

THE CALIFORNIA

Independent

SUMMER 2016

A Publication of the Automotive Service Councils of California

NACE | CARS

Expo & Conference

August 9-13th

Anaheim, CA

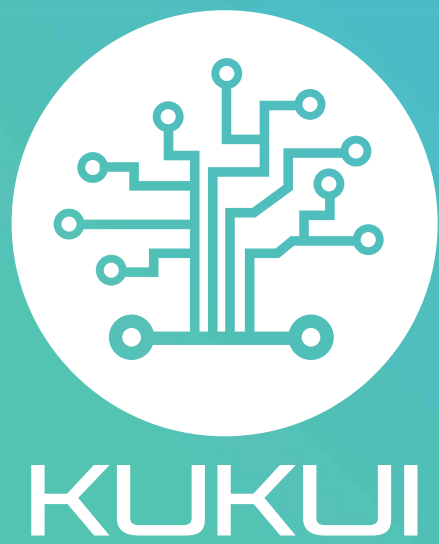
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ASCCA'S August Team Weekend



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Networking
Reception

Friday, August 12



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Automotive Service Councils of California

Professionals in Automotive Service Since 1940

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> PRESIDENT'S MESSAGE

ASCCA Members,

This year as your President has gone very quickly. We have had some victories in Sacramento and we continue to remind our legislators that ASCCA is watching and participating in their process. My visits to the local chapter boards are going very well. I was in Santa Rosa (Chapter 28) last month and connected with chapter leadership. The chapter board visits have been informative for me and the board members. It is rewarding to

see ASCCA business being done on a local level. If I have not made it to your chapter yet, I'm on my way.

At the time of writing this I am leaving for another chapter visit and then heading to the CAWA Industry Summit in Long Beach and then ASCCA Team Weekend in Torrance.

The PR Committee has kicked off their counter display contest. This contest is in the third year. The North has won both years and is ahead as of this writing. Show your support of your region and let the customer know who ASCCA is and what it means to them.

Please consider becoming a State Board Member. As a director, you can give back to the industry that has served you well. The current board is serving with passion and dedication. We all ask "What ASCCA is doing for me or my business?" Besides plenty, I am challenging you to answer my question.... What are you giving back to our industry? I would like to thank current and past board members for their service. The commitment is both satisfying and rewarding. Your experience and input is needed. If you are curious and wondering what it takes, please feel free to call me or any other board member.

Dennis Montalbano
ASCCA President 2016



Listen, Learn, Lead

GET INVOLVED

Consider becoming a State Board Member

Participate in the Countertop Display Contest

> EXECUTIVE DIRECTOR'S REPORT

Gloria Peterson
ASCCA Executive Director



This issue of The California Independent reflects on the many accomplishments of ASCCA since the first of the year. Legislatively, we have had some challenges that have resulted in successful outcomes due to the combined effort of our legislative advocate Jack Molodanof and grassroots efforts by our members. These gains are a great example of the industry coming together to present a united voice.

I'm excited about what's going on in our association, as well as the industry in California. ASCCA continues to partner with its aftermarket colleagues, including the California/Nevada/Arizona Automotive Wholesalers Association (CAWA), California Autobody Association (CAA), and the Auto Care Association (ACA). ASCCA, CAWA, and ACA held the third joint industry summit in June. The summit addressed the topics of *Cybersecurity and Its Relationship to Telematics*, *Connected Shops are the Future: A Shop Owner Panel*, and *Federal and State Legislative and Regulatory Issues Impacting the Auto Care Industry*.

ASCCA also participated in a panel discussion at the ETI Tool Tech event in April. This was a panel that explored the future of the connected shop.

Last year ASCCA made the decision to rejoin the California Automotive Business Coalition (CalABC). This decision has proven to be a step in the right direction with respect to

uniting the industry. Additionally, we are co-hosting our leadership meetings during the NACE / Cars event August 9-13, 2016 at the Anaheim Convention Center. You can get more information about the ASCCA events via our website at www.ascca.com.

Our committees have been hard at work too. The PR Committee has reached out to partner with organizations such as the Susan G. Komen Foundation to help a great cause and bring public awareness to ASCCA. Our Membership Committee has launched a new membership recruitment incentive, *Each One Reach One*, which offers incentives for members to help grow the association. The Government Affairs Committee is always busy focused on legislative and regulatory challenges. One way that every member can help with these efforts is to [donate to the Legislative Advocacy Fund](#). Your donations directly help to fund the advocacy effort of our members and lobbyist.

The association's activities and accomplishments are the direct result of volunteer leaders who dedicate countless hours in order to "elevate and unite automotive professionals and give them voice."

ASCCA needs individuals who are interested in making a difference in our industry. Consider taking your membership to the next level by putting your personal skills to work. Leadership will not only be an opportunity to put your skills to use and give something

back, but you will benefit from it. By volunteering, you will work side-by-side with people who share your passion for the industry and will share their personal insights and experiences, and can help you grow personally and professionally.

In previous issues of The California Independent, we had a feature column in which we interviewed volunteers who stood out as leaders. Each one of them had their own unique reasons for getting involved, but there was a common thread – they all got more out of it than what they gave.

"Everybody can be great. Because anybody can serve. You don't have to have a college degree to serve. You don't have to make your subject and your verb agree to serve.... You don't have to know the second theory of thermodynamics in physics to serve. You only need a heart full of grace. A soul generated by love."

-Martin Luther King, Jr.

If you haven't considered it, think about reaching out to your local chapter to learn ways that you can volunteer. If you're already a chapter leader, consider taking another step and contact the ASCCA office. We would be happy to explore your options.

You will be richer for it!

GET IN TOUCH WITH GLORIA:
gpeterson@amgroup.us



LEGISLATIVE REPORT

Jack Molodanof, Esq.
ASCCA Legislative Advocate



LEGISLATION

This has been a very busy legislative year and there are several bills that ASCCA has been actively lobbying. Below are the key bills.

SB 778 (Allen) Opposed as originally introduced

The bill was recently amended to address ASCCA concerns. As amended this bill: 1) requires all Oil/Lube change businesses to

be licensed/registered (ARD's) with BAR; 2) If an ARD recommends a date or mileage oil drain interval, then the ARD must follow the vehicle manufacturer published schedules; 3) If an ARD recommends a date or mileage oil drain interval that deviates from the vehicle manufacturer schedule, then the ARD must note the basis on the invoice; 4) nothing prohibits the customer from selecting oil drain interval of choice; 5) defines "recommendation" as any writing (i.e. window sticker, key tag, etc.) and programmable oil monitor settings. excludes simply resetting of the oil life monitors that are non-programmable or based on vehicle algorithm; 6) when an ARD performs an oil change, the ARD shall include the following disclosure on the invoice or attachment to invoice: "It is important to change your oil at proper intervals. Your vehicle manufacturer publishes oil change intervals in your owner's manual and on the manufacturer web site." Based on the most recent amendments ASCCA removed its opposition. The unlicensed oil change businesses are opposing the bill.

AB 1174 (Bonilla) Opposed as originally introduced

The bill (SEC 4. Bus & Prof 9882.8) requires BAR to post on the BAR website the name

of the ARD that has more than a certain number of complaints, which the BAR has determined are the fault of the ARD filed with the BAR within a certain number of months. This language is extremely vague and ambiguous. More importantly, the language does not provide ARD's with an opportunity to "appeal" or any due process. Also (SEC 6 Bus & Prof 9889.23) requires BAR to issue citation and fines to an ARD that has had more than a certain number of complaints filed against it with a certain number of months or has agreed to pay more than a certain amount of dollars in mediation within a certain number of months. Again the language is vague and ambiguous and does not address industry concerns which have been raised about the BAR issuing citation/fines (up to \$5,000 per violation) for simple paperwork mistakes. Paperwork mistakes are currently handled through BAR education and training efforts which have proven successful for compliance. There is simply no justification for BAR to begin fining ARD's up to \$5,000 per violation for minor paperwork mistakes. ASCCA expressed concerns and the assembly member agreed to delete these sections from the bill. Based on the removal of these sections, ASCCA has removed opposition.

AB 873 (Jones) Support

This bill would provide BAR with authority to create regulations to provide oversight of shops that are currently exempt from BAR registration because they are performing minor repairs such as oil changes, tire changes and battery work.

AB 2167 Support

AB 1222 (Bloom) created new requirements for towing operators to address the problem of "bandit tows." Also included are requirements for business that accept vehicles from tow operators such as: obtaining tow driver's license number. A coalition of new car dealer's association, tow truck association, ASCCA, Cal AutoBody Association, Cal-ABC, AAA working on developing clean up legislation to provide for "safe harbor" for shops that attempt in good faith to obtain information from tow operators but are unable to do so.

AB 2153 Concerns

This bill establishes new fees on lead-acid batteries to fund lead contamination cleanup. The bill requires retailers that sell batteries to collect \$1.00 per battery and remit to the State Board of Equalization. It requires that the battery fee be separately listed on the invoice. Furthermore, it requires retailers to accept batteries from a customer for recycling and requires that a battery dealer to post a written notice stating that the dealer is required by law to accept batteries and charge a fee on all replacement batteries.

BAR REGULATIONS

The BAR has been working on several new regulations. They are as follows:

BAR certification of schools and instructors

BAR continues to work on regulations

updating the requirements for certified institutions and instructors and recognizing certification for non-technical training.

Windshield regulations

Establishes standards for the installation of replacement windshields.

Electronic Documents and Authorizations

BAR is continuing to update, re-organize and clarify estimate and invoice regulations and attempting to streamline the paperwork repair approval process and allow for expanded use of technology in auto repair transactions (such as text messages and email authorizations).

BAR-97 Specifications

Modernizes BAR-97 equipment standards for smog check stations by removing dedicated analog phone line and updating

computer standards.

STAR Regulations Clean-up

BAR in the process of removing outdated Gold Shield program provisions; amending STAR eligibility criteria and updating STAR invalidation process.

Brake and Lamp Handbooks updates

BAR is updating handbooks for brake and lamp adjusters and stations.

Repair Assistance Program

Modify program eligibility requirements to allow more consumers to obtain financial assistance for repairs of their vehicle emission systems.

ASCCA will continue to keep members updated on legislative and administrative issues. ■

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CALENDAR of EVENTS

August 9-13, 2016

NACE | CARS

Expo & Conference

Anaheim Convention Center

800 W. Katella Ave.

Anaheim, CA 92802

August 12-14, 2016

ASCCA August Team Weekend

Anaheim Convention Center

800 W. Katella Ave.

Anaheim, CA 92802

November 12-13, 2016

ASCCA November Team Weekend

Embassy Suites

100 Capitol Mall

Sacramento, CA 95814

ADDITIONAL
INFO ON ALL
ASCCA EVENTS
AVAILABLE AT

www.ascca.com

DONATE TO ASSCCA'S ADVOCACY FUND

www.ascca.com/ascca-advocacy-fund

Recap

AUTOMOTIVE AFTERMARKET SUMMIT

On June 24, ASSCCA partnered with CAWA to host the 2016 Automotive Aftermarket Industry Summit at the Hotel Maya in Long Beach. Overlooking the ocean and the famous Queen Mary, the summit featured discussions on cybersecurity, connected shops, and a federal and state legislative update.

The discussion on cybersecurity, led by Craig Smith of THEIA labs, focused on telematics, and aimed to provide an



understanding of the linkage between the two, and what the impact it will have on the future of vehicle development, parts distribution, and vehicle diagnostic repair. Panelists stress the importance of educating consumers about telematics and its implications for personal privacy.

Next up was a panel discussion, titled Connected Shops are the Future. Panelists focused on how those in the automotive repair industry should begin a dialogue on how the auto care industry is evolving and what are the implications throughout the distribution channel regarding the future connected repair shop. Panelists included Nate Smith of Nate Smith Optimal Auto Care, John Villa of Villa Automotive,



John Eppstein of John's Automotive Care, ASSCCA President Dennis Montalbano of German Auto Repair Inc., and Kevin Donohoe of Pacific Motor Service.

In conclusion to the meeting, attendees received a state and federal legislative update from ASSCCA lobbyist Jack Molodanof, Auto Care Association lobbyist Aaron Lowe, and CAWA lobbyist Gary Conover. Here is a summary of ASSCCA priority bills, and where they are in the legislative process:

SB 778 (Allen) – Oil Change: As introduced, the bill would have required automotive repair dealers, prior to performing any work, to notify customers purchasing oil changes of recommended oil drain intervals, oil grade and viscosity specified in the maintenance schedule of the vehicle's owner's manual.

ASSCCA advocated for amendments that would improve the bill and provide a "real world" approach to protecting consumers while ensuring a fair and competitive automotive repair market place.

This past week Senator Allen adopted ASSCCA's recommended amendments.

The bill is scheduled for review by the Assembly Business and Professions committee on June 28.

AB 1174 (Bonilla): This bill will require complaints made about licensed ARDs to be listed on the Bureau of Automotive Repair (BAR) website. The bill will also give cite and fine authority to the BAR for administrative mistakes. This is a bill that ASSCCA had opposed unless amended, and Assemblywoman Bonilla agreed to amend the bill.

As amended, ASSCCA has removed our opposition.



AB 873 (Jones) –Support: This bill would provide BAR with authority to create regulations to provide oversight of shops that are currently exempt from BAR registration because they are performing minor repairs such as oil changes, tire changes and battery work.

AB 2167 (Achadjian) – Support: AB 1222 (Bloom) created new requirements for towing operators to address the problem of "bandit tows". Also included are requirements for businesses that accept vehicles from tow operators such as: obtaining tow driver's license number. A coalition of new car dealers association, tow truck association, ASSCCA, Cal Auto Body Association, Cal-ABC, AAA working on developing clean up legislation to provide for "safe harbor" for shops that attempt in good faith to obtain information from tow operators but are unable to do so.

AB 2153 (Garcia) – Concerns: This bill establishes new fees on lead-acid batteries to fund lead contamination cleanup. The bill requires retailers that sell batteries to collect \$1.00 per battery and remit to the State Board of Equalization. It requires that the battery fee be separately listed on the invoice. Furthermore, it requires retailers to accept batteries from a customer for recycling and requires that a battery dealer to post a written notice stating that the dealer is required by law to accept batteries and charge a fee on all replacement batteries. ■

COUNTERTOP DISPLAY CONTEST UPDATE!

(SCORES ACCURATE AS OF 7/27/2016)

Bonus Points

+1 point for submitting your photo before midnight on July 31st.

+1 point for including last year's countertop display in the photo.

+1 point for featuring the ASCCA Code of Ethics in the photo (example: in a poster on the wall). Get a copy at: www.ascca.com/member-resources

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Send all contest submissions and questions to rking@amgroup.us.



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THE COLLISION AND SERVICE REPAIR EVENT

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AUGUST 9 - 13, 2016

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August 12-14, 2016
Anaheim Convention Center

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CARS (Congress of Automotive Repair & Service) is taking place August 9-13 in Anaheim, CA with new classes, more ways to grow your business, and a record number of AMi credits to help you gain accreditation and stay ahead of the competition!

Here are a couple ALL NEW features for CARS 2016:

- Exclusive OE Training - For the 1st time all under one roof, companies including Audi, BMW, FCA, Ford, GM, Honda, Hyundai, Toyota, and more are giving training to address specific repairs and information on becoming a certified repair shop.
- Introducing Heavy Duty Programming, with need-to-know classes on everything from HD Vehicle Control Systems to a comprehensive session on HD Estimating, and a new presentation on developing consistent repair procedures.

Key meetings to build your business include:

- Technology & Telematics Forum
- Service Repair Leadership Forum
- Young Technicians Symposium

PLUS, a few highlighted courses you may find of interest::

- PANEL: What Does the Customer Want - Focus Group - Bill Moss, Eurosport Auto Service, & Amy Mattinat, Autocrafters
- Live Interview: Keys to Interviewing Millennials - Robin Rayburn, Interviewing.com
- Service Ready: Honda - Valerie Sullivan, American Honda Motor Co.
- Selling NEXT GENERATION Diagnostic Services for Maximum Profit - Jeremy O'Neal, AdvisorFix (AMi-approved for credit)

Make an investment in yourself and your business by attending training programs and sessions at CARS 2016! Join us at this premier event for automotive service repair professionals.

Anaheim Convention Center
800 W Katella Ave
Anaheim, CA 92802

SCHEDULE OF EVENTS: (Tentative)

Friday, August 12

5:30 pm – 7:00 pm ASCCA Hosted Networking Reception

Saturday, August 13

8:15 am – 8:30 am Opening Comments

8:30 am – Noon ASCCA Chapter Leadership Strategic Summit

Chapter Presidents and Vice Presidents invited to attend educational discussion.

Noon – 1:30 pm Lunch on own

1:30 pm – 5:00 pm **Chapter Representatives Committee (CRC) Meeting**
Committee Reports to CRC

Sunday, August 14

8:00 am – 8:30 am **Board of Directors Officer Elections**
(Executive Closed Door Session)

8:30 am – Noon **Board of Directors Meeting**

REGISTER TODAY

www.ascca.com/August-2016-team-weekend

TRANSPORTATION INFORMATION:

Airport:

The nearest Airport to the Anaheim Convention Center is Orange County's John Wayne International Airport (SNA).

Parking & Directions:

Where you park and driving directions depend on if and where you choose to stay overnight. The Anaheim Convention Center's address is 800 W Katella Ave, Anaheim, CA 92802.

ROOM RESERVATIONS:

All attendees must make their own room reservations.

ASCCA recommends to stay at Anaheim Marriott as it is the closest to the Anaheim Convention Center.



NEWS BRIEFS

ASCCA Hires New Creative Writer and Publications Manager

The Automotive Service Councils of California today announced that Kate Hicks has joined their association's growing communications team as the new creative writer and publications manager. She will be replacing Matthew Peralta, who was recently promoted to Deputy Executive Director.



"I am thrilled to welcome Kate as the newest addition to the communications team," says ASCCA Executive Director Gloria Peterson. "She brings to the association exceptional writing skills that will continue to enhance ASCCA's message to colleagues in the automotive industry, the public, and policymakers."

Kate will focus on producing clear and concise written materials for ASCCA, including press releases, op-eds, and fact sheets, while managing and editing various association publications. She previously worked in the California State Legislature as a Communications Consultant, specializing in writing and developing strategic messaging for a wide range of policy proposals. Kate graduated from Sacramento State University in 2014 with a Bachelor of Arts in Public Relations.

New ASCCA Member Benefit: HR 360 from CoreMark (endorsed benefits provider)

ASCCA announced a new benefit during the June Team Weekend, HR 360, which is free to any member who wishes to use it. The program is offered via CoreMark, our endorsed health benefits provider.



In order to access this free benefit, the member has to contact Mat Nabity directly:

Mat Nabity
Executive Vice President
CoreMark Insurance Services, Inc
Venture Oaks Way, Suite 240
Sacramento, CA 95833
Toll Free (866) 340-2247
Direct (916) 286-0918
Mobile (916) 835-1676
mnabity@coremarkins.com

Click the flyer for more information.



NASTF: Programming with SAE J2534 Tops November 2 General Meeting

Aftermarket technical instructors are finding an alarming number of advanced service technicians who have already purchased an SAE J2534 vehicle interface device but have yet to use it in the profitable business of module programming. To address this unfortunate waste of valuable resources, the National Automotive Service Task Force (NASTF) will present a 90-minute session on the topic, November 2, during the NASTF Fall 2016 General Meeting, a featured event in the AAPEX Service Professional Program in Las Vegas, NV.



"Take the Box Outta' the Box: How to configure your J-device and get started using it" will consist of a presentation, "Installing the OEM's SAE J2534," by Drew Technologies' Vice President, Brian Herron; and be followed by a panel of OEM experts who will discuss "Uses and Limitations of the SAE J2534 tool."

"Flashing vehicle control modules is one of the most necessary service jobs coming into today's shop," says Donny Seyfer, co-owner of Seyfer Automotive in Wheat Ridge, CO. "Putting the J-box to work does take a little orientation. We hope this session will convince techs to take the box out of the box and make some money."

"Shops may see as many as 26 light vehicle makes dating back as early as model year 2002 with the opportunity to use their J2534 device," notes Kurt Immekus, Service Publication Regulatory Specialist for VW/Audi. "We know the SAE J2534 standard will continue to evolve and there are important differences between each OEM implementation to be aware of before programming is attempted. If a tech is already flashing modules, this session will prepare the tech to service an even wider range of vehicle makes and years."

The NASTF Fall 2016 General Meeting will be held, 1:00-4:30pm (PT), Wednesday, November 2 in Casanova 504 at the AAPEX Show (Sands Expo/Venetian Hotel). Registration is not required for the NASTF event and seating is limited. Registration, however, is required for the AAPEX Show and the AAPEX Education program. The full agenda for the NASTF Fall 2016 General Meeting is posted at www.nastf.org/GeneralMeetings.

NASTF was established in 2000 to identify, communicate and resolve gaps in the availability and accessibility of automotive service information, service training, diagnostic tools, and equipment for the benefit of automotive service professionals and their customers. NASTF was incorporated in 2006 as a 501(c)(6) not-for-profit organization. Additional details can be found at www.nastf.org.

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JUNE TEAM WEEKEND RECAP

Register for the August Team Weekend at www.ascca.com/August-2016-team-weekend



During the last weekend of June, ASCCA members and leadership descended into Southern California for a weekend of educational instruction, committee work, and a board of directors meeting against a backdrop of fighter planes at the Western Museum of Flight in Torrance, California.

The first day began with the pledge of allegiance and welcoming remarks from ASCCA President Dennis Montalbano who thanked those in attendance for their commitment to the automotive repair profession and the broader automotive industry.

Following the welcoming remarks, attendees immediately broke into committee meetings, beginning with the Membership Committee, where members were provided with the most up-to-date membership tracking reports. The committee made excellent progress and ultimately approved a new member survey, which will serve to provide the committee and ASCCA leaders with valuable information on the demographics of new members, their geographic information, what they expect from their membership, and much more. In addition to seeking information, the survey will also provide new members with information, including how to join Team Talk, how to get involved at the

chapter level, and the benefits that they are entitled to as a new ASCCA member.

Next to meet was the Revenue and Benefits Committee, which reported on ASCCA's scoresheet for Exclusive Endorsed Vendors and Member Benefit Providers, promoted ASCCA's current member benefits, including ESI's discounted educational courses and free business consulting, and highlighted a new advertisement agreement with Parts & People in the California Independent.

Following the Revenue and Benefits Com-



mittee were the Conference and Public Relations Committees. The Conference Committee held a lengthy discussion about the feasibility of having a 2017 ASCCA conference, weighing the pros and cons of various locations and conference objectives. The Public Relations Committee gave an update on the Countertop Display Contest, which Northern California is currently winning 52-31. Committee Chair John Camara surprised the committee with free, dual ASCCA and Camara Auto Service branded air fresheners, which were meant to show ways in which members can not only promote their own business, but also ASCCA for a minimal cost.

In the afternoon, the Bylaws, Policies, and Procedures Committee met to discuss clean-up of some of the bylaws language, discussed the idea of allowing one retired member to serve as a voting member of the board of directors, and proposed language that would formalize the definition of the Chapter Representative Committee in the bylaws.

The day ended with a meeting of the Chapter Representatives, which began with Dennis Montalbano giving an update on his visit

to the different chapters, and how it has been a positive experience. The committee then heard from each Chapter Rep about the progress their respective chapter is making towards the chapter goals outlined earlier in the year. Each of them expressed optimism about the progress they are making.

Committee members were especially surprised to hear about a successful Chapter 20 event from Chapter Rep Rich Lezcano. Rich gave excellent advice on how to pick a relevant topic of discussion, marketing, and how to charge for the event. Chapter 25 Rep Zarkis Martirosian also shared with the committee a white water rafting trip that his chapter held, and how it helped increase camaraderie within the group.

The committee discussed the upcoming ASCCA Chapter Leadership Strategic Summit, to be held at the August Team Weekend in Anaheim. Discussion centered around ideas for agenda items, and how to engage with the chapter presidents, vice presidents, and



others in chapter leadership. Finally, the committee and others in attendance at Team Weekend who were unable to attend the Automotive Aftermarket Summit received a



legislative update from Executive Director Gloria Peterson. After a productive 9 hours, the group adjourned for the day to get dinner and some rest.

The following day, the board of directors met for the entire morning. It began with an update from Glen Daily and Mat Naby on ASCCA's Dental and Vision plans. The board unanimously approved a switch to new insurance offerings, which will benefit

both the auto shop owners, as well as their employees and their families.

The board then received reports from the

various committee chairs about the work each committee is doing, and went on to approve some of their proposals, including new logos for ASCCA vendors and sponsors to help promote the association and a bylaws change of the Association Program Provider definition.

The board also agreed to formally support the Automotive Technician Training Standards (ATTS), as presented by George Hritz, Executive Director of the California Automotive Teachers (CAT) at no cost to the association. The ATTS standards will help improve automotive training curriculum at both the high school and community college level in California, and help prepare young people for a future in the auto repair industry.

Lastly, the board ended by approving 2017 Team Weekend dates, and identified San Luis Obispo as the location for the 2017 Budget Planning Meeting.

Overall, the June Team Weekend was very productive, and the ASCCA leadership will now focus on preparing for the August Team Weekend, which is scheduled to include a networking reception, the ASCCA Chapter Leadership Strategic Summit, and Board of Director elections. For more details and information on how to register, [click here](#).

BAR BAG REPORT

Report submitted by
Jack Molodanof, Esq.



July 21, 2016 | BAR Advisory Group Meeting Summary

workshop discussed below.

3) California Vehicle Inspection System Transition (Cal-Vista)

The Cal-Vista project consists of negotiating ownership of the smog check data system; refresh the system to the state owned data center and publish an RFP to obtain maintenance and operation service. BAR has completed negotiations for the transfer of data center from current vendor to the state data technology center. BAR preparing an RFP for the selection of vendor to handle the maintenance and operation of the smog check program.

4) Consumer Complaint Process

Bill Thomas of Enforcement provided an overview of the consumer complaint process. Primary goals of BAR to address consumer concerns; mediate a fair and appropriate resolution and check industry compliance. BAR's role is a neutral third party. Consumer Complaints are accepted and BAR determines whether they have jurisdiction to pursue. They are assigned to field office for review. BAR contacts consumer first and then the repair facility. Field Rep evaluates evidence and suggests appropriate resolution and attempts to mediate based upon the circumstances. If unable to reach resolution consumer provided small claims court information and complaint file closed. If violations identified additional enforcement action may be appropriate in addition to mediation of complaint including educational conference, office conference, administrative action and referral to Local District Attorney. Egregious violations (i.e.

fraud, actions threatening safety of consumer or others) may close complaint without mediation and move straight to investigation.

5) Enforcement Statistics Update

Complaints trends are still running around 15,000 complaints per year. Engine repair represent the highest percentage (35%); General Maintenance (17%); Auto Body (12%); Transmission (9%); and Smog (10%).

Two separate Workshops took place in the afternoon

Electronic Documents and Authorizations Workshop

BAR held another public workshop re: proposed Electronic Documents and Authorizations regulations. The intent is to allow for electronic documents and electronic authorizations/signatures. However, there are additional substantive changes including sublet disclosures, disclosure of returned parts; part kits and requiring all records associated with the transaction to have a "unique identifier" linking the records to the transaction. Concerns were raised at the workshop and BAR indicated they would review and take under consideration. Thomas provided an update of complaint trends and provided more details with regard to trend groupings and primary business types. So far for the 2015-16 year, complaint trends are as follows: Engine/Performance Repair 33%; General Repair Maintenance 17%; Auto Body 12%; Smog 10%; Transmission 9%; Unlicensed activity 4%; Used car

Transactions 3%; Vehicle Warranty 2%; Other 9%.

STAR Regulatory Changes Workshop

BAR also held a workshop on the STAR program and proposed changes. The intent is to close loopholes that have allowed some low performing stations in the STAR program. They intend to provide more flexibility with regard to the appeal process if a suspension of STAR station occurs. BAR revising the Performance Measures including removing the no-score/no-score option on FPR removed; smog check inspections using wrong equipment platform; manual entries of VIN during OIS inspections; performing excessively fast inspections and additional changes are proposed. These are all substantive changes. For specific questions please contact Garrett Torgerson at 916-403-0315; or email garrett.torgerson@dca.ca.gov.

The next BAR Advisory meeting scheduled for October 20, 2016. ■

IN NEED OF LEGAL ADVICE? ASCCA HAS YOU COVERED



Legal issues are something that every small business owner will face at one point or another, and the decision alone to seek legal advice can come with a hefty price tag. Fortunately, as an ASCCA member, you are entitled to 30 minutes of free legal advice every month from ASCCA's lobbyist and legal counsel, Jack Molodanof, Esq.—and it doesn't even have to be shop-related.

In addition to his work for ASCCA, Mr. Molodanof is also president of Molodanof Government Relations, a public affairs firm which specializes in community relations, advocacy, and lobbying, and is a practicing attorney representing trade associations with an emphasis on general business transactions and small business issues.

So next time you need legal advice, don't try answering it yourself and risking getting into deeper legal issues. Call or email our expert, Jack Molodanof at (916) 447-0313 with your business or personal legal questions. This service can be used either by you or any of your employees.

Below is a summary of the BAR Advisory Committee meeting that took place on July 21, 2016.

1) Legislative Update

BAR is tracking the following bills: AB 873 (Jones)-Automotive repair; minor services; AB 1174 (Bonilla)-BAR complaint process handling; AB 1691 (Gipson) & AB 1965 (Cooper) Enhanced Fleet Modernization Retire/Replace Vehicles; AB 2167 (Achadjian)-Towed Vehicles; SB 778 (Allen)-Oil Changes; Pending BAR regulations include: Disciplinary Guidelines; BAR-Certified Institutions and Instructors; Windshield Replacement; Mobile ARD Advertising; Electronic Documents and Authorizations; BAR-97 Specifications; STAR Regulations Clean-up; Brake and Lamp Handbooks; Repair Assistance program.

2) Smog Check Performance Report

BAR presented roadside failure rates report comparing Sierra Study (2003-2006 Roadside Data) and BAR study (2014-2015 Roadside Data) within one year of passing smog check. Results indicate that there is no change in worst performing stations since the STAR program. BAR believes that some worst performers are in the STAR program because of current loopholes in the law. BAR is proposing regulations that will close these loopholes. These regulations were part of the

Maximize Your ESI Benefits!

ESI DISCOUNTED COURSE OFFERINGS

ASCCA Partners with Educational Seminars Institute (ESI) Again to Bring You Discounted Course Offerings in 2016!

This member benefit is available for 2016 courses now!

Seminar courses are normally \$149.95. ASCCA members pay only \$95 per attendee -- a savings of almost \$55 per class! Service writer courses are normally \$1,500. ASCCA members pay only \$950 per attendee!

[Click here to take advantage of this offer.](#)

TAKE YOUR BUSINESS TO THE NEXT LEVEL



As an ASCCA member, you probably already know that you have exclusive access to Educational Seminars Institute's (ESI) course offerings at a discounted rate, but did you know that you are also able to receive 30 minutes of FREE business management consulting every month?

That's right—in addition to all of the other resources that ASCCA provides to help your business grow, you can speak one-on-one with ESI CEO Maylan Newton for 30 minutes

per month about the challenges facing your business and how to improve your bottom line. An ASCCA preferred instructor, Maylan is an ASE Master Technician, service writer, service manager, general manager, coach, and consultant who specializes in identifying and offering solutions to the most common problems facing independent auto repair shops.

So whether you need advice on determining the proper hourly rate you should be paying your employees, understanding your monthly profit and loss, maximizing technician productivity, marketing, making personnel decisions, or anything else, then make sure to take advantage of this amazing benefit.



**ASCCA MEMBER
OF THE MONTH**
JUNE 2016

Nick Modesti

MODESTI'S CAR CARE CENTER

The ASCCA Membership Committee is proud to announce that it has selected Nick Modesti of Modesti's Car Care Center as the ASCCA Member of the Month for June 2016. Each month, an ASCCA member is recognized for going above and beyond to support ASCCA's Core Purpose: To elevate and unite automotive professionals and give them voice.

Nick has been involved in the automotive industry almost his entire life. His parents started Modesti's in 1972, and Nick spent a lot of time there as a child. Working his way up in the family business, Nick now serves as the Business Manager of Modesti's and has over 29 years of automotive industry experience under his belt. He is an Automotive Service Excellence (ASE) certified Service Advisor,

ALLDATA certified specialist, and is currently working toward his Accredited Automotive Manager designation from the Automotive Management Institute.

Nick believes having ASCCA as an advocate for the automotive industry in Sacramento is invaluable to every auto shop in California. He also enjoys the wealth of knowledge that is at his fingertips via TeamTalk, often times reading messages from other shops that have helped him gain more insight about the industry. In fact, it is one of his favorite tools to use.

"I posted one of those 'what would you do' situations to TeamTalk, and I was floored by the responses. I had posted a few messages on TeamTalk but that time, I received several messages and phone calls about it that day and into the next. I actually remember thinking to myself at the end of the day... this is exactly why we are members of the ASCCA," he said. "It's an organization that is ready to help at any time and truly wants to elevate every member's shop and give us a voice."

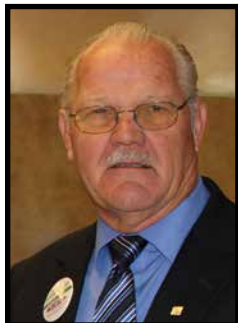
Thank you Nick for your ongoing commitment to ASCCA! Our organization and its members have benefited tremendously from your involvement, knowledge, and most importantly, your dedication. Congratulations!

moved to the independent side of the trade for four years and felt he was ready to open his own shop in November 1982. Steve has been located in El Cajon, California, for 34 years and his shop is a Star Smog Station, where he is the only smog tech, employing one additional tech and one service writer. His work consists of mostly foreign and domestic automobiles, motorhomes and diesels. Steve also has several fleet accounts that include oil changes, engine replacement, and diagnosis of most types of repairs.

When asked what he loves about ASCCA, Steve replied "I have gained tons of knowledge through ASCCA's classes, seminars, and summer conferences as well as first-hand knowledge from some of the best shop owners in California. The camaraderie is priceless and being able to discuss daily issues and concerns with other fellow shop owners is a big benefit. I also take advantage of all the vendor benefits available as well. All of this has made a big difference in my success and business venture."

"Also, I love being able to participate with shop owners and help make the Automotive Industry better. I love to interact and discuss issues first hand with Members of Congress, Senators, Assembly Members, and others involved in this industry. These grassroots efforts make a big difference, and being able to 'give back' is a huge reward."

Thank you Steve for your ongoing commitment to ASCCA! Our organization and its members have greatly benefited from all of your hard work, dedication, and unwavering commitment. Congratulations!



**ASCCA MEMBER
OF THE MONTH**
JULY 2016

Steve Vanlandingham

VAN'S AUTOMOTIVE

The ASCCA Membership Committee is proud to announce that it has selected Steve Vanlandingham of Van's Automotive as the ASCCA Member of the Month for July 2016. Each month, an ASCCA member is recognized for going above and beyond to support ASCCA's Core Purpose: To elevate and unite automotive professionals and give them voice.

Steve joined ASCCA in 1996 and has been active ever since. Over the years, he served local Chapter 24 as a board member, vice president, Chapter Rep and president twice as well as working at the state level as board director, secretary, treasurer twice, and 2015 president. He is currently serving several committees and chairs the Bylaws, Policies and Procedures Committee.

Steve started in 1968 at a Chrysler Plymouth Dealership working his way from new car department to heavy line in 12 years. He then

Welcome, NEW MEMBERS

MAY 2016 - JUNE 2016

CHAPTER 48

Glenn's Auto

Downey

STATE ONLY (NO CHAPTER)

George Hritz (California Automotive Teachers)

Sonoma

Shop-Ware

San Francisco

5 YEARS

Drive Rite Automotive Repair, Inc. (Windsor)

LaVere's VW & Audi Only Service & Restoration
(Concord)

MAACO Collision Repair & Auto Painting (Fresno)

Model Garage, Inc. (Berkeley)

Orr Automotive (Montclair)

Sanders Auto (San Dimas)

Anniversary MILESTONES

The ASCCA would like to recognize members who celebrated a milestone anniversary in May 2016 - June 2016. Congratulations and thank you for your support! Our association has grown strong and is effective because of members like you!

35 YEARS

Independent Auto Repair (Redondo Beach)

30 YEARS

Monkey's RV & Auto Service (Manteca)

Rick's Automotive, Inc. (Granada Hills)

Walker's Automotive (Modesto)

25 YEARS

Convoy Auto Repair (San Diego)

D & R Automotive (Santee)

Lou's Automotive (Mountain View)

Tom's Monterey Auto Repair (Monterey)

20 YEARS

Good Guys Automotive (Vorba Linda)

Solorio Auto Tech (Riverside)

15 YEARS

Auto Medics (San Mateo)

Clayton Valley Auto Service (Concord)

10 YEARS

Angels's Auto Repair, Inc. (San Gabriel)



Judging the Success or Failure of

SHOP MARKETING

More often than not, shop owners tell me that their marketing and advertising programs often fall short of expectations and they fail to see a solid return on their investment. While it's true that some advertising vehicles are bound to underperform because they're too broad-based (i.e. radio advertisements), if a more strategically-targeted approach still isn't delivering results, then the problem might lie in your evaluation methods.



MUDLICK MAIL

Think Strategically

Tracking the wrong metric can cause you to abandon a marketing vehicle too soon. These days, the industry trend is to measure your performance based on ticket averages. Under this approach, an uptick in ticket average following an ad campaign would be considered a success. But let's say the month after your campaign hits your ticket averages decline, but your car counts rise. If you follow industry norms, you'd probably consider the campaign a failure.

This way of thinking is too simplistic. An effective advertising effort can deliver a number of benefits. For some shops, a successful marketing campaign might increase car count, for others, it might stem a downward sales trend or generate repeat visits. The point is that judging success or failure simply on ticket average is fairly restrictive and encourages shop owners to try to obtain more sales from fewer cars – an increasingly difficult task given how well-built modern cars are.

Instead, track a number of factors and tie those factors to the goals you want to achieve. Before you start any kind of marketing effort take a look at your sales – not just month to month, but the same month year over year, so you can get a clearer sense of the situation and whether you have problems that aren't due simply

to seasonal trends. Once you have the numbers you'll be in a better position to determine what you want your advertising campaigns to accomplish.

The Art of Call Tracking

Tracking the number of calls that are generated from each advertising source is key, but perhaps even more important is listening to the way those calls were handled. Again, if you're working with a vendor that doesn't record those calls, consider it a red flag. You want to track as thoroughly as you can.

When you listen to the calls, evaluate the responsiveness of your staff. Are they asking callers when they can bring their cars in or are they telling the caller that they can't fit them into the shop's schedule? Are they turning away \$25 oil changes because their bonuses are tied to pulling in higher cost repairs? Failing to say yes to potential customers can cost your shop valuable leads and may cause you to end a campaign that could've been successful with a better trained staff.

Think Long-Term

Another common mistake – especially when it comes to tracking direct mail – is to count the number of coupons that are redeemed and base the effectiveness of the campaign solely on that number.

Limiting your evaluation to coupon redemption is a bad approach because it doesn't include the non-coupon shopper. If you target high-income areas, those consumers don't typically use coupons, yet they are coming into the shop because they've seen an advertisement.

By focusing on coupon redemptions, shop owners also discount the impact that new customer will have over the lifetime of their relationship with you. If your campaign generates 100 new customer visits, and 75 of those customers stay with you, those relationships could have a tremendous impact – generating thousands of dollars for your shop over the long term. But, if you only look at what a campaign generates initially, it's a wash. Focus on customer counts and total revenue and you'll have a better idea of the effectiveness of your efforts.

At the end of the day, the key is to be more strategic in your approach to tracking. Measuring your return on investment based on only one metric – whether its sales or your average repair order isn't going to give you the full picture. Instead, look at the goals you want your campaign to achieve and track your results based on how well your marketing efforts met your objectives. Access the Mudlick Mail Automotive Learning Center for **FREE shop owner training resources and customer acquisition best practices.**

GROW YOUR CAR COUNT

WITH THE POWER OF MUDLICK MAIL

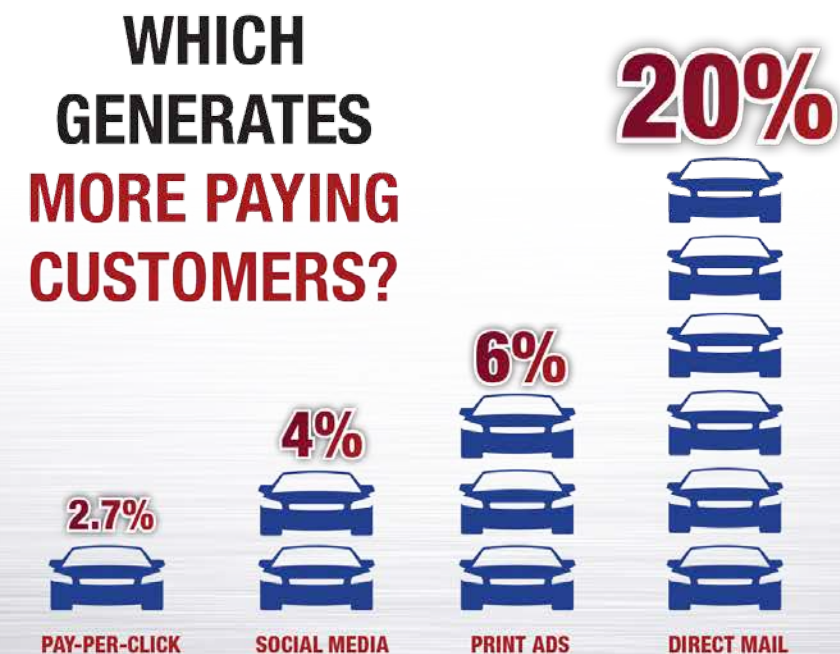


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*Percentages based on marketing professionals survey results. Source: Direct Marketing Association 2014 Fact Book

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(916) 286-0918
mnabity@coremarkins.com

ASCCA Chapter Network

The Automotive Service Councils of California is made up of local chapters. Join your local chapter today and get involved!

EAST BAY (16)

Meetings held second Tuesday, 6:30 p.m.
Call Art Ratner: (510) 540-7093

FOOTHILL (5)

Meetings held first Tuesday, 6:30 p.m.
Call Joseph Appler: (626) 296-6961

FRESNO (25)

Meetings held second Thursday, 7 p.m.
Call Zarkis Martirosian: (559) 268-6359

INLAND EMPIRE (14)

Meetings held third Tuesday, 7 p.m.
Call Glenn Davis: (909) 946-2282

LONG BEACH (18)

Meetings held third Tuesday, 7 p.m.
Call Kristen Bunting: (562) 424-8726

MOUNT DIABLO (20)

Meetings held third Thursday, 7 p.m.
Call Steve Elstins (925) 676-8376

NORTH ORANGE COUNTY (48)

Meetings held third Wednesday, 6:30 p.m.
Call Denise Pina (714) 990-1500

PENINSULA (23)

Meetings held last Tuesday of every other month, 7 p.m.
Call Angi Roberts: (408) 266-9658

REDDING (99)

Meetings held last Wednesday, 6:30 p.m.
Call Ken Breshears (530) 222-2572

SACRAMENTO (34)

Meeting times vary
Call ASCCA Office (800) 810-4272

SAN DIEGO (24)

Meetings held third Tuesday, times vary
Call Mitch Mendenhall: (619) 334-6005

SAN FRANCISCO (21)

Meetings held last Wednesday, 7:30 p.m.
Call Paul Grech: (415) 286-6747

SAN JOAQUIN VALLEY (6)

Meetings held second Thursday, 6:30 p.m.
Call Paul La Berge (209) 466-5364

SAN JOSE (42)

Meetings held second Wednesday, 7 p.m.
Call Angi Roberts: (408) 266-9658

SANTA ROSA (28)

Meetings held third Thursday of every other month
Call Robert Toepp: (707) 546-2851

SOUTH BAY (1940)

Meetings held quarterly, 6:30 p.m.
Call Michelle Sporkkreef: (424) 206-1646

TULARE/VISALIA (26)

Meetings held fourth Thursday, 6:30 p.m.
Call John Camara: (559) 688-5721

WEST LOS ANGELES (12)

Meeting times vary
Call Jo Ann Fischer: (909) 939-0332

Bureau of Automotive Repair (BAR): Chief

Patrick Dorais
(916) 255-4565

BAR: Industry Ombudsman

Rick Fong
(916) 255-2893

California Chamber of Commerce

Headquarters
(916) 444-6670

California Air Resources Board (CARB)

(800) 242-4450



Now Available ASCCA Consumer Brochure

ASCCA has created a consumer brochure for members to use in their shops! It's a handy new tool which describes the value of choosing ASCCA member shops over others.

Download the free electronic template from the member's only section of the ASCCA website, www.ascca.com.

Note that you must login with your member ID to access the template. ■

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