

# THE CALIFORNIA

*Independent*

SPRING 2017

A Publication of the Automotive Service Councils of California



**2017 Countertop  
Display Contest**

*Page 12*

**May Team  
Weekend Recap**

*Page 8*

ADDITIONAL  
INFO ON ALL  
ASCCA EVENTS  
AVAILABLE AT

www.ascca.com

# CALENDAR *of* EVENTS

September 9-10, 2017

ASCCA September  
Team Weekend

Gustafson Brothers Automotive  
19161 Gothard Street  
Huntington Beach, CA 92648

November 18-19, 2017

ASCCA November  
Team Weekend

Embassy Suites  
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## THE CALIFORNIA *Independent*

### Automotive Service Councils of California

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Since 1940

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## TABLE OF CONTENTS

2	Calendar	14	BAR BAG Report
4	President's Message	16	Member of the Year
6	Legislative Report	16	Members of the Month
8	Team Weekend Recap	18	New Members
10	Three Small Business Advertising Tactics That Get Instant Results	18	Anniversary Milestones
12	Countertop Display Contest	19	100-Plus Membership Campaign
		19	Corporate Partners
		20	Chapter Network

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# > PRESIDENT'S MESSAGE

*ASCCA Members,*

As you read this, 2017 is well under way, and I hope the first few months have been good to you and your business.

I am looking forward to a year of growth for our association. The Membership Committee has jumped into their 2017 "100-Plus" membership growth campaign, and has been working on a new marketing plan to bring new shops to ASCCA.

We do have many challenges to face this year and beyond, not the least of which include telematics, the connected car, and autonomous vehicle technology. To address these challenges, I'm proud to announce that ASCCA has created a new Telematics Committee that will work closely with our Government Relations Committee to ensure ASCCA continues to be a driving force in these emerging technologies. The objectives of this new committee will

ASCCA has created a new Telematics Committee



David Kusa  
ASCCA President 2017

be to ensure our members are service-ready by securing access to information and vehicle data for the aftermarket repair and service industry, so that our members can continue to provide the top quality service our customers expect and deserve.

We are sure to face many challenges from the California Legislature again this year, and I am confident we will have another successful year in Sacramento working to protect and enhance our businesses and industry. A large part of this success started with our annual Legislative Day on April 25. We were joined by the California Autobody Association (CAA); the California Automotive Business Coalition (CalABC); the California/Nevada Automotive Wholesalers Association (CAWA) to present a united front for the entire aftermarket industry. This event is always very important to our continued legislative successes, and this year was another huge success!

# GET INVOLVED

"100-Plus" Membership Growth Campaign

Automotive Aftermarket Industry Legislative Day



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# LEGISLATIVE REPORT



Jack Molodanof, Esq.  
ASCCA Legislative Advocate

## LEGISLATION

Approximately 2,500 new bills were introduced this year. ASCCA is in the process of reviewing the bills to determine impact on the automotive repair industry and positions to be taken. Below are several noteworthy bills that were recently introduced.

### AB 5 (Gonzalez)

#### Employers: Opportunity to Work Act.

This bill requires certain employers to offer additional hours to an existing nonexempt employee before hiring an additional employee or subcontractor, to post a notice of employee rights, and to maintain certain documentations.

### AB 193 (Cervantes)

#### Air Quality Program: Clean Reused Vehicles Rebates.

Requires the ARB to establish the Clean Reused vehicle Rebate Project to provide

rebates or other incentives for the acquisition of an eligible used vehicle, the replacement or refurbishment of a battery and related component or an extended service warranty to cover unexpected repairs not covered by the manufacturer's warranty.

### AB 249 (Gomez)

#### Hazardous Waste; Civil Penalties.

Amends the Hazardous Waste Control Law which regulates the use and disposal of hazardous materials. Increases the administrative and civil penalties for disposing or causing the disposal of a hazardous waste at an unauthorized site, or treating or storing a hazardous waste at an unauthorized site.

### AB 475 (Chau)

#### Total Loss Salvage vehicle and Dismantled Vehicles.

Requires a certification of structural integrity to be submitted to the Department of Motor Vehicles before a vehicle that has been reported as a total loss salvage vehicle or dismantled vehicle may be registered.

### AB 509 (Frazier)

#### Tire Recycling; Tire Regulator Fee Program.

Requires a waste tire generator that is a retail seller of new tires to pay a tire regulatory fee.

### AB 623 (Rodriguez)

#### Autonomous Vehicle Testing; Accident Reporting.

Requires an accident involving operation of an autonomous vehicle that results in a catastrophic bodily injury of the death of a person to be reported to the DMV within 24 hours of occurrence.

### AB 913 (Gray)

#### Construction Related Accessibility Claims.

Authorizes a court to enter a pre-filing order prohibiting an extremely high-frequency litigant from filing any new litigation without first obtaining leave of the presiding justice.

### SB 640 (Hertzberg)

#### Taxation.

Makes legislative findings, including broadening the tax base by imposing sales tax on services.

## BUDGET TRAILER LANGUAGE

The Legislative Joint Budget committee is considering language that would allow the Labor Commissioner through BAR to initiate disciplinary action to suspend or revoke ARD license for unpaid wage judgment due to an employee.

## PENDING BAR REGULATIONS

### Oil Change intervals and Minor Repairs

Status: Workshop held on April 20, 2017 after the BAR advisory meeting.

These regulations are intended to address last year's SB 778 (oil changes) and AB 873 (minor repairs). These bills were vetoed by the Governor. BAR will now address these issues through regulation rather than legislation.

### Mobile ARD Advertising

Status: The DCA is reviewing.

These regulations establish advertising requirements for mobile automotive repair businesses.

### Electronic Documents and Authorizations

Status: Review by Agency.

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 certification of schools and instructors

Status: Review by Agency.

BAR continues to work on regulations updating the requirements for certified institutions and instructors and recognizing certification for non-technical training.

### BAR-97 Specifications

Status: Initial Stages.

These regulations will Modernize BAR-97 equipment standards for smog check stations by removing dedicated analog phone line and updating minimum computer standards.

### STAR Program Clean-up

Status: DCA informal review.

BAR in the process of removing outdated Gold Shield program provisions; amending

STAR eligibility criteria and updating STAR invalidation process.

### Repair Assistance Program

Status: Review by DCA.

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

### Brake and Lamp Handbooks

Status: DCA informal review.

These regulations will update BAR handbooks for licensed brake and lamp adjusters and stations.

### Licensing Application Updates

Status: Initial stages.

These regulations will update licensing applications for smog check inspectors, repair technicians, and stations.

We will continue to keep ASCCA members updated as developments occur. ■

## Maximize Your Member Benefits! 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 or jack@mgrco.org with your business or personal legal questions. This service can be used either by you or any of your employees.



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# MAY TEAM WEEKEND RECAP



On May 20, ASCCA convened in Sacramento for their May Team Weekend of committee and board meetings. Vice President Rocky Khamenian welcomed the members in attendance, and began the meeting with the Pledge of Allegiance and a statement of ASCCA's Mission Statement, Core Purpose, Core Values, and Code of Ethics.

The first committee to meet was the **Government Affairs Committee**, chaired by Tracy Renee. Craig Johnson provided the committee with a report from the National Automotive Service Task Force (NASTF) and the work of its various committees, which can also be found on the NASTF website at [nastf.org](http://nastf.org). Carolyn Coquillet, chair of ASCCA's Committee on Telematics, provided a summary of the Automotive Service Association (ASA) event that she attended in Detroit, which focused on connected cars related to cyber security issues and technical issues related to scan tools.

ASCCA lobbyist Jack Molodanof provided members with a legislative update, highlighting key bills of interest that would affect your ability to hire new employees, increase tire fees, require a new tax on services such as auto repair, and more. The eight bills highlighted are Assembly Bills 5, 509, 1008, 1180, 1274, and 1679, and Senate Bills 327 and 640. Visit [asca.com](http://asca.com) for a detailed legislative report, which is updated regularly.

ASCCA's **Public Relations Committee**, chaired by Jerry Kubitsky, met following

Government Affairs, and announced they are almost ready to roll out the 2017 countertop display contest, featuring our new interchangeable countertop display. The new displays will allow shops to change the display inserts to coincide with the holidays, National Car Care month, and more. The Public Relations Committee also announced that in addition to the annual North vs. South competition, they will also have a competition between the chapters with various prizes for the winners, which will be announced at a later date.

The **Revenue and Benefits Committee**, chaired by John Eppstein, is continuing to work on securing new corporate partners and endorsed vendors. Just five months into the year, the committee is already halfway towards meeting their 2017 budget, and the committee is optimistic that they will meet their goal. The committee also reiterated that if a chapter plays an active role in securing a new ASCCA corporate sponsorship, they receive 20% of the sponsorship agreement, both at sign up and renewal, so it can serve as a continuous revenue stream for the chapters. They also discussed their recommendation to the board to change the terminology of "Corporate Sponsor" to "Corporate Partner."

After taking a lunch break to refuel, the **Membership Committee**, chaired by Mitch Mendenhall, met to discuss monthly membership reports, as well as the presentation they will be making to the board of directors regarding the new membership growth campaign. The committee reported

that 26 new members have joined ASCCA since January 1—more than the total new members for all of 2016. The committee continues to work toward its "100-Plus" goal of enrolling 100-plus new members in 2017, as well as its goal of member retention.

The **Education Training, and Information (ETI) Committee**, chaired by Jack Scrafield, met to discuss its work to develop an educational webinar series for chapters to use in training chapter leaders. Current chapter leaders and members interested in a leadership role will be invited to participate in these live webinars, and they will then be archived on the ASCCA website to be used to train future leaders. Stay tuned for more details on webinar dates, content, and more.

The first day of Team Weekend concluded with the **Chapter Representatives Committee** meeting, chaired by Rich Lezcano. The committee welcomed guest speaker Grant Bowman from ASCCA corporate partner O'Reilly Auto Parts. Grant briefed the committee on the services O'Reilly provides, and let the Chapter Reps know that O'Reilly representatives are available to participate in chapter training events. Glen Daily of ASCCA's endorsed insurance provider Armstrong & Associates and Jason Smith of Core Mark insurance gave the Chapter Reps an update on workers' comp insurance and the state of health care reform.

The committee was pleased to also welcome



new and potential members from Chapter 34 in Sacramento. The committee introduced themselves and spoke about all of the professional and personal benefits that come from joining ASCCA, and answered questions about ASCCA membership.

On Sunday, **ASCCA's Board of Directors** met and made significant progress toward new and exciting goals for the association. The board began by welcoming its newest board member, Carolyn Coquillet, who serves as chair of the new Telematics Committee.

In his report, ASCCA President Dave Kusa provided a summary of ASCCA legislative day, and discussed his ongoing visits to chapters across the state. Executive Director Gloria Peterson provided her report, in which she notified current board members that a call for nominations to serve on the 2018 board of directors has been sent out. In addition to new members who are interested in serving on the board, all board members whose term expires on December 21, 2017 must submit their nomination forms, which can be downloaded on [asca.com](http://asca.com), by July 1, 2017.

John Eppstein provided an update on exciting changes being implemented by the ASC Educational Foundation (ASCEF), including the hiring of a third-party service center to handle the Cars 4 Careers program's calls, inquiries and processing, eliminating the possibility for revenue loss for the foundation. ASCEF is also working on developing new donation opportunities

for ASCCA's corporate partners and other outside organizations, and noted that ASCEF Chair Mary Kemnitz's Rotary Club made the first such donation in the amount of \$5,000.

The Board then approved several committee recommendations. The first two that were approved by the board were recommended by the Membership Committee. The first was to implement a new membership growth campaign, where the association will incentivize independent sales partners to enroll and retain new members across the state. The second was a recommendation that the association launch a website redesign, to coincide with the newly approved membership growth campaign,

that will provide current and prospective members with the information and resources they need.

The third committee recommendation that was approved by the board was submitted by the Revenue and Benefits Committee to change the title of ASCCA Corporate Sponsors to Corporate Partners to emphasize the mutual commitment between ASCCA and the companies that support the association.

Finally, the board discussed and decided to direct the Bylaws Committee to create a new, limited membership type for out-of-state repair shops, in response to multiple shops from outside of California expressing interest in joining our association. In their decision, the board noted that this is in line with **ASCCA's Core Purpose to unite and elevate automotive professionals and give them voice.**

Thank you to all who attended our May Team weekend, both members and guests. You make it possible for ASCCA to fulfill its mission of advancing the professionalism of the automotive repair industry. We hope to see you at our next Team Weekend, September 9 and 10, in Huntington Beach. Visit [asca.com](http://asca.com) for more details.

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# THREE SMALL BUSINESS ADVERTISING TACTICS THAT GET INSTANT RESULTS

No matter how big or small your business is, a winning strategy is to advertise your business consistently and allocate marketing dollars on tactics that deliver results in a measurable way. This article highlights actionable marketing tactics you could execute easily and see results almost instantly. Regardless of what advertising strategy and objectives you've outlined for the upcoming year, these three tactics will produce greater visibility for your business, increase response rates and build business credibility.

by Mudlick Mail

## 1. Tactics to Advertise Your Business Locally

Looking ahead, it's becoming even more important for brick and mortar businesses to implement local SEO. One of the best tactics to achieve optimal local SEO is to properly set-up a Google My Business. Google My Business will guarantee your business has a more prominent placement in local search engine results placement (SERPs). Not only will this give you a competitive advantage of ranking higher but customers will be able to locate your business in Google Maps instantly. [Google My Business](#) is free and easy to set-up.

One of the best ways to promote your business locally is to advertise by mail. Direct mail advertising is the #2 tactic used to target new prospects locally (referrals are #1). With targeted mailing list, there's no guesswork when it comes to whether or not your prospects receive your marketing message. Direct mail lists can be narrowly or broadly targeted. List segmentation is based on factors such as geography, lifestyle attributes and demographics. A good rule of thumb, when promoting your local business, is to target households and businesses within a 3-5 mile radius surrounding your store front. [Request a FREE market analysis](#) to see how many potential targets you can reach with a direct mail ad.

## 2. Omni-Channel Advertising Tactics

Omni-channel is the newest marketing

buzzword and refers to your tactical ability to advertise seamless across multiple devices and multiple browsers. Consumers expect a cohesive and effortless experience with your business brand regardless of when and where the interaction takes place. Using the tactics below will give you a considerable advantage over competitors as it relates to search rankings. Website content is important but having your website optimized, based on your visitor majority browser and device, plays an equally important role in search engine algorithms and ranking placements.

Your website should deliver the same consistent experience across multiple devices (i.e. mobile, desktops, tablets) and multiple browsers (i.e. Chrome, Internet Explorer, Safari-Apple, Android). Data is easily accessible to help you understand where you should focus your efforts. Google Analytics provides customer profile segments by device and browser. Once you understand which devices and browsers visitors are using, prioritize and optimize accordingly. **TIP: A mobile optimized or responsive design website is a must have for your business, especially if a healthy percentage of your website visitors are viewing and converting via a mobile device.**

An offline channel such as direct mail advertising can be easily integrated into your omni-channel efforts. Sixty-seven percent (67%) of online searches are driven by offline messages, and thirty-nine percent (39%) of these searches result in purchases.\* Check out this [3-Minute Video](#) to see how one dental practice takes an omni-channel approach

using direct mail to advertise locally.

## 3. Social Media & Customer Review Ratings

Both social media and ratings can no longer be avoided by any business, whether small or large. They impact search rankings as well and can destroy or boom business sales. In 2017, your team can proactively tackle the two with a little planning and consistency.

How often you post on social media makes a difference in your website rankings as well. To ensure you are consistently posting on your select social media outlets, use cheap tools such as Hootsuite. Using a tool like Hootsuite gives you the leverage to allocate one-two hours per week and bulk schedule your posts. Instead of posting impromptu, your posts should be thought through to focus on product promotions and driving store traffic.

Customer review ratings could have an impact on conversions, conversions being the number of phone calls or store visits you receive. [Be proactive in asking customers for reviews](#); even offer incentives for reviews if you know your team performs satisfactorily. Positive reviews lend instant credibility which has proven to [increase conversion rates for small businesses](#). The key to building your rating is, ask for one! Secondly, make it easy for the customers to provide a review by having it be a seamless part of your sales process. Once you receive positive ratings, boast the reviews on all of your marketing collateral such as your website and direct mail ads.



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– John Anderson, Independent Shop Owner

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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.

# THE 2017 ASCCA COUNTERTOP DISPLAY CONTEST!

JUNE 1 - NOVEMBER 10

## NORCAL VS SOCAL

The ASCCA Public Relations Committee is kicking off the fourth annual countertop display contest. Remember how much fun we had with this the last few years? Over 200 shops have participated and we expect at least 300 to participate this year! Our goal is to get the ASCCA name out in front of the public and let them know ASCCA shops continually earn a high level of trust from their customers!



## What to Do



 Look for the 5x7 acrylic sign holder and 'sign inserts' in the mail. Load a 'sign insert' in the holder and place it prominently on your counter in the check-out area of your shop. Don't forget to load up the built-in business card holder.



 Send a photo of the countertop display – preferably with you or your team in it – to [rking@amgroup.us](mailto:rking@amgroup.us). This will give your team 1 point. Look at the Bonus Points section on the next page for ways to earn more points!



 Follow the contest updates on ASCCA's Facebook page and Twitter feeds, in TeamTalk, and in our weekly e-newsletter "What You Need to Know." Engage with other shops to help your chapter earn more points.

 The contest ends on November 10th at midnight. The winning region will be served ice cream by the losing region at the November Team Weekend in Sacramento on 11/18/2017. All members are invited to attend! The chapters with the highest participation rate will also receive special prizes to raffle off between their participants.



*Ice cream social and chapter prizes sponsored by Kukui!*

## Bonus Points

**2 EXTRA OPPORTUNITIES THIS YEAR!**

**+1** point for submitting your photo before midnight on July 16th.

**+1** point for sending in another photo with a different 'sign insert' in the display between August 1 and October 31.

**+1** point for sending in another photo with a different 'sign insert' in the display between November 1 and November 10.

Watch our Facebook page for ways to earn additional points throughout the contest!



## Contest History



SoCal finally captured a win in 2016 after being defeated by NorCal in both the 2014 and 2015 contests. Was SoCal's win a fluke or are they a true competitor now? We will have to wait and see!

## Get Involved



Send all contest submissions and questions to [rking@amgroup.us](mailto:rking@amgroup.us).



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[www.twitter.com/ASCCA1](http://www.twitter.com/ASCCA1)

# BAR BAG REPORT

Report submitted by  
Jack Molodanof, Esq.



April 20, 2017 | BAR Advisory Group Meeting & Workshops Summary

ASCCA's Lobbyist Jack Molodanof and Tracy Renee participated in the BAR Advisory Group meeting and a workshop that discussed proposed oil change regulations on Thursday, April 20. Below is Jack's summary of the meeting and workshop.

## California State Department of Consumer Affairs (DCA) News

The new DCA Director, Dean Grafilo was introduced. He said he was looking forward to working with the Committee members and the industry.

## Telematics: Data Ownership & Consumer Warranty Rights

Aaron Lowe from Auto Care Association (ACA) provided a very interesting presentation on telematics. At some point in the future, the OBD port will disappear or be severely limited, leaving as the only source of diagnostic and repair data for late model vehicles. A recent survey conducted by ACA indicated that 62 percent of consumers haven't heard of telematics and 81 percent of consumers think vehicle owners should decide who has access to telematics data. Proposed technical solutions now under consideration include extended vehicle (car manufacturers choice) and secure vehicle interface (consumers' choice). Also, embedded software is taking the place of mechanic control on many vehicle components and through emerging technology, OEM's are limiting access to computer modules necessary to develop

and fix electronics parts. [Click here for the presentation.](#)

## Legislation and Regulation

BAR is tracking the following bills:

- AB 188 (Vehicle Retirement)
- AB 475 (Salvage/Dismantled Vehicles)
- AB 630 (Vehicle Retirement/Replacement)
- AB 1274 (Smog Check Exemption- Extends smog check inspections from 6 year old model vehicles to 8 year)
- SB 638 (Heavy-Duty Motor Vehicles

Pending BAR regulations

- Mobile Automotive Repair Advertising
- BAR-97 Specifications
- Electronic Documents and Consumer Authorization
- STAR Program Clean-Up
- Training Provider Requirements
- Brake and Lamp Programs
- Oil Change Service Intervals and Definitions.

[Click here for the presentation.](#)

## Cal-VISTA

Clay Leek of BAR updated the group on the California Vehicle Inspection System Transition (Cal-VISTA) project. The Cal-Vista project consists of transferring and refreshing the smog data ownership from vendor to the state (OTech), and publishing an RFP to obtain a new vendor for ongoing maintenance and operation services of the smog check program. [Click here for the](#)

[presentation.](#)

## Online Auto Repair Presentation

Tim Bowden from BAR did a presentation on internet-based automotive repair. The BAR investigated the specific facts and determined whether the business must be registered/licensed with BAR. The BAR provided examples of various online retailers and how they may identify their business model.

The examples include:

- **Concierge Service** - Company facilitates the repair transaction, obtains vehicle from consumer, and takes the vehicle to the repair station and returns the vehicle to the customer.
- **Referral Service** - Company provides a range of prices for auto services from various facilities, and puts the consumer in contact with the facility the consumer chooses.
- **Online Mobile Repair** - Consumer contracts for a service with an online repair dealer, company sends mobile mechanic to location of consumer choosing and repairs performed at said location.

[Click here for the presentation.](#)

## Enforcement Statistics

The BAR complaint trends for 2016/17 are as follows:

- Engine Repair and Engine Performance - 33%

- General Repair and Maintenance - 17%
- Auto body - 14%
- Transmission - 10%
- Smog - 9%
- Used car transactions - 4%
- Unlicensed activity - 3%
- Vehicle warranty - 3%

[Click here for the presentation.](#)

## BAR Workshop: Proposed Oil Change Regulations

Concerns were raised by shops about technical aspects and compliance issues with the proposed regulations. The main concern is that the proposed oil change regulation does not capture "unlicensed" oil change operators, creating an unfair and unlevel playing field for the auto repair industry. Under current law, "minor services" including oil services are exempt from BAR oversight.

Last year, SB 778 (oil changes) was vetoed and AB 873 (minor repairs which didn't take effect because it was tied to SB 778), required that if any new oil change requirements were enacted, the "unlicensed" oil changers would also have to be registered as a separate category with BAR and comply with new requirements. Concerns were raised with SB 778 of how oil changers should be registered as an ARD with BAR, not as a separate category. In any event, Senator Allen agreed that the unlicensed oil changers would have to fall under BAR oversight/jurisdiction and thus comply with new oil change requirements.

Unfortunately, as proposed, the regulations do not include the "unlicensed" oil changers. It only requires ARD's to comply with the proposed regulations. This creates an unfair and unlevel playing field for the industry and a competitive advantage for the unlicensed providers who would not have to comply. It is not good for consumers either. If consumers obtain an oil change from an ARD, they would have consumer protections under the regulations, but if they go to an unlicensed quick lube they don't. Finally, this is inconsistent with Senator Allen's intent and the auto repair industry's agreement to capture all unlicensed oil changers under BAR oversight.

There was no support in the workshop for these regulations.

[Click here for the text of the regulations.](#)

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THE NEXT BAR ADVISORY COMMITTEE IS SCHEDULED FOR THURSDAY, JULY 20, 2017



## Dennis Montalbano

GERMAN AUTO REPAIR

During our February Team Weekend, ASCCA President Dave Kusa announced ASCCA's 2016 Member of the Year. Dave noted that each year, a member is selected for their outstanding dedication to the success of their fellow ASCCA members, the association, and their industry as a whole, and is named the Member of the Year.

"The people that know Dennis best will say that he is passionate, convincing, and not hesitant to take on even the most stubborn elected official," said Dave Kusa. "That is why ASCCA is lucky to have him—our friend, our two-time president, out 2016 Member of the Year, Dennis Montalbano!"

Dennis joined ASCCA in 1989, and he has been a member ever since. Dennis is currently serving his second term as president, after having

served in the position in 2011. Over the years, he has dedicated his time and effort to ASCCA by holding various board positions in Chapter 25, and has earned the respect as a business consultant, advising countless automotive repair shops in the Fresno area.

Dennis was born in San Francisco and grew up in San Jose and graduated from Bellarmine College Preparatory with honors. After two years as a pre-med student, his biology professor told him, "Either you are going to be a great surgeon or an awesome auto mechanic." At 22 years old, Dennis became the youngest Snap-On Tools dealer and after eight years, he received a promotion that led him to Fresno. In his late thirties, Dennis was looking for a challenge in his career and decided to purchase German Auto Repair in 1989 and later another repair facility called Pinky's Auto Repair.

When asked to arrange meetings, give politicians awards, speak publicly, and travel the country to attend conferences, Dennis is always there and ready to make a difference. There is no door that Dennis is afraid to enter, and that is why the automotive industry, and ASCCA, is so very lucky to have him.

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



## Maylan Newton

EDUCATIONAL SEMINARS INSTITUTE

The ASCCA Membership Committee is proud to announce that it has selected Maylan Newton of Educational Seminars Institute as the ASCCA Member of the Month for January 2017. 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.

With over 40 years of automotive industry experience, Maylan

Newton has literally been there and done that. From shop owner, technician, service advisor to one of the most renown industry trainers and speakers in the country. Maylan combines his real-world experience with profit building take-a-ways in a humorous and engaging manner that only Maylan can deliver.

As the president and CEO of ESI seminars for the past 20 years, Maylan travels the country, sharing with his audiences, the keys to being successful in the automotive repair industry today. Maylan lives in beautiful Simi Valley California with his even more beautiful wife, Lauren. They have two grown children.

Thank you Maylan for your ongoing commitment to ASCCA! Our organization and its members have benefitted greatly from your educational seminars, knowledge and most importantly, your passion for ASCCA and the automotive industry. Congratulations!



## Bill Paterson

SAL AUTO

The ASCCA Membership Committee is proud to announce that it has selected Bill Paterson of Sal Auto as the ASCCA Member of the Month for February 2017. 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.

Bill has been in the auto repair business in Sonoma County for 32 years, performing repairs and maintenance services on foreign and domestic vehicles. Last June, Bill closed his repair business of 30 years after he was asked to manage Sal Auto, a nonprofit shop that helps

low-income single parents with their car repairs.

Bill joined ASCCA in 2012 after being invited to a meeting by Bob from Bills Auto Electric in Santa Rosa.

A member of Chapter 28, Bill was honored to be vice president last year, noting that he loves the comradery with the other members and considers them all friends. Bill says he is fortunate to be surrounded by professionals and educators in the industry.

"I am able to network with other professionals that teach me how to be a better businessman and shop manager," said Bill. "We have excellent guest speakers at our meetings who are extremely informative about various aspects of the auto repair business. Through ASCCA, I am able to subscribe to the best support services that are sponsors of the association."

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



## Rocky Khamenian

BIMMER & BENZ SPECIALISTS

The ASCCA Membership Committee is proud to announce that it has selected Rocky Khamenian of Bimmer & Benz Specialists as the ASCCA Member of the Month for March 2017. 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.

Rocky is the owner and operator of Bimmer & Benz Specialists in Costa Mesa, located in south Orange County. Although he now specializes in BMW and Mercedes Benz cars, Rocky began his career at an auto repair shop in London where he worked on all makes and models doing general repairs, eventually specializing in Mercedes

Benz and BMW vehicles. After coming to the U.S. in October of 1987, Rocky settled in San Diego where he was hired as the manager at a service and repair shop for import cars.

Rocky first established his own business in May of 1989 on Newport Boulevard in Costa Mesa. He was not only the owner of this business but also its sole employee, performing all repairs himself. He eventually moved to another location nearby, and then in January of 2011, he purchased a larger and better-equipped property where he now employs four people and has corporate status.

Currently the Vice President of ASCCA, Rocky remains an active member of Chapters 48 and 50, where he says his favorite memories consist of serving ice cream at meetings. When asked how ASCCA has benefitted him, Rocky said "When I first joined, I immediately realized the benefits provided by the organization. ASCCA gave me with the tools for interacting with other shop owners, exposure to new laws that apply to the repair industry, and finding ways to reduce expenses while expanding customer service."

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

# Welcome, NEW MEMBERS

## CHAPTER 5

Frank Joel (Thousand Oaks)  
NAPA Auto Parts (Pasadena)  
Spence and Frye (Pasadena)  
Bavarian Garage (Glendora)  
Luis Lopez Automotive, Inc. (Los Angeles)

## CHAPTER 20

JJ Auto Repair (Brentwood)

## CHAPTER 24

West Automotive Group (Escondido)  
The Black Forest Automotive (San Diego)

## CHAPTER 26

Little John's Auto Electric (Visalia)

## CHAPTER 42

Larson Auto Repair, Inc. (Campbell)

## CHAPTER 99

Quality Auto Repair (Redding)  
R & R Auto Truck Repair (Redding)  
BG Products, Fleming Distribution (El Dorado Hills)  
Shasta Motors LLC (Redding)

## STATE ONLY

Fremont Auto Center (Fremont)

## 10 YEARS

J & H Performance (Redding)  
Frederick Blum Insurance (Sherman Oaks)  
C & D Auto Care (La Mesa)  
Raul's Auto Repair (Azusa)

## 5 YEARS

R A E, An Automotive Service Company (Ramona)  
Carrillo & Sons Collision Center (San Diego)  
Alexis Oil Company (Corona)  
Mountain Auto Service & Towing (Twin Peaks)  
RepairPal, Inc. (San Francisco)  
Rover Doctor (Irvine)  
RPM Auto Center (Irwindale)  
European Autotech (San Ramon)  
Master Repair (Monterey)  
Jim's Auto Service (Crestline)  
Action Automotive (Running Springs)  
Rocky's Miatomotive (San Diego)  
Fritz & Peters, Inc. (Oakland)  
Pierce Bros. Garage (San Pedro)  
U & I Auto Safety Center (San Francisco)  
Argonaut Garage (Berkeley)  
Jon's Pit Stop (Chatsworth)

# Anniversary MILESTONES

## 50 YEARS

Liebsack & Son Auto (Gardena)  
White Automotive (La Habra)

## 45 YEARS

James Automotive (San Diego)  
W. E. Harding Co. (San Jose)  
Howard Brown & Sons (Los Angeles)

## 40 YEARS

Jasper's Auto Service, Inc. (Artesia)  
Ed Martin Garage, Inc. (Riverside)  
Ed Little Auto Service (Culver City)  
Import Automotive (Loma Linda)  
Allied Engine & Auto Repair, Inc. (San Francisco)  
Broadway German Car Service (Long Beach)

## 35 YEARS

C.H. Topping & Co. (Long Beach)  
Santa Monica Volvo Fiat (West Los Angeles)

## 30 YEARS

Modesti's Independent Repair (Culver City)  
The Dyno Shop (Santee)  
Long Beach Autohaus (Long Beach)

## 25 YEARS

Ed's Automotive (North Hollywood)  
Karco Specialties (Orange)  
Village Auto Clinic (Sierra Madre)  
Scheidel's Fleet Service (Sacramento)  
Walt Nehse Auto Repair (Campbell)  
European Auto Works (Sunnyvale)

## 20 YEARS

Elbert Distributing (BG Products) (Fresno)  
Napa Auto Parts -Redding (Redding)  
Dutton Radiator Service (Santa Rosa)  
Valley Truck & Auto (Lemon Grove)  
Custom Alignment (Mountain View)  
Quality Automotive (Palmdale)  
Jenkins Automotive (Visalia)  
Portola Valley Garage (Portola Valley)  
Tri-Community Auto Body & Paint (Phelan)  
J S Auto Service (Los Angeles)  
Kavanagh Motors (Santa Clarita)  
Brake & Wheel Center (San Leandro)

## 15 YEARS

Saddleback Cars Inc. (Mission Viejo)  
Bimmer & Benz Specialists (Costa Mesa)  
Helmings Auto Repair (Mountain View)  
All Time Gas & Diesel Repair (Glendora)  
Young's Automotive Service (Covina)  
Exclusive Truck & Auto (Placentia)

# ASCCA LAUNCHES 100-PLUS MEMBERSHIP CAMPAIGN!

CONNECT. ENGAGE. GROW.



With each new year comes new opportunities. At the end of 2016, ASCCA's Membership Committee pledged to a new goal in 2017: to welcome 100-plus new members to ASCCA.

The Membership Committee is proud to introduce our unique "100-Plus" logo, which will serve as a constant reminder of our 2017 membership objectives.

When you see the logo--on ASCCA's website, in What You Need to Know, on social media, in The Independent, and on our Membership Committee materials--remind yourself of our goal to grow new members as we work to elevate and unite automotive professionals and give them voice.

## ASCCA Corporate Partners CONTACT LIST

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**Educational Seminars Institute (ESI)**  
Maylan Newton  
(888) 338-7296  
esi@esiseminars.com

### iATN

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Todd@kukui.com  
www.KUKUI.com

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www.repairpal.com

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jack@mrgco.org  
(916) 447-0313

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carolyn@shop-ware.com

### autotext.me

(469) 202-4090  
information@autotext.me

### BUSINESS SUPPORT PROVIDERS

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Bill Lewis  
855-337-6811, ext. 16116  
bill.lewis1@officedepot.com

### Auto Care Association

kathleen.schmatz@autocare.org  
(301) 654-6664

### CompuTrek

Dave Schedin  
dave@computrekssystems.com  
(253) 732-5229

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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 Rory Balmer: (909) 337-0082

## 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 Sprokkereef: (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](http://www.ascca.com).

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

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