



ASCCA

Foothill Chapter 5

June 2019

President's Message:

Good Day!

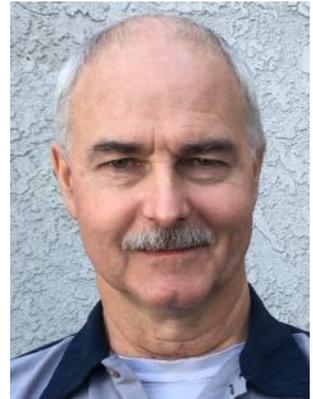
With summer finally here and temperatures rising, it's time to prepare for the heat.

Don't be overwhelmed. In July we will miss these cooler rainy months that we don't get many of.

Plan to attend July's meeting for an open forum with an educator panel. The future of our businesses depends on the next generation of technicians. We need to work with our area schools to recruit and train those techs.

I hope all is well with you, and I encourage you to take time to remember those all around us that help guide us and protect us.

Kirk Haslam
President, ASCCA Chapter 5
Advance Muffler
1234 E. Walnut St.
Pasadena CA 91106



UPCOMING MEETINGS & EVENTS

July 2—Educator Open Forum at Mijares

Aug 6 - David Fischer at Mijares (*pending*)
Sep 3 - Jack Molodanof at Mijares
Sep 7 & 8 - Team Weekend at Gustafson
Brothers Automotive, Huntington Beach

Oct 1 - Oktoberfest at Montrose Bowl
Nov 5 - BAR Chief, Pat Dorais at Mijares
Dec 7 - Chapter Holiday Party

Our May Shop Night at Hanson's Distributing was a amazing evening with over 30 vendors and hundreds in attendance. Great food. Great prizes. Great people. "Thank you" to the Hanson Family!



Photos courtesy of Dick DeLoach

Our June 4 Dinner meeting at Mijares was packed so full we could hardly make it fit into one evening. Training from Drive/Monroe on how to educate our customers on the importance of ride control. Recognizing Chapter 5 Scholarships recipients from Rio Hondo, Citrus, and PCC. And honoring Alan and Marie Hull of Hull Automotive as they are closing the doors after 73 years and two generations serving the Pasadena Community.





Shop Drawing
 Norm Blieden was drawn in the Shop Drawing, and was present to win the \$200 prize. He generously donated his winnings to Chapter 5 Education Fund. Thanks, Norm!!!
 The prize will reset to \$200 for our July meeting.
 Remember, you must be present to win!

Tax and Business Tips from Norm Blieden, CPA

Summer Tax Savings Opportunities

Ah, summer. The weather is warm, kids are out of school, and it's time to think about tax saving opportunities! Here are five ways you can enjoy your normal summertime activities and save on taxes:

1. **Rent out your property tax-free.** If you have a cabin, condo, or similar property, consider renting it out for two weeks. The rental income you receive on property rented for less than 15 days per year is not considered taxable income. In addition, you can still deduct your mortgage interest expense and property taxes in full as itemized deductions!. Track the rental days closely — going over 14 days means all rent is taxable and rental income rules apply.
2. **Take a tax credit for summer childcare.** For many working parents, the summer comes with the added challenge of finding care for their children. Thankfully, the Child and Dependent Care Credit can cover 20-35 percent of qualified childcare expenses for your children under the age of 13. Eligible types of care include day care, nanny fees and day camps (overnight camps and summer school do not qualify).
3. **Hire your kids.** If you own a business, hire your kids. If you are a sole proprietor and your child is under age 18, you can pay them to work without withholding or paying Social Security and Medicare tax.
4. **Have a garage sale.** In general, the money you make from a yard or garage sale is tax-free because you sell your goods for less than you originally paid for them. Once the sale is over, donate the remaining items to a qualified charity to get a potential charitable donation deduction. Just remember to keep a log of the items you donate and ask for a receipt.

Start a Roth IRA for your children. Roth IRA contributions are limited to the amount of income your child earns, so earned income is key. This can include income from mowing lawns or selling lemonade. Start making contributions as soon as your child makes some money to take advantage of the tax-free earnings available in a Roth IRA. The Roth IRA is a tax free distribution when the child retires. A \$5,500 investment now could accumulate to about \$70,000 tax-free on retirement.

Taking the time this summer to execute these tips can put extra money in your pocket right away and provide you tax-saving happiness in the future.

Payroll Fraud Schemes Every Business Should Know

According to the Association of Certified Fraud Examiners, nearly 30 percent of businesses are victims of payroll malfeasance, with small businesses twice as likely to be affected than large businesses. Here are four scary payroll fraud schemes you need to know:

- **Ghost employees.** A ghost employee does not exist anywhere except in your payroll system. Typically, someone with access to your payroll creates a fake employee and assigns direct deposit information to a dummy account so they can secretly transfer the money into their own bank account.
- **Time thieves.** Time stealing happens when employees add more time to their timecard than they actually worked. Sometimes multiple employees will team up to clock each other in earlier than when they arrive or later than when they depart for the day.
- **Shape-shifting commissions.** In an attempt to bump up a commission payment or attain a quota, sneaky sales employees may alter a sales contract to their benefit. A typical tactic used by a dishonest salesperson is to make a booked sale appear larger than it is and then slide a credit memo through the system in a later period. Companies with complicated commission calculations or weak controls in this area are the most vulnerable.

(Continued on page 6)

(Continued from page 5)

External swindlers. A popular scam, known as phishing, starts with a fraudster impersonating a company executive through email or over the phone asking an employee with access to payroll data to wire money or provide sensitive information. These imposters can make the correspondence look very real by using company logos, signatures and email addresses.

Tips to combat payroll fraud

Being aware of the threats is a start, but you also need to know how to stop them. Here are some tips to reduce your companies payroll fraud risk:

- **Better internal controls.** While most employees are trustworthy, giving too much control over your payroll to one person is not a good idea. Separating payroll duties and formalizing an approval process protects both your business and your employees.
- **Review payroll records.** Designate someone outside of the payroll-processing department to periodically review the payroll records. Have them review names, pay rates and verify that the total payroll matches what was withdrawn from the business bank account.

Perform random internal audits. During an internal audit is when you can really get into the details to look for potential payroll fraud. You can do an in-depth review of the whole payroll system or select a random sample of dates and employees. Keep the timing of the audit under wraps to prevent giving someone the chance to cover up their misdeeds.

Managing your business payroll is a daunting task by itself, and actively protecting against fraud adds additional complexity. Please call for help with your business payroll needs.

As always, should you have any questions or concerns regarding your tax situation please feel free to call Norman Blieden CPA (626)440-9511.

Automobile Humor—Ads from days gone by...

Keep Baby SAFE with
a "Lull-A-Baby" Car Hammock



• Baby constantly visible; rear view vision not impaired.

**SAFEST, MOST COMFORTABLE CAR BED
EVER MADE**

**FITS ANY HARDTOP CAR
ONE-MINUTE INSTALLATION**

**RETAILS FOR ONLY
\$ 6⁹⁵**

YOU CAN PURCHASE A "LULL-A-BABY" CAR HAM-
MOLK FROM YOUR LOCAL DEALER OR PURCHASE
IT AT 518 Lighthouse Avenue, Monterey, California,
on the Monterey Peninsula.

Submitted by
Kirk Haslam

Tasks Vs. Purpose: A Tale of Two Banks

(Originally written for the healthcare industry, but fits the car care industry, too. –ed.)



How old were you when you opened your first bank account?

I was about 15. I had a paper route and my earnings were adding up. I asked my father which bank he used, but he wouldn't tell me. Instead, he suggested I visit three banks close to our home and choose the one I liked best.

If The Clock Is Wrong, What Else Is Wrong?

The next morning, I walked to the first bank. Immediately, I noticed it had one of those fancy time and temperature signs out front. I had no idea what I should be looking for in a bank, but I liked that sign! The time read 9:02am, but when I pulled on the door handle, it was locked. I peered through the glass door and saw one of the bank tellers. She pointed to her watch and yelled, "Sorry! We're not open yet!" This was long before smart phones and although my watch read that it was just about 9am, all we had to go on was her watch and the accuracy of the sign out front. I figured if they couldn't even get the sign right that I'd chosen the wrong bank. So I left.

As I crossed the street to the second bank, I double-checked my watch: exactly 8:58am. Figuring they weren't open yet, I sat down on the curb and waited. To my surprise, a woman unlocked the door and (smiling) said, "Good morning young man!" I was confused. "Good morning," I said, "The bank isn't open yet, right?" She said, "We open at 9 or when we see our first customer. You're our first customer so come on in!"

She helped me open my first account.

That afternoon, I told my father how the first bank made me feel like a second-class citizen but the second bank made me feel like a king. He shared some frustrations he had with that first bank as well because it turns out that was the bank where he and my mother had their accounts! He ended up switching the family accounts to that second bank. Not only did that first bank lose my small earnings, they lost my family's account too. **Are You Cutting Stone Or Building a Cathedral?**

So what's the difference between the two banks? Both could have easily opened my account and processed my paper route earnings and my family's mortgage. But only one of the banks went out of their way to make customers feel welcomed. *One bank was task-driven.* The other? **Mission-driven.** One was focused on the transactions while the other was focused on the **experience.**

It reminds me of the famous story of the three stonecutters. When each was asked what they were doing, the first man replies that he's making a living. The second replies that he is striving to be the best stonecutter in the land. The third replies (with a twinkle in his eye), that he is building a cathedral. The first two were singularly focused on their job tasks; but the third? He was connected to something higher than himself. The third stonecutter was on a mission and was connected to purpose.

Inspire Employees To Be The Third Stonecutter

One of the key principles that our team teaches to clients is how leaders can help every employee

(Continued on page 8)

(Continued from page 7)

(clinical and non-clinical) to see beyond their daily job tasks and what's written in their official job description and instead, connect to their purpose, their role in the healing environment. To become cathedral-builders.

We've worked with sterile processing teams who thought of themselves as "glorified dishwashers" until they were reminded that they provide clean, sterile tools and instruments that heal.

We've worked with food and beverage employees who thought of themselves as "tray passers" or "delivery people" until they were reminded that they provide food and drinks that help patients heal.

And, we've worked with housekeepers and environmental services teams who thought of themselves as trash collectors, bathroom cleaners, or bed-makers, until they were reminded that they provide safe, clean spaces so patients can heal.

Connecting people to purpose is absolutely vital. When everyone knows their role and everyone is connected to their purpose, then everyone is working toward the same goal of delivering a world-class experience for patients, employees, and one another.

(By the way, to this day, I always look at the time and temperature sign outside of banks. If it's snowing out and the sign says it's 52 degrees, you can bet I'm not taking my money there!)

Click [Here](#) for original article and website.

Submitted by Kirk Haslam

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Top Five Millennial and Gen Z Recruitment Tips



Nora Johnson This story was originally published in Ratchet+Wrench on May 6, 2019

With a shortage of young people entering the auto repair industry, millennial recruitment is more important than ever. This issue of successfully attracting younger employees is becoming a challenge for more than just the automotive field—and it comes down to the key generational differences of the needs, desires, and expectations they have for their employment.

“We believe that trends are going to be shifting more and more to employers—and entire industries struggling to attract younger talent,” says Ben Varquez, Whistle Work partner.

Varquez has been in the business of millennial and Generation Z marketing for a little over a decade now. He and two other partners developed Whistle Work, with the goal of improving the future of work for millennials and Generation Z job candidates, as well as helping organizations and industries with their hiring and retention needs. Varquez and Whistle Work have worked with clients including Google, American Eagle Outfitters and Capital One.

Varquez shares his top five tips for shops looking to recruit and hire young candidates.

Tip No. 1: Know the generational differences.

Understanding the core differences between millennials and Generation Z is vital in knowing how to message to them, Varquez says.

	Millennials	Generation Z
Stage of Life	Well into their adulthood, roughly ages 24 to 36	Either still in high school or recently graduated, under 24
Digital Influence	Knew a life where the internet wasn't always easily accessible	Has not lived in a time without accessible internet
View of the Job Market	Sold a vision that didn't become a reality, entered the workforce at the peak of the depressed job market	Saw the effects of the recession, entered the workforce during the recovery of the economy, has more accurate job expectations
Key Identifying Employment Traits	Seeks job flexibility, participates in the “gig economy”	Seeks solid employment pathways, career path focused

Although it may seem easy to lump all young people together, Varquez explains that millennials and Gen Zers have key differences that shape what they look for in their employment—and can ultimately alter potential recruitment strategies:

There are quite a few similarities that run between these generations: both expect a lot out of their employers, Varquez explains, in terms of the way that the employer positions and presents themselves—so transparency is key. Shop owners should tell the potential employee exactly what the position entails, what will be expected from them and what the company culture is like.

“Authenticity in presenting who you are, what you do and what your expectations are in terms of a career or employment [is vital],” Varquez says.

Tip No. 2: Respect work-life balance.

Like all ages, benefits are important to younger generations. On top of the traditional health care, retirement, ect., millennials and Gen Zers largely look for the benefits offered and company mission to match their own personal values, Varquez says.

Above all, a lot of younger generations value work-life balance, he explains. This includes work flexibility, and possible remote work. Considering it's almost impossible to offer technicians the ability to work from home,

(Continued on page 10)

presenting these younger potential employees a feasible schedule that values and respects their time away from work is crucial.

Millennials and Gen Zers, as a whole, really tend to value and prioritize family, Varquez explains. So, including a set time that he or she will have to spend time away from work with family will aid in the recruitment process.

Tip No. 3: Integrate technology.

The two youngest generations in today's work force were either born into a time where the Internet was always easily accessible, or only shortly knew a time when that wasn't the case—but both millennials and Gen Zers look for jobs that are specifically technology centric and innovative.

“Technology-centric doesn't have to mean that you're hiring computer science majors and coders, but it does mean you have to integrate technology into your business functions and business operations,” Varquez says. “Everything needs to be heavy on digital, just because we are talking about two generations that grew up digitally native.”

This technological integration extends to onboarding, what systems are used to communicate and how employees are asked to execute and deliver on their work. Shops that use digital inspections, online communication, and other innovative and new technology should present these during the recruitment process. Shops can even perform candidate interviews over video chat to showcase their tech integration, Varquez suggests.

Tip No. 4: Expand recruitment platforms.

In order to advertise the job position to recruit potential young candidates, Varquez suggests that shops take a well-rounded approach. Of course, digital needs to be a huge component of the recruiting and integrated into every step of the process, he explains. So, posting the job ad on LinkedIn, Indeed, and other online job searching websites is crucial. But the search shouldn't end there.

“There are still very real, valuable opportunities for in-person recruitment,” Varquez says.

High schools and technical colleges are a great place to recruit young potential employees offline. Even if the search doesn't end in a promising candidate, getting the word out and showing up will still help to grow your pipeline for the future.

“It's never too early to start building your pipeline. Any effort that can be made through local community outreach to expose young people to the industry is valuable,” Varquez says.

Tip No. 5: Present your business properly.

Whether online or in person, there needs to be consistency in how employers present the business, says Varquez. Young job seekers are far more educated now than ever; this is largely due to the amount of available information there is on the internet.

Business information is largely available online to recruits via shop websites and job postings. The potential employee can explore everything from the shop's mission, values, culture, benefits and team members, Varquez explains.

Shops should make sure their information is updated in order to present the business accurately, and should be consistent across all mediums. The key is working to find core characteristics and leveraging those to create an entire story to attract these younger candidates, Varquez says.

Ratchet+Wrench is the leading progressive media brand exclusively serving auto care center owners and operators through examining in-depth real world struggles, successes and solutions from the industry. It provides our readers and users the inspiration, tools and motivation to help them succeed in the auto care center industry.

The original article may be accessed by clicking [Here](#).

Professional Business Development Southern California Schedule

Saturday morning 9 AM to 12 PM

March 30	Irwindale Speedway	Don't just sit there do something!	All the knowledge in the world cannot make it happen. You must get up and take the 1st step, write the 1st word, drive the 1st nail. Our world is paralyzed by great ideas but not the discipline to implement them. Knowledge is not the power we seek, implementation of the knowledge we already have is the key to success. The most successful business owners have had the discipline to take the 1st step . 4 Essential Steps to Successful Implementation	ENTIRE STAFF
May 25	Irwindale Speedway	Business 101 for Employees	Teach your employees about business, the ABC's of Cash Flow and Basic P&L interpretation. Ever heard of the "6 Minute Factor," the "Pitfalls of Discounting" and "The Missing employee." Join us in determining what it could cost you and your business. Learn how 6 minutes per tech per day could be the difference between making money or closing your doors.	ENTIRE STAFF
July 20	Irwindale Speedway	Service Advisors Roundtable	Sit down with your service advising peers to discuss the challenges facing service advisors in repair shops today. No subject is off the table! Phone shoppers, quoting prices, the internet customers, or owners and staff.	SERVICE ADVISORS
September 14	Irwindale Speedway	11.5 Ways to Massively Grow Your Customer Base in 30 days	Need to get some new business and do so quickly? Lost too many customers over the last few years? Want some new marketing ideas or maybe some new ways to use the old ones? In this workshop, you will learn the many tried and true ways to massively grow your customer base very quickly.	OWNERS/ MANAGERS
November 16	Irwindale Speedway	Owners Roundtable	Sit down with other owners and managers to have an open honest and frank discussion on the Good, Bad and the Ugly of shop ownership today	OWNERS/ MANAGERS



Educational Seminars Institute
Automotive Management Specialists

Irwindale Speedway

500 Speedway Dr. Irwindale 91706

ASCCA Foothill Chapter 5 Member Benefits

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

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

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

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

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

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

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

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

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

The ASCCA Advantage

The ASCCA Advantage outlines the value of ASCCA membership. We are proud to be able to offer a number of discounts and intangible benefits that are uniquely provided by our association.



Corporate Partners - Increasing Your Membership Value

BUSINESS SUPPLIES, EQUIPMENT & SERVICES		
	ASCCA members get access to Auto Care Association's publications, the Aftermarket Insider and the ACA Capitol Report, as well as member discounts on ACA publications and events. Call to see how you can save up to \$600 a year!	Kathleen Schmatz, (301) 654.6664 kathleen.schmatz@autocare.org
	AESwave specializes in sales and support of automotive diagnostic equipment. Each day, thousands of technicians, educators, trainers, engineers, and technical writers use products and strategies developed at AESwave.	Carlos Menchu, (877) 351.9573 info@aeswave.com www.aeswave.com
	This partnership provides Platinum level membership pricing, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more!	Jim Gray, (704) 301.1500 jim.gray@autozone.com
	Provides maintenance services, equipment training & consumer education materials. Increase shop hours, parts and labor revenue, shop efficiency, and retention all while improving your customer's driving experience and vehicle performance.	Eric Waln (949) 337.2484 Eric Elbert (805) 490.6080, EricE@petrospecsBG.com www.petrospecsinc.com.
	Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit hotelstorm.com/ascca and use password Auto 1234 to get your discount.	concierge@hotelstorm.com www.hotelstorm/ascca
	LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.	Steven Poole, (562) 320.2398 SJPoole@lkqcorp.com
	The leader in automotive thermostats; fuel, oil and coolant caps sold to the North American automotive aftermarket. Their line of thermostats is one of the most advanced in the automotive industry, using state-of-the-art manufacturing equipment, with strict quality control and functional testing, ensuring high quality and long-lasting products.	Sean Ruitenber, (618) 599.5196 sean.ruitenber@motoradusa.com
	Motul is the first lubricant manufacturer to pioneer the formulation of a 100% synthetic lubricant for automotive engines, the 300V, making use of Esters technology and issued from the aeronautical industry. Motul's 8100 line of 100% synthetic oils have OE approvals from manufacturers such as Porsche, Audi, BMW, Mercedes-Benz, and VW.	Nick Bagley, (909) 538.2042 n.bagley@us.motul.com
	NAPA Auto Care is the largest aftermarket repair network in the country with over 16,000 independently owned and nationally recognizes automotive, collision, and truck service centers. NAPA's mission is to help all member businesses increase their car count and sell more services.	John Hartman, (619) 300.4910 NAPA SoCal District Sales Manager john_hartman@genpt.com
	Streamlined business supply ordering process. Free delivery over \$50. Custom pricing and discounts for ASCCA members.	Michael Nitz, (855)-337-6811 Michael.nitz@officedepot.com https://business.officedepot.com/
	Get access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform every day, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, early-pay discounts, electronic ordering discounts, and more.	ASCCA@oreillyauto.com

 <p>Print & Direct Mail Made Easy</p>	<p>Mail Shark approaches direct mail strategically by providing penetration reports and demographic analysis to make sure you're reaching the right people They'll make it easier for you to grow your car count, manage your budget.</p>	<p>Josh Davis, 484-648-8626 josh@themailshark.com www.themailshark.com/ascca</p>
	<p>DFC is the leading manufacturer of award-winning automotive braking systems. They maintain a huge selection of brake parts for all domestic and foreign vehicle applications. Their engineers, product managers, and R&D staff work hard to give their customers first-to-market advantage.</p>	<p>Dan Biezonsky, 951-200-0953, danb@dynamicfriction.com, http:// www.dynamicfriction.com/</p>
<p>EDUCATION PROVIDERS</p>		
	<p>The ACT Group is a partnership of long time automotive industry experts. Former Technicians, Service Writers, Managers, General Managers and owners of automotive facilities offer their expertise in a strong variety of industry training classes. Discounts are available to ASCCA members, including \$200.00 off our Service Advisor Classes.</p>	<p>Ray Kunz, 916-588-0775</p>
	<p>ATI has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years.</p> <ul style="list-style-type: none"> • They are the industry leader in automotive business coaching providing expert management and consulting services. Get weekly business coaching from an industry expert and classes in marketing, hiring, finance, leadership and sales. 	<p>Jim Silverman, (301) 575-9140, jsilverman@autotraining.net, www.autotraining.net</p>
	<p>Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel.</p> <ul style="list-style-type: none"> • ASCCA Members have exclusive access to discounted training courses. • Save \$800 on every Service Writer course and \$55 on every seminar. (Space limited.) • FREE 30 minutes of business consulting advice per month. 	<p>Maylan Newton (866) 526.3039, maylan@esiseminars.com.</p>
	<p>25% discount on all ASE exam study guides.</p>	<p>James Hwang (310) 857.7633</p>
<p>INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS</p>		
	<p>iATN is the world's first and largest online network of automotive service industry professionals. -Get discounted access to up to 5 premium access accounts, free job ad postings, a private forum for your shop, and unlimited access to the iATN Knowledge Base that allows you to search iATN's databases of in-use industry knowledge compiled over the last 20 years.</p>	<p>Greg Montero (651) 628.5706 greg.montero@iatn.com www.iatn.net</p>
<p>INSURANCE & LEGAL SERVICES</p>		
	<p>Includes an enrollment discount of \$100</p>	<p>Customer Service (866) 923.7767, www.armstrongprofessional.com</p>
	<p>Competitive dental & vision plans exclusively available to ASCCA members.</p>	<p>Mat Nabity, (916) 286.0918 mnabity@coremarkins.com</p>
	<p>FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!</p>	<p>Jack Molodanof, (916) 447.0313 jack@mgrco.org www.mgrco.org.</p>
<p>INTERNET MARKETING, WEB DESIGN & SEARCH ENGINE OPTIMIZATION</p>		
	<p>The Kukui All in One Success Platform provides solutions for custom online marketing tools, website design, customer relation management, search engine marketing, email marketing and customer retention, and revenue tracking tools. Kukui will help you track stats about new clients, your customer retention rate, and will help you track areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design.</p>	<p>Todd Westerlund (925) 980.8012 Todd@kukui.com or Patrick Egan (805) 259.3679 Patrick@kukui.com www.kukui.com</p>

WWW.ASCCA.COM

	<p>Through internet marketing, Broadly gets great customer reviews on Google, Facebook, and other review sites. ASCCA members get a FREE account set-up (valued at \$200).</p>	<p>(800) 693.1089 marketing@broadly.com www.broadly.com</p>
	<p>Join the nation's largest network of elite auto repair shops. RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. RepairPal shops gets 8-10 new customer contacts per month, with an average repair order over \$500. (Estimated new business \$48,000/year)</p>	<p>Evan DeMik, (415) 595-3346 evan@repairpal.com www.repairpal.com</p>
<p>MERCHANT SERVICES</p>		
	<p>Receive up to a \$350 rebate on your ASCCA State dues when you use DFG to process your credit cards. Call for a free no obligation consultation.</p>	<p>Shannon Devery (877) 326-2799 www.digitalfg.com/</p>
<p>SOFTWARE PROVIDERS</p>		
	<p>A comprehensive cloud-based tool that offers simple solutions to workflow management, communication, digital vehicle inspections, and quality control.</p> <ul style="list-style-type: none"> Developed by a shop owner designed specifically for the challenges shop owners face, AutoText.me's software is easy to implement and will save you time while you solve common shop problems. Available as a benefit to all ASCCA shop owners.. 	<p>Chris Cloutier (469) 546.5725, chris@autotextme.com, www.autotext.me</p>
	<p>Members receive a promotional price for online diagnostic tool and telephone diagnostic services. New Identifix members received \$40 off each of the first 3 months and \$10 off every month after for annual savings of \$210</p>	<p>Customer Service (800) 997.1674</p>
	<p>The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. Ask for a special ASCCA member rate.</p>	<p>Matt Ellinwood, (415) 890.0906 x106 matt@shop-ware.com.</p>
<p>UNIFORM SERVICES</p>		
	<p>Nationally recognized supplier of customer and employee apparel & janitorial services with special ASCCA pricing.</p>	<p>Jessica Essad 775-813-8954 EssadJ@cintas.com</p>

ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

Local Chapters – Chapter meetings give members unprecedented opportunities to meet, network and trade ideas with colleagues in your local area.

Proudly Display Your ASCCA Affiliation – Use of ASCCA sign, code of ethics, and logo for use on invoices, customer forms, etc.

Communications – The ASCCA Independent newsletter, email broadcasts, news alerts, member benefit flyers and our website.

Member-to-Member Communications – The ASCCA TeamTalk list serv provides members to communicate directly with their peers on a broad range of topics facing shop owners throughout California.



Scan here to learn more about your benefits
or visit <http://asca.com/resources/memberbenefits>

Government Affairs & Political Representation – Bill tracking, reading and analyzing constantly changing information and tracking bills via our website. Representation at government meetings, lobbying, etc. Hugely beneficial because it ultimately affects your bottom line.

Educational Foundation – ASCCA members can also participate in the association's educational foundation that raises funds for scholarships issues to students entering into the automotive aftermarket.



Chapter 5 Associate Members

BG Products	Abe Chavira	805-857-5065	abec@petrospecsbg.com
Dorman Products	Frank Alviso	951-206-7023	falviso@dormanproducts.com
Frederick Blum Insurance	Fred Blum	626-401-1300	blum4@pacbell.net
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing	Tim Huddleston	805-584-0030	huddle5@sbcglobal.net
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Jeff Chin Diagnostics	Jeff Chin	818-929-9444	jchin.autologic@gmail.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Drive	Robert Spitz	818-500-9631	rspitz@managementsuccess.com
Mitchell 1 Software	Frank Joel	818-326-0602	fjoel@ix.netcom.com
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.com
RKM Insurance Agency	Ernie Arciniega	818-243-2651	ernie@rkmins.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Van de Pol Oil	Wes Powell	562-236-1000	wpowell@ineedoil.com

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

ASCCA CODE OF ETHICS

1. To promote good will between the motorist and the automotive industry.
2. To have a sense of personal obligation to each individual customer.
3. To perform high quality service at a fair and just price.
4. To employ the best skilled personnel obtainable.
5. To use only proven merchandise of high quality, distributed by reputable firms.
6. To itemize all parts and adjustments in the price charged for services rendered.
7. To retain all parts replaced for customer inspection, if so requested.
8. To uphold the high standards of our profession and always seek to correct any and all abuses within the automotive industry.
9. To uphold the integrity of all members.
10. To refrain from advertisement which is false or misleading or likely to confuse or deceive the customer.

Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

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

<p>C 1 - Automotive Consultant A 1 - Automotive Engine Repair A 2 - Automotive Trans/Trans Axle A 4 - Automotive Drivetrain A 4 - Automotive Suspension/Steering A 5 - Automotive Brakes A 6 - Automotive Electrical/Electronic A 7 - Automotive Heating/Air Conditioning A 8 - Automotive Engine Performance A9 - Diesel L 1 - Advanced Engine Performance L 2 - Med/H.D Truck Electronic Diesel P 1 - Parts Specialist Med/H.D Truck Dealership P 2 - Parts Specialist Automobile P 3 - Parts Specialist Truck Brakes P 4 - Parts Specialist General Motors P 9 - Med/H.D. Truck Suspension & Steering X 1 - Car/Light Duty Truck Exhaust Systems B 2 - Auto body Collision Repair - Painting/Refinishing B 3 - Auto body Collision - Non Structural Analysis B 4 - Auto Body Collision - Structural Analysis</p>	<p>B 5 - Auto Body Collision - Mech/Electrical Components B 6 - Auto Body Collision - Damage Analysis/ Estimating F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas M.M. - Engine Machinist Series E 2 - Truck Equipment - Electrical/Electronic Systems S 1 - School Bus - Body/ Special Equipment S 2 - School Bus - Diesel Engine S 3 - School Bus - Drivetrain S 4 - School Bus - Brakes S 5 - School Bus - Suspension/Steering S 6 - School Bus - Electrical/ Electronic S 7 - School Bus - Air Conditioning T 1 - Med/H.D. Truck - Gasoline Engines T 2 - Med/H.D. Truck - Diesel Engines T 3 - Med/H.D. Truck - Drive Train T 4 - Med/H.D. Truck - Brakes T 5 - Med/H.D. Truck - Suspension/ Steering T 6 - Med/H.D. Truck - Electrical/Electronic Systems T 7 - Med/H.D. Truck - Heating/ A.C. Systems T 8 - Med/H. D. Truck - Preventive Maintenance</p>
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ASCCA Chapter 5 2019 Board of Directors

Executive Board

2016

President.....Kirk Haslam
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Vice-President.....Tim Chakarian
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Treasurer.....Jim Ward
 Phone..... (626) 357-8080
 Email.....jim@wardservice.com

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 Johanna Reichert..... (626) 792-9222
 Jack Scrafield..... (818) 769-2334
 Mike Bedrossian..... (626) 765-6190
 Dave Label..... (626) 963-1211

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Committee Chairs

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Socials..... Jack Scrafield.....(818) 769-2334
Programs..... Tim Chakarian.....(626) 792-9222

Associate Member Board Rep.

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

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

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

CA Senator Susan Rubio..... (D-22)
 Phone..... (626) 430-2499

CA Senator Maria Elena Durazo..... (D-24)
 Phone..... (213) 483-9300

CA Senator Anthony J. Portantino..... (D-25)
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CA Senator Ling Ling Chang..... (R-29)
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 Fax..... (202) 445-4633

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



ASCCA

Foothill Chapter 5

June 2019

Join us for our July 2 Meeting at Mijares Mexican Restaurant!!!

We will dialogue with our Chapter 5 educator members about how we can work together to recruit and prepare the next generation of automotive repair techs. Our businesses depend on this!!!

Menu:

Taco/Tostada Buffet
Soda & Coffee
Beer & wine available

Where:

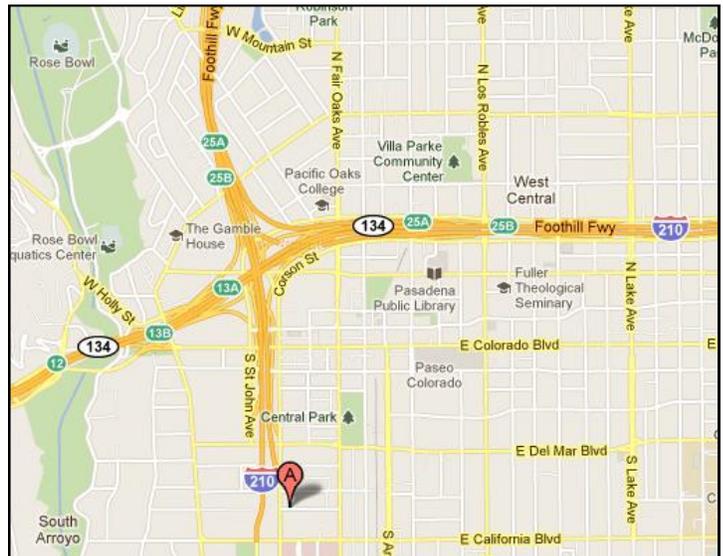
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

Tuesday, April 2, 2019
6:30 PM – Social/Networking/Dinner
7:00 PM – Program
9:00 PM – Finish

Cost:

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



Directions

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

UPCOMING MEETINGS & EVENTS

Aug 6 - David Fischer at Mijares (*pending*)
Sep 3 - Jack Molodanof at Mijares
Sep 7 & 8 - Team Weekend at Gustafson Brothers Automotive, Huntington Beach

Oct 1 - Oktoberfest at Montrose Bowl
Nov 5 - BAR Chief, Pat Dorais at Mijares
Dec 7 - Chapter Holiday Party