



ASCCA

Foothill Chapter 5

September 2018

President's Message:

Hello everyone.

I hope everyone is doing well and business is good.

As many of you reading this are already members, you know all the advantages that ASCCA has to offer. It's a way to stay on top of our industry, to stay connected to our peers, and to keep up to date with all the legislation rules and regulations that are constantly changing.

I implore you this month to reach out to a fellow shop owner who is not a member, and invite him to one of our meetings this year. Show someone else the advantages of ASCCA. Have them come this month to see and hear everything that Cal/OSHA has to offer or come in November to listen to Maylan Newton speak about how important our industry is. And if you just want to have a good old time, invite them to our Oktoberfest social or our Christmas party.

The more we can grow this Association the more of an advantage it is for all of our members.

Darren L. Gilbert
Gilbert Motor Service
626-282-0644
Alhambra, CA 91803
President, ASCCA Chapter 5



UPCOMING MEETINGS & EVENTS

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

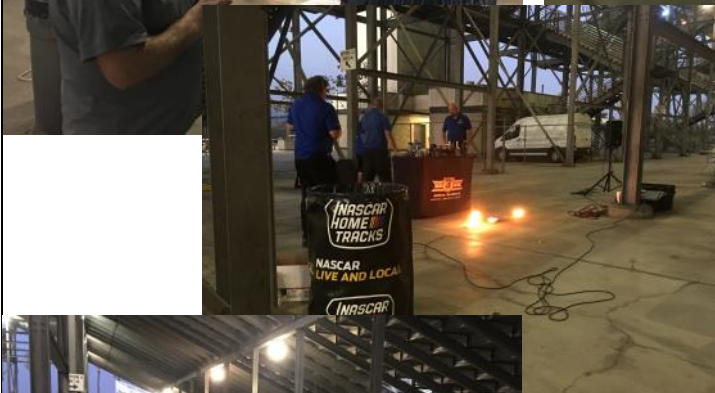
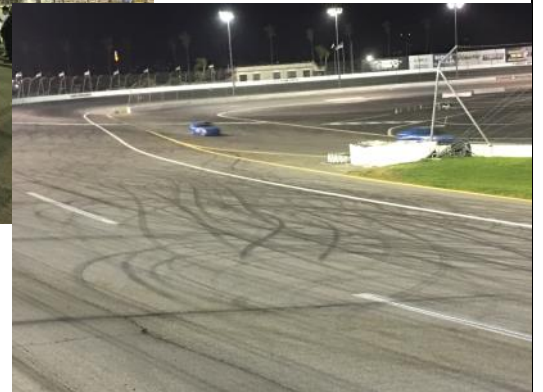
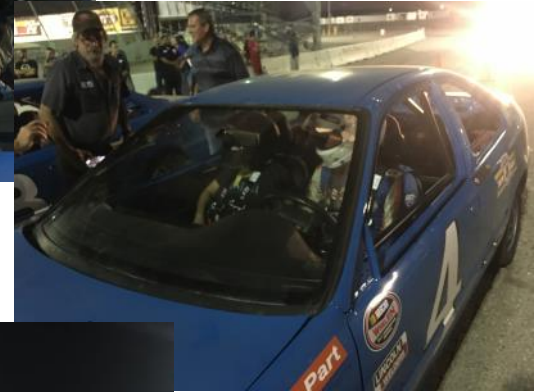
Oct 2 - Oktoberfest Bowling at Montrose Bowl

Nov 6- Maylan Newton at Mijares

Dec 1- Chapter Christmas Party at The Monrovia

We had a great time at Irwindale Speedway with great food, helpful information on Justice Brothers' products and exciting ride-alongs around the track.

“Thank you” to Tim and Highpoint Distributing and to Justice Brothers



Shop Drawing

Angel's Auto Repair was drawn in the Shop Drawing, but was not present to win the \$200 prize.

In September, the prize increases to \$220. Remember, you must be present to win!

BIOGRAPHY FOR DAN LEINER

Cal/OSHA Consultation Services

Dan Leiner is currently the Area Manager of the San Fernando Valley Cal/OSHA Consultation Services office in Van Nuys. He started his career with Cal/OSHA in 1994 as an industrial hygiene consultant with Cal/OSHA Consultation's Santa Fe Springs area office before becoming an Area Manager in 2000.

Dan was an instructor with California State University, Dominguez Hills' certificate program in Environmental, Safety, and Health and with their OSHA Training Institute Education Center



before joining the University of California, San Diego's OSHA Training Institute Education Center.

Dan has almost 30 years of experience in the health and safety field as an industrial hygienist working in the aerospace industry, on a Los Angeles County lead-using industry outreach project, and with Cal/OSHA Consultation.

Dan holds Bachelors and Master of Science degrees in Environmental and Occupational Health from California State University, Northridge.

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OSHA Top 10 of 2017

Recently, OSHA came out with its top 10 list of violations, not to be confused with Letterman's Top 10. This list is compiled from all reported workplace violations in 2017. The 2016 and 2017 lists are almost identical. Why? Our work environments have grown increasingly complicated. Multicultural, multilingual, some even say highly regulated, and it can be a lot to manage. Why go in alone? Safety management and compliance is a team sport. Management, OSHA, and your equipment providers can all play a role in maintaining a safe work environment.

Violations Quantified



The OSHA violations list can act as a blueprint for protecting your most valuable resource, your workforce. Use this list to analyze your work environment. Have you had accidents on the list in your workplace? If not, awesome. If the answer is yes, what's next? After performing an analysis and consulting your team, you can begin to build the foundation of your improved safety plan. Evaluate your training methods, equipment, and safety signs. Where can you improve? We here at My safety sign, are happy to help and be a part of your team.

New Business Models Help Provide A Better Customer ‘Experience’

Mary DellaValle

Ride-sharing provider Lyft recently announced its partnership with the National Independent Automobile Dealers Association (NIADA) to help improve the customer experience at dealerships, provide a new way for drivers to get on the road and help auto dealers increase their sales through referral opportunities.

NIADA member dealerships can sign up to be a Lyft referral partner and receive bonuses for each driver they refer. Customers who sign up for the program will also receive a bonus shortly after they begin driving for Lyft, which they can put toward their down payment and monthly costs of purchasing a vehicle.

Why this reference to a dealer program? Another tier of the program, called “Lyft Concierge,” helps NIADA dealers improve their customer service experience by requesting rides on behalf of customers. It’s an easy and reliable way to help customers get to work, home or their next errand while their car is being serviced. Plus, it could serve as a less-expensive option to maintaining a large fleet of loaner cars.

You could immediately apply this concept to your business, as an alternative to a customer loaner car setup you may already have in place. It also illustrates how you can leverage “thinking outside of the box” to deliver an optimal customer service “experience.”

1. Service is the name of the game. Customers have too many choices today for everything they want to buy. When you deliver service that is second to none, you will become your customers’ “first call” for ongoing vehicle repairs.

2. You need to be a “solutions” provider. Customers need their vehicle fixed fast, right and be able to go on with their day. The more ways you can ease that burden, the more they will reward you with repeat business and abundant referrals.

Think about how many other areas of your business could benefit from taking a traditional way of doing things and applying a new twist.

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Timing Is Everything When Handling Damage

Chris Monroe

We have all felt that empty feeling in our gut when a client walks back in the door with the “look” shortly after installing that new set of tires on their BMW. They uncomfortably begin to describe some rim damage that didn’t exist when the car was dropped off.

Yes, you have policies in place to address such situations, but, for whatever reason, the training on quality control has failed and now you are left to deal with the fallout. What’s next?

It is obvious there is a quality control issue that must be addressed, but how you take the next steps are very critical to the image of your business, as well as the credibility of your team. The first step is to remain calm while reviewing with the client their concerns. Walk out to the vehicle and allow them to express what they feel is of issue. Once you have listened and observed with sincerity, start the process of restoration.

In our case, we had an incorrect set up on the tire machine with a low profile run-flat that ultimately allowed contact with the rim. This scratched the lip in multiple places. In addition, the technician continued with the installation without stopping to involve the advisor so we could get in front of the issue with the client. The technician did tell the advisor, but the timing was such that the client looked at the assembly on the car prior to checking out. Imagine how much easier this would have been had the advisor gotten to the client immediately to make them aware and assure them that we would professionally restore or replace the wheel.

Needless to say, I spent the next day with each and every technician reviewing the situation and the importance of why we have policy and process in place. Our technicians are now well aware of what to do (stop immediately and report the issue to the advising team) if damage occurs or could occur to a client’s vehicle, and understand the importance of getting in “front” of these concerns.

A better example this week where a technician wisely notated worn lug nuts and a partially damaged center cap “before” we began work. He gave the advisor a quick heads up that enabled a client visit to the vehicle to see in person and discuss the concerns. Not only did we replace the brakes on the car, but also replaced 20 lug-nuts and 4 center caps! The service concluded with the client scheduling another vehicle for service and thanking our team for being honest and helping resolve the issues. (This isn’t rocket science folks.)

If you are in the automotive service business, incidents can and will happen. Coach and train your team on how to handle these situations, and demonstrate how important timing is with advising your client. Your shop’s reputation and credibility ride on it.

This article was provided by Chris Monroe who is a shop owner and a Business Development Coach who helps other shop owners reach their goals through the [Elite Coaching Program](#).

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Staying Power: Boosting Employee Retention Rates

by [Joanne Draus Klein](#)

The cold, hard facts make it abundantly clear: Companies, including automotive repair shops, need to change how they treat employees, not only if they want high retention rates, but simply if they want to succeed.

After all, less than a third of American workers feel engaged at work, according to a 2013 Gallup Poll. This should matter to repair shops, if for no other reason than because statistics suggest the more engaged employees are, the more likely they'll stay – and the more successful their companies will become.

Another Gallup Poll, for example, indicates that the top quartile of companies surveyed in 2012, in terms of employee engagement, also had 22% more profitability, 10% higher customer reviews, 28% less theft and 48% fewer safety incidents than the surveyed companies' bottom quartile.

Even better, it's a symbiotic relationship: Who wouldn't want to work for such a company, and what good employee wouldn't want to stay? No shop owner wants to spend time and money recruiting high-quality workers only to have them quickly abandon the company for a competitor.

So, what are companies in that top quartile doing right? And what are those at the bottom doing wrong? Tire Review asked tire professionals and their consultants to consider the topic and speak from experience. Prepare for some self-examination, some change, and for the many successes that come from earning the most loyal employees in town.

How Dealers Make Good Employees Leave

Rick Barnhart, principal at Retail Tire Consulting in Cincinnati, has a list of "mistakes owners make that cause employees to leave." Do you see yourself in his descriptions? Self-awareness, as they say, is the first step toward improvement.

They Place Too Much Emphasis On Pay – "I have seen owners that have the attitude, 'I pay him a lot, so he should put up with a lot.' That usually means put up with the owner.

"Pay is important to get right, but it's seldom the reason that people leave. Look at the studies that show what's important to employees and you'll find that pay is never at the top. When owners put it at the top, they've created a retention problem. According to Inc.com, employees want purpose, goals, responsibility, autonomy, opportunity, transparency, and they want to get paid fairly."

They Have Poor Pay Plans – "Even though it isn't all about pay, not having good pay plans will cause retention and motivation issues.

"Many owners make pay plans too complicated. They should be understandable, clearly explained, related to that person's job description, aligned with company goals, and routinely reviewed. I have heard many employees at various companies mention this as a problem."

They Lack Defined Goals and Expectations – "All employees feel better if it's clear what's expected of them. Goals should be clear and priorities need to be communicated as often as possible.

"Good companies develop a review process and it needs to be done on a specific schedule, not when there's a problem or when the owner feels like it. One-year intervals should be the minimum."

They Lack Help and Support to Get the Job Done – "Have you ever seen a new person start and quit in the first few days? I have, and it's usually because the person was thrown to the wolves when he or she started and felt uncomfortable about what to do.

"Without a concise orientation and on-boarding process, employees feel they are being bounced around by whichever wolf they're running with at the time. Openness and responsiveness to an employee's request for help in getting the job done is important. If your counterpeople are complaining about the slow POS system and telling you it's hurting customer service, get it fixed or mitigate with process changes."

They Don't Let People Go When It's Time – "Other employees know when someone isn't pulling his or her weight, or when a person doesn't fit the culture. They look to the owner to do something about it. Many times it's best to terminate these employees. Have you ever put off firing someone and then had another employee say something like, 'I wondered how long you were going to let that go on?'

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“On the other end of the spectrum are the extremely good employees that many times can’t be retained. I have seen small business owners use desperate measures to keep people that most certainly will either eventually leave anyway or should leave.

“If an owner feels that he or she can’t succeed without a specific person, that owner has the potential to create a culture that’s not conducive to keeping good employees. As soon as the key employee is paid more than they should be or given less hours or better benefits, whether it’s a flexible schedule or any other thing that others would like to have, then the culture is not equitable. When that occurs, the company is at risk of losing other good employees.

“When someone is really good and you can no longer pay that person what they want or keep them challenged – if they’re better than the best job you have – then it’s probably time to accept that person’s departure. Being supportive of what’s best for the employees will gain you respect and credibility.”

They Don’t Accept That They Train for Their Competition – “I have seen owners that hesitated to allocate resources to train employees because they will then go to the competition. Accept that this is a cost of doing business. Great companies realize that some people will train and leave, but those that stay will perform and the company will be viewed as a great place to work.”

They Don’t Have a Development Plan for All Positions – “After training comes development. There are resources out there to help you develop your existing employees.

“Tire Leadership 21 is an example. You might think it’s too expensive or you can’t have people out of the store that long. The ROI of employee development will make it well worth it, assuming your business is receptive and supportive of continuous improvement. Think about development not just for weaker employees but for good ones that can benefit even more from quality programs. Pull performance up, don’t just push it up.”

They Don’t Think About Ways to Make the Company a Great Place to Work – “Would you really want to work for your company? Ask yourself, honestly, ‘What can I do to make this a better place to work while maintaining a good profit?’”

Finders Keepers

Tire Review tapped the expertise of Deanna Arnold, president of Employers Advantage, a small-business human-resources consulting firm in Cornelius, N.C., on the rudimentary elements of employee recruitment and retention. Do you have a solid foundation in these basics?

How Can a Dealer Recruit Good Employees? – “There are many ways, but it really needs to be through targeted, specific recruiting that starts by clearly identifying and documenting what you’re looking for. Know what is required, or what you’re looking for, as it relates to the job as well as its fit within the dealership. This includes technical skills, industry knowledge, attitude and personality.

“What is defined among those things for each role and dealership is what makes an employee good by that dealership’s standards. Once you know what you’re looking for, you can target your recruiting efforts to trade associations, employee referrals, networking groups and more.”

What are the Roots of Poor Retention? – “Employee turnover can be attributed to a number of factors. It can depend on the employees’ personal situation or it can depend on factors at work. For some employees, it may be financial and for others it may be career advancement or opportunities, or poor management or work environment. It all depends on what’s important to that particular individual.”

How Can You Create and Maintain Employee Engagement? – “One way is by setting expectations: Clearly define what is expected of employees and what the consequences and rewards are for meeting, exceeding or not meeting those expectations.

“Another way is by providing ongoing feedback and open two-way communication: Create both formal and informal feedback and communication opportunities where employees are held accountable as well as recognized. Allow employees to be active in the day-to-day aspects of operations. Support their goals beyond their current roles. And reward work that’s above and beyond.

“Yet another way is to motivate employees: People are motivated by different things, so it’s important to determine what those things are and incorporate them into the culture.”

What About Creating and Maintaining Employee Opportunity? – “Work with employees to determine what their

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strengths and goals are so that a career plan within the dealership can be created for them. That gives the employee the ability to see potential, to know what he or she needs to do to reach those goals, and to have the support of the dealership in reaching them.”

How Do You Determine Whether Compensation is Truly Competitive? – “It’s really simple: Review market data and conduct a full compensation review.”

Real-Life Applications

Jeff Wallick, director of training and development at K&M Tire, headquartered in Delphos, Ohio, works with the tire distributor’s 420 employees at its 17 locations. Here’s where it gets real.

How Does Your Company Recruit Good Employees, and How Do You Define ‘Good’? – “Probably like many companies, we recruit on websites like Monster.com, Indeed.com and informally on LinkedIn. Our marketing department also does a nice job working to build our social media presence, specifically connecting with tire dealers. Some of our best employees come through existing-employee referrals.

“But our organization lives by eight core values, the first of which is that our customer is the most important person in our business. We have two primary customers: internal and external, and our internal customers are our employees. We do our best to make sure that both feel important.

“A good employee has many of the soft skills that people associate with a quality employee: good communication, hard-working, ability to follow direction, maybe even the ability to lead others. We look for people who also connect to our purpose as an organization.”

How Much Money and Time is Invested in the Process, and How Does That Motivate You to Keep Them? – “We invest heavily in developing our people so we can retain top talent. Our employee training and development department was created earlier this year, and we’re also investing heavily in our leadership and management teams in 2014 and beyond.

“Certainly, some employee turnover can be healthy, but we’re committed as an organization to developing, challenging and celebrating our people while reducing turnover. Without happy internal customers, we’re not able to properly take care of our external customers.”

Why Do Good Employees Leave? – “I think there’s a tendency to believe good employees leave companies due to other financial opportunities. I think that’s part of the decision-making process, but I don’t believe it’s a top-three priority.

“Ultimately, good employees want to be part of an organization that shares a profound mutual respect with them. At K&M, we’re certainly not perfect, but we’re genuinely focused on providing new opportunities to our best people, developing and challenging them in healthy ways. It may sound clichéd, but I believe people quit long before they quit companies. In the meantime, you end up with actively disengaged employees that can be damaging to the very culture of a company.

“That active disengagement manifests itself as an unhappy or frustrated employee. In fact, there is research that indicates humans are capable of feeling more than 100 emotions, of which less than 40% are positive. Of those possible positive emotions, less than half can be attributed to the workplace and only one or two emotions can be directly attributed to the organization itself. Other possible positive emotions are linked to the employees’ direct supervisor. So when we say our business is a ‘people business,’ it literally is.”

If You Believe the Reasons Go Beyond Financial Compensation, How and Why? – “I think financial compensation is part of the formula, but there are many other factors that make up the components of an engaged, productive employee. Maslow’s Hierarchy of Needs theory perfectly represents this. In this case, financial compensation would fall into the ‘safety’ category, above which are the more profound physiological needs like ‘love’ and ‘belonging’, ‘esteem’ and ‘self-actualization’, or ‘autonomy’.

“At the end of the day, we’re simply a tire distribution company. But, at a fundamental level, we’re a company of people and purpose, and that can be very powerful when harnessed properly.”

Do You Know Any Relevant Statistics? – “There is an oft-quoted Princeton University study from 2010 that measured the correlation between compensation and happiness. There are quite a few other highly respected organizations that have performed similar research and seem to generally support the findings. What we’re talking about are employees who are engaged in their work and content with their current employer.

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“There also is some interesting supporting research by Dr. Robert Emmons of the University of California at Davis who studies something he calls gratitude conditioning. Emmons wanted to determine if, in fact, there is a link between gratitude and happiness and it turns out there is. It’s also important to note the distinction between feelings of gratitude and feelings of indebtedness. People who reported being indebted to others showed increased signs of anger, hostility and frustration.”

What are Some Ways a Dealer Can Keep Good Employees? – “Establish your purpose as a company. Then connect your people to your purpose and constantly reinforce that connection. When I talk about purpose, I don’t necessarily mean profit. There’s a great TED Talk by a guy named Simon Sinek titled ‘Start With Why’ that perfectly illustrates this point. In the words of Sinek, profit is a result.

“My point is this: If your employees come to work in the morning to collect a paycheck, establishing any kind of meaningful connection to the company is going to be difficult. As a business owner, if you can connect your people to something more genuine and profound, you’ll be amazed by what your organization can accomplish.

“I think it’s also important to consistently show appreciation for your people and to do it in front of their peers. Praise in public and criticize in private. For a retail store manager, five-to-10-minute standing meetings each morning ensure everyone is on the same page, and allow you as a leader to celebrate successes, praise employees and maybe even share certain key performance indicators.

“Sharing metrics like daily break-even profitability, service work and tire sales goals strengthen the connection between people and purpose, while driving accountability in the process. Keeping employees on their feet limits the length of the meetings, keeping them short and productive.”

How Can a Dealer Create and Maintain Employee Engagement? – “I believe people inherently want to continuously grow and develop. There are obviously exceptions to that, but I think the development of human capital is so important for organizations, especially as companies in every industry compete for the best talent. The tire industry is no different, except I think there are some unique challenges we will face in the coming years.

“I believe the tire industry will face something that resembles a talent drain over the next several decades as the current workforce nears retirement age, unless we can collectively work together to inject new, young talent into the industry. I don’t imagine that will be a popular opinion, but I believe that’s an unfortunate reality, and there has been quite a bit of discussion about this topic over the past few years in most of the leading industry publications, including Tire Review.

“The emerging talent in Gen Y is often lured to other industries with promise of opportunity, career growth and both personal and professional development. Certainly, those opportunities exist in the tire industry, but perhaps not to the extent of other notable industries like technology and advertising. To attract the next generation of leaders, the tire industry must not just work to overcome negative and sometimes false perceptions, but genuinely focus on developing human capital, connecting people to purpose, and providing opportunities for growth on multiple levels.”

What About Employee Opportunity? – “We believe opportunity is a key piece of the puzzle in attracting and retaining top talent. To that point, organizational growth is necessary. Responsible, sustainable growth is foundational to taking care of our customers. Growth allows us to create new opportunities for our people and allows us to better service our external customers through improved delivery service, a more diverse brand and product portfolio, and numerous support services from a program, marketing and IT perspective, to name a few.

“At K&M, family is a key component in our success on multiple levels. Like many great companies, we look to promote a family-like work environment built on mutual trust and respect. But, for us, it’s more literal.

“Since 1970, we’ve been a family-owned company and we’re quite proud of that. We’ve more than doubled in size since 2011, but we’ve focused on responsible, sustainable growth. This is critical when building a culture of trust and mutual respect. In the 44 years since K&M was founded, we’ve never had a layoff. This is a testament to the company’s steadfast focus on making our customers the most important people in our business. And it’s a principle that almost all tire dealers can implement themselves.”

Article courtesy of [TIRE REVIEW](#).

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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.

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

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- 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

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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
RKM Insurance Agency	Ernie Arciniega	818-243-2651	ernie@rkmins.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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You can keep the old sign on your shop wall somewhere for old time's sake.

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minutes of free tax consultation!*



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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 2018 Board of Directors

Executive Board

2016

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

Vice President.....Kirk Haslam
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 Email..... advancemuffler1234@gmail.com

Secretary.....Craig Johnson
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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

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Socials..... Jack Scrafield.....(818) 769-2334
Programs.....Jack Scrafield.....(818) 769-2334

Associate Member Board Rep.

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

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ASCCA State Contacts

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

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

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

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 Sarah Austin.....(800) 810-4272 x110 or SSpencer@amgroup.us

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 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

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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)
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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)
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CA Senator Kevin de Leon.....(D-24)
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CA Senator Josh Newman.....(R-29)
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Governor Jerry Brown.....(D)
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 Web..... <http://www.govmail.ca.gov>



ASCCA

Foothill Chapter 5

September 2018

Join us for our September 4 Meeting at Mijares Mexican Restaurant!!!

Special Speaker Dan Lanier of OSHA Consultation Division

Menu:

Taco/Tostada Buffet
Soda & Coffee
Beer & wine available

Where:

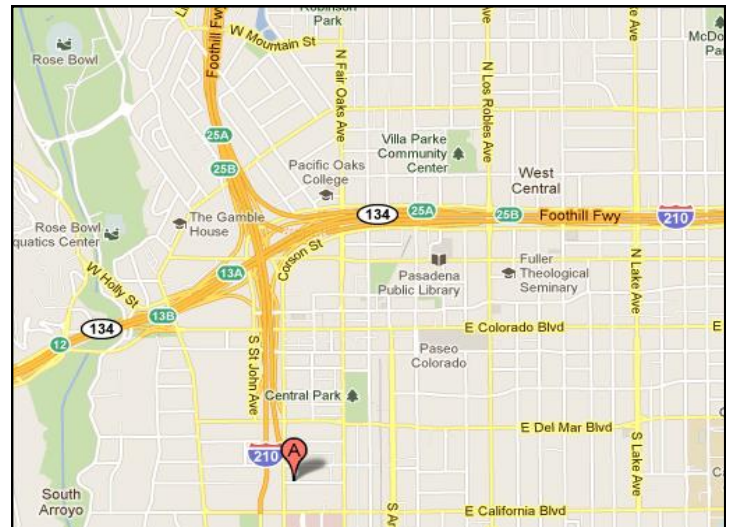
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

Tuesday, Sept 4, 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

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 1 - Chapter Christmas Party at The Monrovia