Mission Statement, Core Values, and Code of Ethics with a custom ASCCA banner.

<https://www.ascca.com/resources/member-resources>



Professionals in Automotive Service - Since 1940
www.ascca.com team210@googlegroups.com

Chapter 48 - North Orange County

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

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

CODE VALUES: Integrity, Conscience, Professionalism, Unity

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

CODE OF ETHICS

1. To promote goodwill between the industry 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 available.
5. To provide prompt maintenance of high quality, distributed by reputable firms.
6. To receive all parts and adjustments on the price charged for services rendered.
7. To make all parts required for customer inspection, if so required.
8. To uphold the high standards of our profession and always work in conformity and all above the law, the automotive industry.
9. To uphold the integrity of all members.
10. To refuse to do an advertisement, which is false or misleading or likely to cause an adverse effect on the profession.



Next ESi Concord 2018 class September 24th

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			

Pricing: \$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



**Joe says!
 Sept 20th. Be there
 to get your door
 prizes !!**

WORLD PAC
 Wholesale Distributor of Original Equip



News From SMP

August Edition 2018

DID YOU KNOW SERIES



EVAP System Integrity Module (ESIM)

The Evaporative System Integrity Module, also known as an Evaporative System Integrity Monitor or ESIM, is a key component of the EVAP System on many late model Chrysler, Dodge, Jeep, RAM Trucks, and Fiat vehicles. Unlike previous Leak Detection Systems, the ESIM does not contain a solenoid. Instead, the ESIM uses two weights, a diaphragm, and a switch to detect pressure differences across a variety of conditions.

Tech Tip: Make sure the ESIM is mounted vertically

LDP14
 Chrysler (2017-07)
 Dodge (2016-06)
 Jeep (2016-07)
 RAM (2016-11)
 VIO Over 7 Million



Correct **Incorrect**

LDP12
 VIO Over 4 Million

LDP13
 VIO Over 1.7 Million

LDP15
 VIO Over 2 Million

"Did You Know" fact:

1998: The modern day airbag became standard on vehicles



How ‘Meaningful’ Work Can Motivate Your Millennial Employees

by Bill Haas



Every day we are faced with dilemmas, choices, or the all-important question from one’s wife, “What do you want for dinner?” And let’s be honest, “I don’t know” is not going to get made for dinner or lead to a successful outcome.

One of the many challenges faced in the workplace is the younger employees. From a different generation, Generation Y or the Millennial. Most shop owners and many managers do not hail from this valued generation, we come from the days of being told to do something and we got it done...or else! Generation Y employees bring forth a whole new dynamic into our workplace and one in which we need to understand their reasons, or lack thereof for wanting to complete a task for us.

At a conference I attended last year, I listened to a Millennial’s presentation on his perspective of the workplace. Very interesting and great insights on what they expect from a job. He stressed that Millennials want meaningful work. Then he shared a story about an early job working in the fast food industry. One day his manager told him to go to the freezer and get French fries. The young man shared with us his reply to the manager was a firm and resounding, “No.”

What do you think happened next? The Millennial is reprimanded. The young man is again told to do it, but this time the manager uses a more forceful tone. He is sent home. No, instead the manager carries out the task of getting fries from the freezer himself. How often do you get frustrated with the lack of participation from an employee to the point that you just simply go ahead and perform the task yourself, probably more often than we care to admit.

The question we usually ask is why did they say no and how do I motivate employees to perform the tasks that need to be accomplished. The question we should be asking is what can we do to make the job meaningful?

In this instance the young man did not want to get the French fries because he felt like he was the only one ever going to get the fries and he had to go into the freezer to get them, which he likened to a journey through the frozen tundra of Northern Wisconsin. From his perspective that is not meaningful work.

We all know there are certain members of our team we deal with in certain ways, and in no way does this mean to enable them or give preferential treatment. As an organizer of the workplace we want to keep our business moving and flowing in a positive direction. Employees need to know their purpose and how what they do affects the company and the customers we serve.

So the manager at the fast food restaurant could try a different approach, as we may try with our employees. Instead of barking orders, rephrase what your desired outcome is by explaining the reason. In this instance the manager could give this young man the job of never letting the fryer run out of French fries. Now the employee has a purpose and a task that will be vitally important to delivering a desired product to the consumer. The employee will see that their failure to complete this task would lead to dissatisfaction for the customers. Customers at fast food restaurants want their food fast. If the fryer runs out of fries, customers have to wait for their order. Preventing the fryer from running out of fries becomes meaningful work.

As younger men and women enter the workforce we will be faced with how to best utilize their talents, as well as how to motivate them to complete the tasks that need to be completed, regardless of what they may feel is necessary. We still have to manage the expectations and responsibilities of our employees by sharing the expectations and the greater purpose of how it will serve the customer. The Millennial wants to know that they make positive contributions to the product or service the company they work for provides. Your job as a leader is to make sure the Millennial understands that the work they do is meaningful.

Try a new approach in other areas of your life. At home you may tell your children to pick up the toys, so that the dog won’t chew them up. At the grocery store you may remind the parcel stacker to place your bread on top this time, so it doesn’t get smashed. At work give your younger, Generation Y, employees a purpose; let them know their roles affect the outcome and inform them of the impact they can have. This will give them the purpose they need to be successful working with you.

So the next time your wife asks you, “What do you want for dinner?” try a new approach by making her dinner or just taking her out eat.

Industry veteran Bill Haas, is a coach and consultant specializing in business performance improvement. Reach Bill at [903-747-8234](tel:903-747-8234) or billh1317@gmail.com.

9/7/2018

This article was written by Bill Haas and is the property of Haas Performance Consulting LLC. The article is being provided to the ASCCA Chapter 20 for use in their publication available to ASCCA members. Haas Performance Consulting LLC may provide the same or similar article to other companies/organizations in the future without the consent or acknowledgement of ASCCA.



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Some of the Benefits of Your ASCCA Membership



Automotive Service Councils of California
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Marketing - shop finder on ASCCA website, use of ASCCA Signs, Code of Ethics, Logo - for use on invoices, customer forms and at your shop

ASCCA Advantage - access to endorsed vendors and service providers, discounts offered to members (see next pages or ASCCA website)

Communications - ASCCA website, ASCCA Independent newsletter, chapter newsletter, fax broadcasts, email broadcasts, special news alerts, member benefit flyers, WYNKR, peer to peer support, chapter meetings and events, new facebook discussion group

Education Programs - partnership with ESI, ATI and other training programs, Team Weekend, summer conference, Connected Cars

Government Affairs and Political Representation - Bill tracking and monitoring of constantly changing proposals, lobbying, access to legal advice, representation at BAR meetings, Cal-OSHA and ADA resources, liaison with automotive industry partner organizations, annual Legislative fly-in

ASCEF and Technician Training - supporting automotive repair industry students and offering annual scholarships, new Associates degree program

Online Job Board - a centralized location for shop owners to find quality technicians and staff they need to succeed

<https://www.ascca.com/>

<https://www.facebook.com/groups/1155251394612428/>

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/



ASCCA State Office's contact information:

One Capital Mall, Suite 800, Sacramento, CA 95814
 Telephone: (916) 444-3568, (800) 810-4272; Fax: (916) 444-7462

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