



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

ASCCA

Foothill Chapter 5

June 2018

ASCCA CHAPTER 5

SUMMER SCHEDULE

July 3 - NO MEETING!

Enjoy the Independence Day Holiday!

August 7 - Meet at Irwindale Raceway

Service Advisor Training - Justice Brother Products Education

BBQ - Speedway & Racecar Shop Tours

Everyone gets free tickets for Irwindale Raceway Event

5 "Racing Experience" Raffle Prizes

And Much More...

All courtesy of Tim Huddleston and Highpoint Dist./Justice Brothers

September 4 - Cal/OSHA

Dan Leiner of Cal/OSHA Consultation Services will be with us at Mijares

UPCOMING MEETINGS & EVENTS

June 5 - Mijares Restaurant with Gene and Norm on How to Read and Understand your Profit and Loss Statement

Jul 3 - NO MEETING! Enjoy Independence Day!

Aug 7 - Special night at Irwindale Speedway

Sep 4 - Dan Leiner of Cal/OSHA Consultation services at Mijares

Oct 2 - Oktoberfest Bowling at Montrose Bowl

Nov 6 - Maylan Newton at Mijares

Dec ? - Chapter Christmas Party

Thanks to **Bolt On Technology** and **Bimmer PhD**, we had a great shop night! Twenty vendors showed us the latest and greatest of what they offer and the tacos were delicious! ASCCA State President, Rocky K., was present and encouraged us to utilize all the benefits available with ASCCA membership. Raffle prizes were provided by the vendors, and many members went home winners.



Photos courtesy of Dick DeLoach

Shop Drawing

Management Success was drawn in the Shop Drawing, but was not present at the time to win the \$340 prize. Next month, the prize increases to \$360.

Remember, you must be present to win!

Tax and Business Tips by Norm Blieden, CPA

Tax filing reminders

June 15 – The second installment of 2018 individual estimated tax is due.

It's tax-planning time

Now is the ideal time to schedule a tax-planning session. Your tax return outcome is still fresh, and it's early enough in the year to make corrective action to take advantage of the numerous new tax law changes taking place in 2018. Here's a brief overview of some of the new tax issues that you need to plan for now.

#1 Income

Tax rates for both individuals and small businesses have changed substantially. Income tax deductions have also changed drastically, including a near doubling of the standard deduction and the elimination of most personal exemptions and miscellaneous itemized deductions.

You need to review your income tax withholding schedule and see where you fall in the new income tax bracket structure. Small adjustments here could save you hundreds.

#2 Bunching

Because of the changes to the deductions structure, using itemized deductions may entail bunching two or even three years of expenses into one tax year. Things like donations to charity and medical expenses that you may have spread across several years are now better bunched into a single year to maximize your tax savings.

If you typically take care of medical expenses or charitable donations at a regular time every year, stop until you have a new tax-efficient plan. If you wish to consider a bunching approach to itemizing, you'll want to make that decision as early in the year as possible.

#3 SALT (State and local taxes)

There's now a \$10,000 combined total cap on deductions of state and local income, sales and property taxes, which is going to impact a lot of people, especially in high-tax states like Ca. This may be a big factor to account for if you've relied on this deduction in the past.

Get an analysis done to see how much larger your tax bill is going to be because of the cap on SALT taxes. There may not be much you can do about it other than changing where you live and own property, but you'll need to have a clear picture of how it will impact your tax return in 2018.

#4 Mortgage interest changes

There are several new rules changing how mortgage interest is deducted. You can now no longer deduct the interest cost on mortgage indebtedness greater than \$750,000. And you can no longer deduct interest on mortgage indebtedness that wasn't spent directly on buying, building or substantially improving your home.

If you have used a home equity loan interest deduction, you'll need to review how this will impact your itemized deductions.

These are just a few examples of things that you'll need to review in the wake of the largest tax law changes in more than 30 years. Take some time this summer to make sure you have a plan in place.

The new small business family medical leave credit

There's a new business tax credit that partially reimburses employers for providing paid family and medical leave for select employees. But small businesses should be informed before they try to use this new Family and Medical Leave Act (FMLA) tax break.

Basics of the new credit

Employers who provide at least two weeks of paid family and medical leave to employees who earn \$72,000 a year or less can claim the FMLA credit to offset some of the cost of that paid leave. Some details:

- The credit ranges between 12.5 percent to 25 percent of the cost of the leave, depending on whether it pays 50 percent salary to a full salary.
- At least 50 percent of salary must be paid during the leave for employers to claim the credit.
- Employees must have worked for at least a year.
- Up to 12 weeks of leave are eligible for the credit.

The \$72,000 salary cap in 2018 will rise with inflation every year.

This credit comes as the result of a law requiring companies with 50 or more employees to provide up to 12 weeks of

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leave every year. The leave is intended to give employees time to address serious health issues, adapt to new additions to their families from births or adoptions, and to handle family military deployments.

However, small businesses with less than 50 employees aren't covered by the FMLA, though they can voluntarily adopt a leave policy as an employee benefit and claim the new credit.

Considerations for small business owners

If you're a small business owner and you're considering providing a leave benefit and claiming the FMLA credit, there are several items to think about:

- **The credit currently expires after the 2019 tax year.** Congress' intention is to test adoption of the credit and later make it permanent if it's popular with employers.
- **It requires administrative setup.** You'll have to draft a leave policy separate from your policies for regular vacation, personal, medical and sick time off.
- **It may create an employee expectation.** If you haven't provided a paid leave benefit before but assess it's worth it due to the credit, it may be a letdown if the credit expires and you no longer offer the benefit to your employees.

Given the uncertain nature of the life of this new credit, if you plan to offer this benefit to your employees, please be prepared to know what you will do if the credit is not extended past next year.

6 tax benefits of owning a home

If you own or are considering owning a home, you can take advantage of many tax benefits. Here are six of the most commonly used homeowner's tax breaks:

1. **Mortgage interest deduction.** You can deduct the interest you pay on your monthly mortgage bill when you itemize deductions on your tax return. This can be a huge benefit, especially in the early years of a mortgage. That's because typically about 80 percent of your mortgage bill in your first year of home ownership on a 30-year mortgage goes toward interest. Principal payments don't exceed interest until year 18 of your mortgage. *Note: This benefit is capped to apply to \$750,000 in indebtedness for new loans taken in 2018 (\$1 million for loans taken out in 2017 or earlier).*
2. **Property tax deductions.** You can deduct up to \$10,000 in combined state and local taxes. Called the SALT deduction, this can be used to deduct local property taxes, state taxes, local income taxes and sales taxes.
3. **Closing cost deductions.** You can deduct the closing costs of a home purchase in the year you buy it. This includes things like mortgage discount points you pay upfront to lower your interest rate over the life of your loan. Because each point costs 1 percent of your total mortgage amount, the tax deduction on these costs can be substantial.
4. **Home improvement tax breaks.** If you take out a second mortgage or what is commonly called a home equity mortgage and use it to buy, build or substantially improve your home, you can deduct the interest on that loan from your taxes. This feature is now grouped into your total mortgage indebtedness, which is capped at \$750,000. **Caution:** *Interest on home equity loans used for any other means (e.g., to pay down credit card debt or to purchase a car) is no longer deductible.*
5. **Energy efficiency tax breaks.** There are special tax breaks available for renewable energy and energy-efficiency upgrades to your house:
 - The cost to buy and install solar, wind and geothermal equipment to your main residence or a second home can be deducted by 30 percent.
 - Energy-efficient upgrades can be deducted by 100 percent for items such as central air conditioning, furnaces and water heaters, capped at a total of \$500.

Capital gains exclusion. You have the ability to exclude up to \$250,000 of profits (or \$500,000 if you are married) from the sale of your home, as long as it's your primary residence and you've lived there at least two years. Remember, if you're thinking of buying a home, you may want to make a tax review part of your preparation. Because the tax deductions on mortgage interest and points can be so substantial in the early years of home ownership, they may factor in to how much you can afford.

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

15 Tips to Get an Edge on Your Competition

Industry experts share how to boost customer service and loyalty.

Carm Capriotto of Remarkable Results Radio, spoke with Todd Westerlund, CEO of Kukui; Jeremy O'Neal, president of AdvisorFix; and Mark Goldsmith, owner of Mark's Automotive in Chatsworth, Calif., for "Twenty-One Tips to Get an Edge on the Competition."



Do you surprise your customers by cleaning the headlights before returning their vehicle?

We listened to the podcast and adapted their ideas into this [quick quiz](#). Test yourself on these creative and sometimes surprising ideas to see if you're bonding with your customers. And don't miss hearing all 42 useful tips in [Part 1](#) and [Part 2](#) of these podcast discussions.

- Do you display some sort of history of your shop in the waiting area? A timeline or photos?
- Have you installed an automated text-messaging service to keep in constant contact with your customers?
- Do you offer discounted car rentals on big jobs and pick up your customers in the car?
- Do you question your customers about whether their experience was a happy one and, if so, convey that you'd appreciate a five-star rating on Yelp?
- Do you invest in nice pens, ones that write well, last long and suggest the quality of the services you offer?
- Do you partner with a local car wash to provide customers with free car-wash coupons when they pick up their vehicles?
- Have you set up an answering machine to take calls from your customers who have problems with their vehicles on the weekends? And do you call them back?
- Do you surprise your customers by cleaning the headlights before returning their vehicle?
- Have you ever donated a fixed-up, detailed vehicle to a needy family in your community?
- Do you give loyalty cards to your customers, so they can receive cash back on purchases?
- Do you keep dog biscuits and a water bowl in your customer waiting area to demonstrate that you operate a pet-friendly shop?
- Do you keep an open mind about using methods such as Google and Yelp to attract eyeballs and customers?
- Do you provide an outdoor lockbox, so customers can pick up their vehicles after hours?
- Do your customers think of you as the local expert on all the cars you service?
- Do your customers and your employees see you upholding your standards in everything you do?

*Want more tips like these? Check out Parts 1 and 2 of Tips to Edge Out Your Competition podcasts at RemarkableResults.biz.
Special thanks to Carm Capriotto, founder and host.*



Automotive Service Association Driving our Success!

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Submitted by Gene Morrill of Certified Automotive Specialists

You And The Law: What To Do When The Government Knocks

Susan Bassford Wilson,

Even if your conscience is clear, your heart will probably start racing if government agents walk into your business. Some of the most panicked client calls I've ever received start with, "there is an investigator in the lobby right now and she says she wants to interview our employees and look at all our records. What should I do?"

I hope that a government agent never asks you for a site inspection, witness interviews or to review your records – or all three! But if it happens to you, what should you do?

Who Can Investigate Your Business?

First, let's talk about the usual suspects for investigations in the employment law realm. The federal government has many administrative agencies, and each agency has its own sphere and its own quirks. For example, the U.S. Department of Labor (DOL) investigates things like child labor, minimum wage and overtime violations, misclassified independent contractors or recordkeeping violations. DOL investigators frequently schedule their visits and request records in advance – perhaps because watching you dig through piles of payroll records looking for overtime hours is akin to watching paint dry. The Occupational Health and Safety Administration (OSHA) is a sub-agency of the DOL whose stated mission is to assure safe and healthful working conditions. They often show up in response to complaints from disgruntled or former employees, and they typically want to review the required records and logs related to onsite fatalities or injuries.

The U.S. Equal Employment Opportunity Commission (EEOC) handles the enforcement of federal laws that make it illegal to discriminate against a job applicant or an employee because of the person's race, religion, national origin or other protected characteristic. Thus, a typical EEOC request would be for an onsite inspection or witness interviews in conjunction with its investigation of a discrimination charge, which would not be a surprise. The Office of Federal Contract Compliance Programs (OFCCP) might scrutinize you if you're a federal contractor. The U.S. Immigration and Customs Enforcement (ICE) might show up if it wants to audit your I-9 records or conduct a raid, like what happened to nearly 100 7-Eleven stores across the country earlier this year.

Further, investigations aren't limited to federal entities. Many states have their own departments of labor and human rights departments that could also make similar demands. Additionally, it's not unusual for several governmental agencies to work together or share information gained during an investigation.

I could go on, but you see my point. The government is a veritable alphabet soup of agencies that can dig into the particulars of your business. Some agencies will provide you with plenty of written notice when they're conducting an investigation; others may show up on-site without any notice at all. While not common, because unplanned inspections are so disconcerting, let's discuss how to handle those visits in more depth.

The Basics of Onsite Inspections

Different agencies will investigate different aspects of your business. Although there are some procedural differences in the logistics and operation of an investigation depending on what agency is involved and under what authority they are acting, here are some basic principles for surprise site visits.

The first thing you should do is ask the investigator for identification to confirm who they are and what agency they represent. Get the agent's contact information, preferably via a business card, so that you can easily provide it to your lawyer. Ask if they have a warrant or a subpoena and, if so, ask to see it. Generally speaking, if the agent does not have a warrant, you can and should immediately ask them to reschedule the visit for a time when your lawyer can be there and when you've had a chance to prepare. Similarly, if they have a subpoena, the subpoena generally provides a certain period of time for you to respond. However, if an agen-

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cy has a warrant, then they have the right to perform a search immediately. If you have ever watched a crime drama on TV, you know that you can ask to see the warrant. You should make sure that the warrant is directed to you, that the information in it is correct, that it is signed by a judge and that it has not expired.

Call your lawyer before you answer any questions or hand out any documents. An onsite investigation is not something you should try to handle alone. While an investigator is onsite, ensure that they are escorted. You do not want to have an agent wandering through your facility at will, picking up papers and chatting with your employees. Nothing is “off the record.” As with that TV crime drama, anything you say or give to a governmental agency can and will be used as evidence against you.

Beyond the Onsite Inspection

Whether they are on- or offsite, handling governmental investigations is a delicate balancing act. Being responsive and cooperative in an investigation isn't the same as rolling over. I recommend cooperating fully with authorized governmental investigations. However, when the investigator asks for information about Employee Alice, please don't volunteer to also provide information about all the other employees who hold the same position unless your lawyer agrees that is a good idea. In fact, to the greatest extent possible, communications from the business to the agency should be funneled through your lawyer, who will be invaluable in organizing the investigation and translating the facts into a strategy.

Keep in mind that investigations are often negotiable and investigators aren't perfect. If the OSHA asks for three years of records regarding employees from every location you operate, you might be able to explain why they actually need only one year of records from one specific location. The EEOC could ask for your entire handbook when few, if any, policies are relevant. If the DOL calculates back wages owed at the end of the investigation, double check the math.

In most circumstances, you will need to conduct your own internal investigation while the government conducts its own investigation. If there's a problem, it's best to figure it out and assess the risk before the government tells you about it.

Do not destroy information or documents that are related to an investigation. Don't do it. You do not want to compound the problem and face further investigation or even potential criminal liability for destroying evidence.

Finally, keep in mind that a good offense is the best defense. Before an investigator knocks on your door, establish policies and protocols about how a request for investigation should be handled, who should be notified, under what circumstances records can be released, and your expectations for employee cooperation and document preservation. It is easier to have a plan in place than to scramble to figure it out while an agent stands in your lobby. Further, it is never a bad idea to regularly perform self-audits, particularly in the commonly misunderstood areas of employee classification and record keeping. Self-audits can help prevent unpleasant surprises if and when a governmental agency looks into your operation.

Conclusion

Whether the government shows up at your door unexpectedly or sends you a letter, following these tips will help you effectively respond to an agency investigation.

This column is made available by the lawyer and publisher for educational purposes only, to give you general information and a general understanding of the law, not to provide specific legal advice or to establish an attorney-client relationship. This column should not be used as a substitute for competent legal advice from a licensed professional attorney in your state.

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If you see negative posts or reviews from customers who have had a bad experience, take the time to respond and attempt to address the issue as quickly as possible. If you can fix the problem, it increases the chance that the customer will update his or her post to reflect your efforts to improve the situation. If you can't reach a customer, don't be afraid to post a comment describing the action you've taken to fix the problem.



Of course, there will always be a certain number of complaints that are bogus, posted by cutthroat competitors or angry ex-employees. I've found that Yelp and other sites are doing a better job of rooting out fake reviews and consumers are getting savvy about identifying posts that sound either too negative or overly positive.

Take Action: Very few online comments call for legal action. But inaccurate or untrue statements made on a large number of sites should be cause for alarm and could signal a larger campaign to harm your business. In those instances, it's also wise to act more aggressively in order to prevent the situation from spiraling out of control or garnering media attention. You also need to play hardball occasionally to send a message to others who may be thinking of damaging your business using message boards or review sites.



Ask for Help: Remember, you're in the business of fixing cars, not disarming Internet bullies. So don't be afraid to ask the experts for help if you get into a situation where on-line comments are threatening to ruin your reputation.

If someone is spreading false claims, the first thing you'll want to do is hire an SEO firm to prevent the comments from showing up first in search engine results. They can also investigate the feasibility of removing the comments from some sites. An SEO firm might also be able to help refer you to surveillance experts and others who can track down the source of the claims. A public relations firm can help craft a response to the on-line posts, if necessary.

The Internet can serve as a wonderful marketing tool for your business. But don't forget that it can also serve as a platform for individuals who may want to damage your reputation.

Greg Sands is the CEO and founder of Mudlick Mail in Acworth, GA. The company provides demographically targeted, direct mail programs for automotive service and repair shops nationally. Greg also owns and operates 29 repair shops across the country. Greg can be reached at greg@mudlickmail.com or 1-866-794-0167.

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Five Ways To Keep Your Business Out Of Court

Deanna Arnold

When it comes to business, there are so many things that owners need to do and think about to keep the shop running. The last thing they need is a lawsuit related to employment matters that can be easily avoided.

Here are five tips to avoid employment lawsuits:

1. Document, Document, Document

The golden rule of human resources starts with documenting policies and procedures, documenting what the company's expectations are of the person in the role, and then documenting both recognition as well as disciplinary/coaching actions. This is where a lot of shops fall short when it comes to employment claims, including -responses for unemployment. When things aren't -documented, they don't exist.



2. Address Conflicts and -Investigate Complaints



CONFLICT: Nobody likes conflict or confrontations, but they can't be ignored in the workplace as they tend to lead to bigger issues for the company and the employees involved. Follow up with employees after investigating a complaint or concern and let them know the outcome. Not only will it help mitigate legal issues, it gives the employee a level of comfort knowing the company cared enough to follow the issue all the way through. Nip

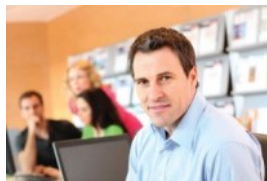
issues in the bud and see them through to a resolution.

3. Be Consistent

Follow and -enforce company policies equally for all employees. Holding one employee to a policy and not another opens the door for a variety of claims including allegations of discrimination, even when not -intended by the employer. Consistency is key.



4. Pay Attention to Pay Practices



Be sure that employees are classified correctly as either exempt or non-exempt, as well as either employees or independent contractors as outlined within the Fair Labor Standards Act and state wage and hour regulations. Pay overtime for non-exempt employees, be aware of any applicable break/rest period regulations and pay attention to employees working after hours because technology allows them access. A wage and hour claim through the Department of Labor can cost a -company a significant amount of money.

Know the wage and hour compliance regulations.

5. Train Managers

Typically it is a manager at the center of an employment lawsuit, so it is important to train them thoroughly on company policies and practices, teach them on how to handle employment situations, and provide them with the resources they need to be effective in their roles as managers. Be sure to hold managers to the same standards as everyone else as they typically set the "tone" for the workplace. Managers can make or break a company.

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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 asca.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 asca.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 asca.05@gmail.com. or 626-296-6961.

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.)

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 Nability, (916) 286.0918, mnability@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

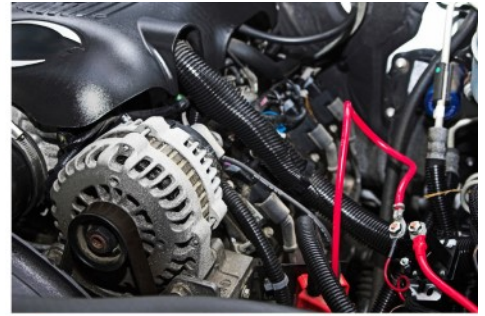
SOFTWARE PROVIDERS

- 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

EE = Exclusive Endorsed Vendor CP = Corporate Partner MB = Member Benefit Provider



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

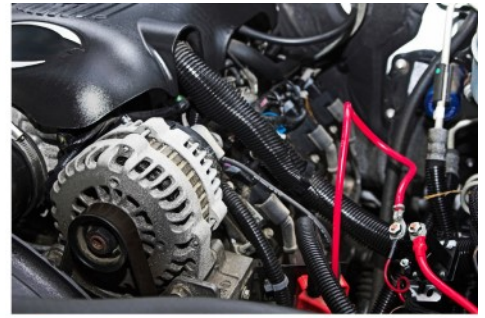
- MB iATN** – The International Automotive Technicians Network (iATN) is the world's first and largest online network of automotive service industry professionals providing resources to members worldwide. ASCCA members enjoy a \$9-per-month discount off of the regular price of iATN Business+ premium 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.com/ascca

EE = Exclusive Endorsed Vendor CP = Corporate Partner MB = Member Benefit Provider



- 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

EE = Exclusive Endorsed Vendor CP = Corporate Partner MB = Member Benefit Provider

WWW.ASCCA.COM

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
ascca.05@gmail.com***



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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.

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Add-on signs are \$15 each.

Complete new signs are \$35 each.

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for your sign.

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**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

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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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Pasadena, CA 91104-2650

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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

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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

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Events Manager
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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@mgro.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)
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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)
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CA Assembly Raul Bocanegra.....(D-39)
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Email Assemblymember.Bocanegra@assembly.ca.gov

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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

June 2018

Join us for our June 5 Dinner Program at Mijares Mexican Restaurant

How to read and understand your P&L statement

Shop Owner, Gene Morrill, and Norm Blieden, CPA are joining forces to help us understand our P&L reports, and to know how to implement changes because of what we see.

Menu:

- Taco/Tostada Buffet
- Soda & Coffee
- Beer & wine available

Where:

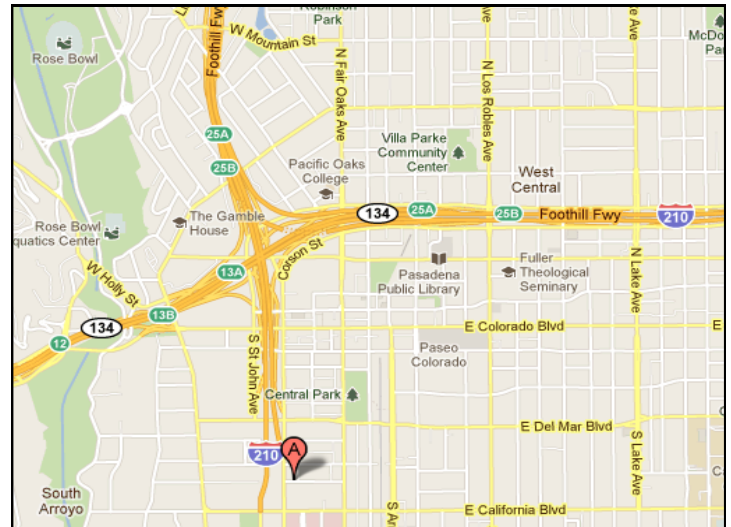
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

Tuesday, Jun 5, 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

Jul 3 - NO MEETING! Enjoy Independence Day!
Aug 7 - Special night at Irwindale Speedway
Sep 4 - Dan Leiner of Cal/OSHA Consultation services at Mijares

Oct 2 - Oktoberfest Bowling at Montrose Bowl
Nov 6 - Maylan Newton at Mijares
Dec ? - Chapter Christmas Party