



ASCCA

Foothill Chapter 5

April 2018

President's Message:

Hello everyone,

I hope everyone is doing well. Spring has sprung, and it's time to get ready for the summer. We have two very important events coming up quickly. Saturday April 7th, ASCCA Chapter 5 is presenting a service writer class. Mike Bauer of BG Petrospecs will be teaching this amazing class. It is designed specifically for service writers, managers, and owners. He will be covering a myriad of current topics, including gasoline direct injection, why the customers aren't doing enough to maintain their vehicles, and how to pull more sales from every ticket. I hope everyone can attend. Especially since it's free for Chapter 5 numbers.



Then, in the following weeks, on April 24th is Leg Day. Your opportunity as an ASCCA member to meet and greet your state legislators. You will be get a tour of the Capitol in Sacramento, and most importantly you will get to meet the people that govern your business, and your home. This is a chance to voice your opinions and concerns to them. You won't be alone, a group of us will be attending, with members from all over the state. This is going to be a great day. I will be there, and I hope you can join me.

Darren L. Gilbert
Gilbert Motor Service
626-282-0644
Alhambra, CA
President ASCCA Chapter 5

UPCOMING MEETINGS & EVENTS

April 3 - Open Forum at Mijares Mexican Restaurant

- Apr 7** - Service Writer Seminar with Mike Bauer of BG Products - Courtyard by Marriott in Monrovia
- Apr 24** - Legislative Fly-in Day
- May 1** - Shop Night at BMW PhD in Pasadena
- Jun 5** - TBD at Mijares

- Jul 3** - NO MEETING! Enjoy Independence Day!
- Aug 7, Sep 4** - TBD at Mijares
- Oct 2** - Oktoberfest Bowling at Montrose Bowl
- Nov 6** - Maylan Newton at Mijares
- Dec ?** - Chapter Christmas Party

Uwe Kleinschmidt of AutoVitals reminded us that many motorists look for education more than just for repairs. As we educate our customers, we build trust and help set expectations. Use every point of contact to educate, not just to sell.



Our meetings are times of education and networking. Don't miss out!!!



We welcomed new members Mike and Shohreh Shevidi of Brake Masters in Tarzana

Shop Drawing

Bavaria Auto Center was drawn in the Shop Drawing, but was not present to win the \$300 prize. Next month, the prize increases to \$320.

Remember, you must be present to win!

Train Service Advisors the BG way!

With Mike "Mikey B" Bauer



Mikey B has been with BG for just over a decade, but he has 28 years of automotive industry experience. Experience he has shared with hundreds of service advisors in Service Advisor Training Seminars throughout the US and Canada. With a dynamic teaching style and the charisma of a thespian, Mikey B teaches Service Advisors how to sell BG services honorably and ethically. Mikey B says, "Most people don't realize just

how stressful being a Service Advisor is, yet I see advisors adding even more stress by cutting corners. I will help them learn to minimize that stress and be more productive. I absolutely love teaching and interacting with everyone. We have a blast!"

EXCLUSIVELY FOR Specialized Petroleum Services Clients

Saturday, April 7, 2018

8:30 am-4:00 pm

Courtyard by Marriott in Monrovia

Cost: (Payment required upon registration)

- **ASCCA Chapter 5 Member...**\$49 (Tuition will be rebated to member after attendance. Net cost= \$0!!!)
- **ASCCA Other Chapter Member...**\$99
- **Non-ASCCA Member...**\$149 (Tuition will be applied to dues if you join ASCCA 5 and pay 12 mo. dues at seminar)

To register: email asca.05@gmail.com. Payment link will be sent.

Instructor: Mike Bauer (Mikey B.)

Morning snacks and lunch will be provided.

Questions? Email asca.05@gmail.com or call 626-296-6961

This course is recommended for all Service employees. Management is strongly encouraged to attend with the Advisors as "accountability" is essential.

During Mikey B's Service Advisor Training Seminar, he will cover:

- **Welcome/Meet-&-Greet**
- **Getting Customer Info**
- **Underhood Inspection**
- **Vehicle Walk-Around**
- **Writing the R.O.**
- **Active Delivery**
- **Documentation**
- **Daily Process**
- **Customer Follow-Up**

Check out his video!



ASCCA Chapter 5 will reimburse up to \$100 for the cost of any of our members going for the first-time to Leg Day! Don't Miss Out!!!

Automotive Aftermarket Industry Legislative Fly-in (“Leg Day”)

Tuesday, April 24, 2018

*Capitol Event Center
1020 11th Street
Sacramento, CA 95814*

[Click here to download the registration packet](#)

[Click here to register online](#)

Join the Automotive Aftermarket Industry For A Day at the Capitol!

The Automotive Aftermarket Industry is joining together for a Legislative Fly-In! Don't miss out on this opportunity to connect with others in the industry. Fill out this registration form and make your travel arrangements. Please don't delay, space is limited! Reservations will be accepted on a first come, first serve basis. Past speakers have included: *Chief, Bureau of Automotive Repair; Governor's Small Business Advocate; Governor's Economic Adviser; Chair, Select Committee on Career Technical Education & Workforce Development; Author AB 2289 (Smog Check); Chair, Senate Transportation & Housing Committee.*

EVENT LOCATION

This year's event will again be held at the Capitol Event Center, located at 1020 11th Street. Located adjacent to the Chops restaurant and Ambrosia Cafe, it is a quick 1 block walk from the Capitol Event Center to the California State Capitol Building.

HOTEL INFORMATION

This year, Legislative Fly-In guests will be on their own to make their hotel arrangements. A walking-distance hotel can be recommended upon request.

REGISTRATION DEADLINE

Registrations must be received by **April 13, 2018** in order for staff to schedule legislative appointments on your behalf. Please return the registration form via e-mail or fax to: ayang@amgroup.us or 916.444.7462 (fax).

Please plan to arrive before the 8:00am Welcome Breakfast. Arrange departing flights at or after 5:00pm to allow enough time to go through the airport. Check other airlines or arrive the previous evening if you can not make an early flight.

Tax and Business Tips from Norm Blieden, CPA

Tax filing reminders

April 17 –

- Individual income tax returns for 2017 are due.
- 2017 calendar-year C corporation income tax returns are due.
- Deadline for making 2017 IRA contributions.
- First installment of 2018 individual estimated tax is due.

When an extension makes sense

While most people should file a tax return by April 17, you have the option of delaying your filing date until Oct. 15 with a tax extension.

When to file an extension

- **Missing or incorrect information.** If one of the forms you need to file your return has an error on it, it is often better to receive a corrected form before filing.
- **Recharacterizing Roth IRA rollover amounts.** If you've rolled funds from a traditional IRA into a Roth IRA, you may want to reverse it later if the investments lose value. This so-called recharacterization process can be done up to the extended tax-filing date of Oct. 15, and in many cases it makes sense to wait until then. Note that 2017 is the last tax year you can use the recharacterization process, which was eliminated for future years by the Tax Cuts and Jobs Act.
- **For self-employed retirement contributions.** The self-employed can use an extension to buy time to fund an SEP IRA. This extended time frame does not apply to traditional IRAs and Roth IRAs.

Avoid late filing penalty. If you fail to file a tax return, two tax penalties come into play: a late filing penalty and a late payment penalty. By filing an extension, you can push out the potential late-filing penalty for another six months even if you cannot yet pay the tax.

Great uses for your tax refund

Most Americans get a refund every year, with the average check weighing in at \$2,895 last year. Even though it's really money that they earned, many people are tempted to treat it like a windfall and splurge. If you can resist that temptation, here are some of the best ways to put your refund to good use:

- **Pay off debt.** If you have debt, part of your refund could be used to reduce or eliminate it. Paying off high-interest credit card or auto loan debt means freeing up the money you had been paying in interest for other uses. And making extra payments on your mortgage can put more money in your pocket over the long haul.
- **Save for retirement.** Saving for retirement allows the power of compound interest to work for you. Consider depositing some of your refund check into a traditional or Roth IRA. You can contribute a total of \$5,500 every year, plus an extra \$1,000 if you are at least 50 years old.
- **Save for a home.** Home ownership can be a source of wealth and stability for many people. If you dream of owning a home, consider adding your refund to a down payment fund.
- **Invest in yourself.** Sometimes the best investment isn't financial, it's personal. A course of study or conference that improves your skills or knowledge could be the best use of your money.
- **Give to charity.** Giving your refund to a charity helps others *and* gives you a deduction for your next tax return.

If you use some of your refund for one of the ideas here, you can also feel good about setting a little aside for yourself to have some fun!

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- **Don't give to scammers!** Scammers are using a new tactic to separate people from their tax refunds. First, they file fraudulent refunds on behalf of their victims. Then, after a refund check arrives at the taxpayer's address, they impersonate an IRS agent over the phone and demand to be sent the refund because it was sent in error. Remember, real IRS agents will never call over the phone and demand immediate payment for any reason.

Stay prepared to sell your business

If you enjoy running your own business, selling it may be the furthest thing from your mind. But the reality is that eventually an opportunity to sell will come, whether due to your own life changes or a perfect buyer walking in the door. Planning, often years in advance of the sale date, is necessary to get the most value for the love, sweat and tears you've invested. Here are some tips to stay prepared:

- **Assemble a great team.** Selling a business is a complex process, especially as you grow larger. You're likely to need three kinds of professionals to help: an accountant, to help review and produce clean and easy-to-understand financial statements; a lawyer, to create the necessary legal documents and help you negotiate terms; and a trusted business broker, to evaluate the worth of your business and find buyers.
- **Develop your exit strategy.** With the help of your advisory team, create a clear picture of what selling your business might look like. Outline the risks and opportunities that could affect the valuation of your business. Planning out an ideal scenario as well as a plan B will help you avoid getting backed into a corner and selling at a discount.
- **Clean up your financials.** As you get closer to selling, go over your business financial statements as well as your tax returns from the last three years. A broker will like to present a clear and compelling financial picture to a client, and that will include a year-to-date financial report.
- **Have a plan to improve sales.** The worst time to sell is when sales are declining, even if it's just a temporary or seasonal dip. Part of your planning should include some tactics to boost your sales and cash flow, such as increasing marketing and promotion, liquidating bloated inventories or collecting on accounts receivables.
- **Be prepared to evaluate buyers.** Be prepared to take a calm approach to any offers you get. You don't want to jump at the first offer, and many offers that seem too good to be true often are. Lack of solid financing is often an issue, so work with your business broker to find buyers who have been prequalified by a lender.
- **Have your after-sale plan down.** Often a buyer will want to include a clause that the previous owner stay on awhile as an advisor. Make sure that the advisory period lined out in the contract isn't longer than is comfortable for you. Finally, work with your accountant on a tax-efficient plan for the proceeds of your sale.
- **Norm is now a licensed business broker !** If you want to sell or buy a business, contact Norm.

This newsletter provides business, financial and tax information to clients and friends of our firm. This general information should not be acted upon without first determining its application to your specific situation. For further details on any article, please contact Norm Blieden, CPA. Tel (626) 440-9511.

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Traits Of A Successful Small-Business Owner: What It Takes To Bring Your Shop From Its Current State To Your 'Ideal Scene'

By Skip Thompson

I didn't know much about running a business when my partner and I opened our first automotive repair shop in 1997. One day I was a technician, the next day I was an owner responsible for the entire shop and its profitability. I just figured that I could work hard and put a lot of hours in and everything else would fall into place. That notion was far from reality.

There are a lot of comparable shops in my area with four to 10 bays, so a big challenge for me then, and even now, is car count. I remember purchasing all of the necessary equipment, setting up the shop and then just staring at the phone, waiting for new customers to come to us. When you are starting a shop from scratch, it's hard to make the phone ring.

Fifteen years later, I sold my portion of the partnership and, later, I independently purchased an existing shop. It was the first of my current two locations, Levrett Transmission and Allen Automotive. The phones were already ringing, so that part of running a small business was easier, but there were still so many moving pieces involved in making it successful.



The major difference between being that struggling shop owner that I was 20 years ago and being the multi-shop owner that I am today is that I now know how to handle the adversity. I have a consultant who helps me set appropriate goals and provides me with the tools I need to properly market my business and hire the right people for my team.

I'd love to say that success can be achieved overnight, and if you just fix problem A and problem B your shop could run itself. But, the truth is, the secret to success is found in all of the little things. You have to constantly be on top of the details.

If you think you can't afford something that will propel your business, chances are, you probably can't afford not to purchase it.

The turning point for me was the realization that I couldn't always work in the shop if I wanted to work "on" my business. This is why hiring people with the right personalities and having a management coach/consultant in your corner is critical to continued success. It's so much easier to delegate with faith and trust.

Looking back, the biggest regret in how I ran my business was this thought: "I couldn't afford it." I wish I hadn't been afraid to employ higher-quality people. Hiring a \$25/hour tech wasn't an option because I was struggling, so instead I brought on less experienced staff and got what I paid for. I learned quickly that one bad employee can throw your entire business off track. As soon as I took the risk and made the change to hiring more qualified techs, my business instantly brought in more money.

Put yourself in your customers' shoes and deliver quality service.

My customers are the lifeblood of my businesses. To retain them, I have continuously delivered excellent service. I know that I can't ever fall short of that expectation. In order to keep service at the high-

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est possible standard, I look at my shop and my staff from a customer's perspective. This helps me enforce the right policies to ensure cleanliness, accuracy and consistency. Good service keeps the customers happy. When they are happy, they want to refer others to us.

In order to really see what's going on in your shop, you need to remove yourself. But, you can't just hire a service advisor and hope for the best. You need to spend time on formal training to bring that person to the point where they feel completely confident in their position.

Know the difference between short-term and long-term goals. Then, hit your goals.



As a rule of thumb, I always aim to achieve more than I did in the previous year, focusing on last year's numbers and the growth range. I know how many cars we worked on, the ticket average and the total hours billed. This helps me determine our short-term goals with the realization that my team is an integral part of achieving these goals.

I like to keep things interesting so that my staff stays motivated. Currently, I am running a monthly contest that extends to the end of this year. I set a target for combined sales for both shops at a certain gross profit margin. If they hit their goal, we'll all go go-karting. The employees love doing things like this and it helps boost team spirit.

As for long-term goals, my plan is to keep growing. It's exhilarating to constantly hit set targets, and my shops now each average about 6- to 10-percent growth per year. Within the next year, I'm planning to add a third shop, and within five years, I'll add a fourth. In 10 years, I would like to sell them all.

Right now, my job is to focus on being a shop owner. I have my staff trained to the point where they can run the shop without me the way that I would run it. That allows me to just help out where needed. On some days, I'm in the back office. A lot of the time, I socialize with customers and drive them around. I take two big vacations per year, and I leave town quite a bit. I can go into work late and leave early. I have free time to spend with my family and I never miss my kids' lacrosse games. Having the right team in place and empowering them to make good business decisions in my absence allows me to have this freedom. This is my "ideal scene."



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Preventive Healthcare For Your Shop

By [Susan Bassford Wilson](#)

Like heading to the doctor for an annual checkup, preventive care can be an important tool to maintain the health of your business. The following are a couple of areas to keep in mind to help reduce your employment headaches in the future, or better yet, prevent them in the first place.

Audit and Update Your Current Policies and Procedures

You can't fix a problem when you don't know it exists. So, the first step in your annual checkup is to take some time to examine how your business is running right now, from top to bottom.

Let's start with something simple like the posters hanging in your break room. What year are they from? Do they reflect the current state minimum wage and, for example, the domestic violence law that your state just passed? Federal and state laws require employers of a certain size to post various notices concerning workers' rights, and the failure to do so can result in fines and even liability in a lawsuit. It's an easy fix, and well worth the time it takes to double-check them.



You should also think about the areas in which you most frequently get employee complaints. If your ankle hurt every time you put weight on it, you would assume there was a problem.

Similarly, if your employees repeatedly tell you that they don't understand how they are evaluated for potential promotion, you may want to take a look at that process. In this case, making the advancement process more transparent could go a long way toward preventing a discrimination suit by someone who, for example, truly believes she was not promoted because of her gender.

What about your record keeping? Are you confident you are maintaining personnel records for the legally required amount of time? Do you keep applications after a position has been filled? You should also think about the level and type of protection in place for your confidential information. Winning an action to enforce a confidentiality agreement suit is much more likely when you can show how carefully you guard this information.

I also strongly recommend that you ensure your exempt employees are classified properly. Though this pending law is now on hold, you should be ready for it to come into effect in the future. For each employee who is not paid overtime, and especially those who are at the lower levels of your "exempt" category, you should assess his or her daily duties and evaluate what exemption, if any, they fit into. Relying on outdated job descriptions is another common issue that I see when conducting wage and hour audits, so now would be a great time to update those documents, as well.

Regarding your non-exempt employees, review any opportunities for off-clock work with them. Are your non-exempt employees able to access work email accounts on personal devices? Do they do it before or after normal business hours? Do they know that this is "time worked" that you are legally required to pay? Do you have a system in place to make sure that your non-exempt employees are accurately tracking and recording all time worked, even if that work occurs outside of the office? Proactively addressing these matters can help insulate your company from litigation, especially from costly class or collective actions.

Update Handbooks and Employment Policies

Another important part of your company's yearly checkup is to take a good look at your employee handbook and other employment policies. A well-drafted handbook records the company's rules and communicates them

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to your employees in an easy, understandable way.

If a handbook is well drafted, it provides helpful information on what's expected from employees and what they can expect from their employer. It can also provide the foundation for any employment decisions you need to make and — if the situation arises — form the backbone for the defense of many lawsuits brought against you by employees. That said, your handbook could also be a liability for you if it is outdated or poorly drafted.



So, to start, is your onboarding package consistent with your handbook? And when it comes to onboarding, are you making sure you're using the most updated federal forms and your background-check procedures are consistent with the Fair Credit Reporting Act and any applicable state laws?

Another common problem arises when your business has grown in leaps and bounds over the last couple of years. It's a wonderful problem to have, but does your handbook take into account that you're now covered by the Americans with Disabilities Act because you have 15 or more employees, or the

Family and Medical Leave Act because you have 50 or more employees?

What about the digital challenges facing your workplace? Does your handbook address whether "texting in" sick is acceptable or that online harassment of coworkers could lead to disciplinary action at work?

It is worth the time to have a professional check out your handbook to ensure that it is not making a rule that's actually illegal on its face. For example, if your handbook currently provides that overtime will not be paid unless it's approved in advance, then revise your policy — immediately. If your handbook states that no one may discuss their wages or the terms of their employment, that's another reason to take a look at that policy.

Finally, do the best you can to ensure that your policies comply with the latest positions of the National Labor Relations Board. The Board has invalidated many policies that most employers considered routine, such as policies requiring "courtesy," "respect" or "civility" at work, or broad provisions requiring "confidentiality."

It is important to note that the Board's position applies to non-union as well as union employers. It is best to consult with a labor-relations attorney who can advise you on the NLRB's positions and how to draft effective policies that will not result in any liability issues for your company.

Training Your Employees and Gathering Your Team

The best policy in the world will not keep you out of trouble if your employees don't know about it or don't follow it. Without proper training, your managers may not know the warning signs of a potential claim — and you may not find out about it until it is too late. Even more problematic is the fact that you may be held strictly liable for the unlawful actions of your management employees. Simply put, train early and train often.

Finally, assess whether you have the resources you need should an issue arise. You probably would not care to perform a medical procedure on yourself, so you don't need to run your business alone, either. It is never a bad idea to have a local labor and employment lawyer you trust around to help you navigate tricky investigations or terminations. You should also be familiar with your insurance policy and coverage before an issue arises.

Undergoing an annual checkup for your business may be uncomfortable or even a bit scary. However, just like visiting your doctor, it is also one of the best ways to stop a problem before it gets serious.

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ASCCA Foothill Chapter 5 Member Benefits

In addition to the State-wide benefits shown in the “ASCCA Advantage,” these are additional benefits available to Chapter 5 members.

- 1. A VERY LOUD POLITICAL VOICE.** Individually, there isn't much we can do to shape legislation which will affect our industry, but collectively, our united voices are STRONG, LOUD AND FOCUSED. Politicians and elected officials in state, county and city governments listen to ASCCA when we talk, because we represent hundreds of members (& thousands of voters!) statewide. Often, the Bureau of Automotive Repair discusses with ASCCA rules and regulations under consideration to see how they will fit in the real world of automotive repair.
- 2. SHOP TO SHOP NETWORKING.** Our members don't see each other as competition but as comrades in the industry, helping each other to succeed. If you have a problem you can't figure out, call one of our members who specializes in that area. They'll be glad to help you out.
- 3. INFORMATIVE MEETINGS.** We hold Dinner Meetings on the first Tuesday evening of each month. Our meetings offer great speakers, camaraderie, valuable information, and the latest news on what's happening in the automotive repair industry. You also get to network with other shop owners and exchange ideas, tips, techniques and short cuts. The monthly meal is included in your dues, plus we have a long-standing special where you can bring your spouse or business partner at no charge! Our Chapter Board of Directors schedules our programs and welcomes any suggestions you have on good speakers! Contact the chapter office with your suggestions. For the location and current speaker, look on the last page of this newsletter.
- 4. CHAPTER SEMINARS.** The Foothill Chapter Board of Directors and our Seminar Committee Chair, Raul Salgado of Raul's Auto Repair in Azusa and Covina, keeps us informed on seminars on business management and technical subjects for our shop owner members and their technicians. Cost is minimal and sometimes free. This is a tremendous member benefit for you and your employees! Give Raul your ideas and suggestions for seminars & we will try to schedule the seminars you want. (626) 339-7566
- 5. MONTHLY & QUARTERLY NEWSLETTERS.** We send out an environmentally-friendly monthly email newsletter with helpful and informative articles, tech tips, contact lists and information, upcoming events, reports on recent events and vendor ads & information. Once a quarter you'll receive the newsletter from the State Association Office.
- 6. THE FOOTHILL CHAPTER WEBSITE.** This Foothill Chapter website at <http://www.asc5.com/> lists members by city. It also lists upcoming seminars and meetings. Contact Joseph Appler at ascca.05@gmail.com with questions or suggestions for the chapter web site.
- 7. CHAPTER JOB BANK.** The Foothill Chapter has established its own Job Bank Network for member shops. If you have a qualified applicant you can't use, or if you need to hire someone, send a summary email to ascca.05@gmail.com & your information will be forwarded to the entire Chapter 5 membership.
- 8. CHAPTER ASE LENDING LIBRARY** Call Darren Gilbert at (626-282-0644) or email him at gilbertmotors@yahoo.com for more information.
- 9. CHAPTER SOCIALS.** Our Socials Chairman, Jack Scrafield (818) 769-2334, arranges outstanding social events for us throughout the year. We've visited JPL, the J. Paul Getty Museum, had many "Day at the Races" at Santa Anita Race Track, toured the Autry Museum of Western Heritage, taken a murder mystery train ride including a delicious dinner, attended the races at Irwindale Speedway, had bowling dinner parties at Montrose Bowl, had several excellent parties, and toured the J. P. Nethercutt Collection of beautiful classic automobiles. Jack would like to hear from you with your suggestions for future social events.
- 10. ASCCA NET PRESENCE.** ASCCA has established a home page at <http://www.ascca.com/> The ASC web page has three target audiences: 1) ASC members now have a quick, easy reference on their computer to keep them abreast of what is occurring in the state association and within the automotive repair industry; 2) California shops that are not ASC members can learn more about the advantages of being an ASC member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASC members quickly and easily on the ASC web pages. All ASC members statewide are listed. Soon, your shop website will be able to have a link on the State site.
- 11. FREE CPA CONSULTS.** All ASCCA Chapter 5 members are entitled to a half-hour of free telephone consultation each month from chapter member Norm Blieden, CPA. The service is not limited to shop business though Norm has extensive experience in shop-related matters. This member benefit can save you a ton of money and a lot of headaches. Call Norm at 626-440-9511.

Why try to succeed alone, and re-invent the wheel? Partner with others on the same path and learn from them, as well as teach them what you have learned. If you have questions about how to access these benefits, contact the Chapter 5 office at ascca.05@gmail.com. or 626-296-6961.

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. Jack Molodanof (916) 447.0313, jack@mgrco.org, www.mgrco.org.

EDUCATION PROVIDER

- 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! 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. 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 Autotextme** – A comprehensive, cloud-based tool that offers simple solutions for workflow management, improved communications, digital vehicle inspections, and quality control. autotext.me was created by Chris Cloutier of Golden Rule Auto Care to solve communication gaps that cause workflow delays and waste valuable rack time. Because autotext.me 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. autotext.me 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@autotextme.com

- MB Identifix** – Members receive a promotional price for online diagnostic tool and telephone diagnostic services. 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

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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. 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, (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

CUSTOMER COMMUNICATIONS PROGRAMS

CP & MB Mudlick Mail – Exclusive ASCCA member rates for direct mail marketing. Our affordable rates include creative design, custom mail lists, quality printing, and mailing service. Contact us today for a **FREE custom leads list**. No contracts or commitments.
Reed Parker, (855) 968.9467, info@mudlickmail.com

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 & MB 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@autzone.com

MB BG Products – Provides maintenance services, equipment, training & consumer education materials. 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 Hertz Rental – A 10% discount off Hertz Daily Member Benefit Rates, a 10% discount off Hertz U.S. Standard Rates, and 5% or greater discount off Hertz Leisure Rates.
Customer Relations (888) 777.6095, www.hertz.com

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.com/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.
Sean Lawson, (661) 301.6014, SLawson@LKQCORP.com

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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

CP & 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

Updated 9/8/17

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.

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WWW.ASCCA.COM

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$800/yr. Associate membership dues are \$895/yr.
 - \$400 goes to the Chapter
 - The remaining portion goes to the State Association
- When memberships are held in multiple chapters, only the original membership pays the full State Association dues. Additional members pay reduced State dues of \$250/yr. All memberships pay full chapter dues.
- Annual payment is due in the Sacramento office on January 1 of each year.
- Payment plans are available upon approval by the Chapter & State Association. With all payment plans, automatic credit card payments or ACH are now required. There is a \$2.00 transaction fee for these payments. (Chapter 5 will cover the transaction fees for our members.)
 - Semi-annually: Due: January 1 & July 1
 - Quarterly: Due: January 1, April 1, July 1, October 1
 - Monthly: Due the first of each month
- If payment is not received according to the agreed-upon schedule, dues immediately become delinquent.
- If a member reaches 90 days delinquent, their ASCCA membership may be cancelled.

What do you get for your dues? (This is the “short” list. See the ASCCA Advantage flyer for the full list.)

- Amazing connection with your peers in the automotive industry.
 - Older shop owners who have gone ahead & you can benefit from what they’ve learned.
 - Newer shop owners who need to learn from what you’ve experienced.
- A loud voice to the legislators who are passing laws which have a direct effect on how you can operate your business.
- Opportunities to meet the legislators with power in numbers. (They will listen better.)
- Great discounts from endorsed vendors (see the ASCCA Advantage flyer) which will more than make up for your dues costs.
- Timely communications regarding what’s going on in the industry.
- Access to seminars & classes at an ASCCA discounted rate.
- Monthly dinner meetings with special speakers who know our industry. Dinner at the regular meetings for you and your spouse or business partner is included in your chapter dues. (\$600/yr. value.)
- Monthly e-newsletters with important, educational, & sometimes entertaining information that is designed to improve your bottom line.
- 30 minutes a month of free legal counsel.
- 30 minutes a month of free accounting counsel.

What happens when you don’t pay your dues on time?

- Association resources have to be spent to collect your outstanding dues.
- Association activities & effectiveness are reduced.
- The Association loses a valuable voice.
- (This is why we recommend automatic payments on all payment plans.)

Chapter 5 Associate Members

BG Products	Abe Chavira	805-857-5065	abec@petrospecsbg.com
Dorman Products	Frank Alviso	951-206-7023	falviso@dormanproducts.com
Frederick Blum Insurance	Fred Blum	626-401-1300	blum4@pacbell.net
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing / Justice Brothers	Tim Huddleston	805-584-0030	huddle5@sbcglobal.net
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Jeff Chin Diagnostics	Jeff Chin	818-929-9444	jchin.autologic@gmail.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Management Success!	Robert Spitz	818-500-9631	rspitz@managementsuccess.com
Mitchell 1 Software	Frank Joel	818-326-0602	fjoel@ix.netcom.com
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Van de Pol Oil	Wes Powell	562-236-1000	wpowell@ineedoil.com

***Be sure to use the Anyvite electronic invitation to RSVP.
If you didn't receive it, contact the Chapter 5 office at
asca.05@gmail.com***



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Get the Word Out!

ASCCA is

"The Sign you can Trust!"

Your Association has produced a marketing tool that you can implement immediately. The goal is to make ASCCA synonymous with "TRUST".

The sign will fit perfectly under or over the ASCCA sign. If you haven't upgraded your old ASC sign, it's time to do so. We want people to recognize who we are at a glance.

You can keep the old sign on your shop wall somewhere for old time's sake. But don't remain in the past – get the current sign and help build brand identification.

ASCCA Shops ARE the BEST!

Add-on signs are \$15 each.

Complete new signs are \$35 each.

A small investment for Brand Identification!

Call Joseph at 626-296-6961 or

email to ascca.05@gmail.com

for your sign.

Chapter 5 Members get 30 minutes of free tax consultation!



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e-Newsletter, and Let
Shop Owners Know How
You Can Improve Their
Business!**

**Full-color Ad Prices for photo-ready ads
(Set-up extra, at reasonable costs)**

(Pd. Qtrly / Pd. Annually)

Full page \$300/\$900
Half Page \$160/\$480
Quarter Page \$75/\$225
Business Card \$40/\$120

**Call: 626-296-6961 or email:
ascca.05@gmail.com to get started**

ASCCA CODE OF ETHICS

1. To promote good will between the motorist and the automotive industry.
2. To have a sense of personal obligation to each individual customer.
3. To perform high quality service 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 advertisement which is false or misleading or likely to confuse or deceive the customer.

Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

To use this free service, call Darren Gilbert at (626) 282-0644 or email him at gilbertmotors@yahoo.com and tell him which study guides you would like to check out. He will bring the books to the next General Meeting for you to pick up, and you then leave your credit card information as a guarantee. You are responsible for any damage or loss of the study guide. The guides must be returned to Darren at the next General Meeting or by mail. It's that simple!

<p>C 1 - Automotive Consultant A 1 - Automotive Engine Repair A 2 - Automotive Trans/Trans Axle A 4 - Automotive Drivetrain A 4 - Automotive Suspension/Steering A 5 - Automotive Brakes A 6 - Automotive Electrical/Electronic A 7 - Automotive Heating/Air Conditioning A 8 - Automotive Engine Performance A9 - Diesel L 1 - Advanced Engine Performance L 2 - Med/H.D Truck Electronic Diesel P 1 - Parts Specialist Med/H.D Truck Dealership P 2 - Parts Specialist Automobile P 3 - Parts Specialist Truck Brakes P 4 - Parts Specialist General Motors P 9 - Med/H.D. Truck Suspension & Steering X 1 - Car/Light Duty Truck Exhaust Systems B 2 - Auto body Collision Repair - Painting/Refinishing B 3 - Auto body Collision - Non Structural Analysis B 4 - Auto Body Collision - Structural Analysis</p>	<p>B 5 - Auto Body Collision - Mech/Electrical Components B 6 - Auto Body Collision - Damage Analysis/ Estimating F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas M.M. - Engine Machinist Series E 2 - Truck Equipment - Electrical/Electronic Systems S 1 - School Bus - Body/ Special Equipment S 2 - School Bus - Diesel Engine S 3 - School Bus - Drivetrain S 4 - School Bus - Brakes S 5 - School Bus - Suspension/Steering S 6 - School Bus - Electrical/ Electronic S 7 - School Bus - Air Conditioning T 1 - Med/H.D. Truck - Gasoline Engines T 2 - Med/H.D. Truck - Diesel Engines T 3 - Med/H.D. Truck - Drive Train T 4 - Med/H.D. Truck - Brakes T 5 - Med/H.D. Truck - Suspension/ Steering T 6 - Med/H.D. Truck - Electrical/Electronic Systems T 7 - Med/H.D. Truck - Heating/ A.C. Systems T 8 - Med/H. D. Truck - Preventive Maintenance</p>
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ASCCA Chapter 5 2016-17 Board of Directors

Executive Board

2016

President..... Darren Gilbert
 Phone..... (626) 282-0644
 Email..... gilbertmotors@yahoo.com

Vice President.....Kirk Haslam
 Phone..... (626) 793-5656
 Email..... advancemuffler1234@gmail.com

Secretary.....Craig Johnson
 Phone (626) 810-2281
 Email..... cjauto@verizon.net

Treasurer.....Jim Ward
 Phone..... (626) 357-8080
 Email..... jim@wardservice.com

Board of Directors

Randy Lewis.....(909) 717-9950
 Gene Morrill.....(626) 963-0814
 Raul Salgado.....(626) 339-7566
 Dave Label.....(626) 963-1211
 Jack Scrafield(818)769-2334

Chapter Rep

Jack Scrafield(818)769-2334

Committee Chairs

Seminars..... Raul Salgado.....(626) 339-7566
Socials..... Jack Scrafield.....(818) 769-2334
Programs.....Jack Scrafield.....(818) 769-2334

Associate Member Board Rep.

Randy Lewis.....(909) 717-9950

Chapter Staff

Membership & Administration.....Joseph Appler
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 Text.....(818)482-0590
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Chapter Contact Information

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 Pasadena, CA 91104-2650

Phone: (626)296-6961
 Text: (818)482-0590
 email: asca.05@gmail.com
 Website: <http://www.asc5.com>

ASCCA State Contacts

State Office in Sacramento.....(800) 810-4272

President
 “Rocky” Khamenian..... (949) 642-1410

Executive Director
 Gloria Peterson...(800) 810-4272 x104 or GPeterson@amgroup.us

Deputy Executive Director
 Matthew Peralta...(800) 810-4272 x131 or MPeralta@amgroup.us

Manager Digital and Social Media
 Sarah Austin.....(800) 810-4272 x110 or SSpencer@amgroup.us

Membership Services
 Mary Putterman.(800) 810-4272 x133 or MPutterman@amgroup.us

Accounting Executive
 Nito Goolan.....(800) 810-4272 x103 or NGoolan@amgroup.us

Events Manager
 Rachel Hickerson.(800) 810-4272 x109 or rhickerson@amgroup.us

Communications Manager
 Ryan King.....(800) 810-4272 x122 or RKing@amgroup.us

Team Weekend Event Planner
 Lauren Stoddard...(800) 810-4272 x131 or LStoddard@amgroup.us

Vendor Relations Manager
 Stacy Siqueiros....(800) 810-4272 x114 or SSiqueiros@amgroup.us

ASCCA Attorney
 Jack Molodanof(916) 447-0313 or Jack@mgroco.org

Government Offices/Contacts

US Senator Kamala Harris..... (D)
 Phone (916) 448 - 2787
 Email senator@harris.senate.gov

US Senator Dianne Feinstein..... (D)
 Phone (310) 914-7300
 Email senator@feinstein.senate.gov

US Rep Judy Chu..... (D-27)
 Phone (626) 304-0110

US Rep Adam Schiff..... (D-28)
 Phone (818) 450-2900

CA Senator Connie M. Leyva.....(D-20)
 Phone(909) 888-5360

CA Senator Ed Hernandez.....(D-22)
 Phone(626) 430-2499

CA Senator Kevin de Leon.....(D-24)
 Phone(213) 483-9300

CA Senator Anthony J. Portantino.....(D-25)
 Phone(818) 409-0400

CA Senator Josh Newman.....(R-29)
 Phone(714) 671-9474

CA Assembly Raul Bocanegra.....(D-39)
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CA Assembly Ed Chau.....(D-49)
 Phone(323) 264-4949
 Email..... Assemblymember.Chau@assembly.ca.gov

Government Offices/Contacts

President Donald Trump.....(R)
 Phone(202) 456-1111
 Fax..... (202) 445-4633

Governor Jerry Brown.....(D)
 Phone(916) 445-2841
 Web..... <http://www.govmail.ca.gov>



ASCCA

Foothill Chapter 5

April 2018

Join us for our April 3 Dinner Program at Mijares Mexican Restaurant

Open Forum

Make the time to learn from other shop owners and to share what you have learned as an owner. This is a great strength of membership in ASCCA.

Menu:

Taco/Tostada Buffet
Soda & Coffee
Beer & wine available

Where:

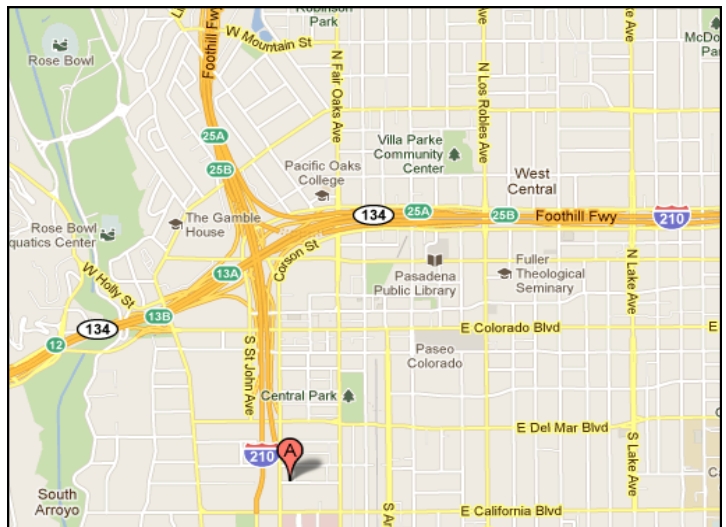
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

Tuesday, Apr 3, 2018
6:30 PM – Social/Networking/Dinner
7:00 PM – Program
9:00 PM – Finish

Cost:

- No Charge to Regular or Associate Chapter Member, Business Partner, Spouse or Significant Other (**max 2 per member**)
- No Charge for Potential Members
- **\$25/ea.** for all others



Directions

From the 210 & 134 Junction in Pasadena: Go South on the 210/710 Spur towards California/Del Mar/110; Exit on California, turn left; Left again at the first light; Pass Palmetto (the first street on the right) & turn in to the Mijares parking lot; If the lot is full, park on the street

UPCOMING MEETINGS & EVENTS

Apr 7 - Service Writer Seminar with Mike Bauer of BG Products - Courtyard by Marriott in Monrovia
Apr 24 - Legislative Fly-in Day
May 1 - Shop Night at BMW PhD in Pasadena
Jun 5 - TBD at Mijares

Jul 3 - NO MEETING! Enjoy Independence Day!
Aug 7, Sep 4 - TBD at Mijares
Oct 2 - Oktoberfest Bowling at Montrose Bowl
Nov 6 - Maylan Newton at Mijares
Dec ? - Chapter Christmas Party