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## President's Message:

December, 2021

Greetings and Happy Holidays!

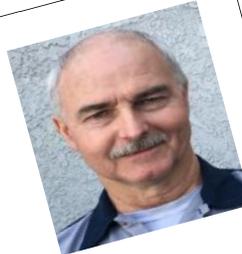
I hope everyone took some time to give thanks for what we have. Times may seem hard but overall, I believe we are doing fine. We have a great organization and great people to help us get by.

We will be having a great Christmas Party on Saturday, Dec 4, where we will be giving donations to some who are less fortunate than us (see flier.)

Don't miss the great time with great friends and colleagues. Joseph recently sent out an email with the roster of candidates for board officers for the 2022-2023 term. Please review it and reply if you have questions. We will vote on the candidates at our January 4th meeting.

Have a merry CHRISTMAS if I don't see you before.

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





**ASCCA Chapter 5  
2021 Casino Night  
Christmas Fundraiser**



**Special visit by Santa himself!!!!**

**All Proceeds go to support  
Shepherd's Pantry**

**Assisting Families by Providing Food, Resources and  
Services (and Christmas  
Presents for Kids!)**



**Saturday, December 4  
at 6 pm**



Location:

**Courtyard by Marriott  
700 West Huntington Drive  
Monrovia, California 91016**

Tickets are **\$50 EACH** (←ctl-click to purchase or scan→)

Contact [ascca.05@gmail.com](mailto:ascca.05@gmail.com) with questions  
or to register and pay by check



**Includes, dinner, drinks, and casino night fun!**

**Sponsored by:**

**Hawley Insurance Services**

**Norm Blieden, CPA**

**This Event Is Open To Chapter 5 Members,  
Friends, Family, Clients and Staff  
Make It Your Company Holiday Party!**

# *ASCCA5 Christmas Party Donation Fund for the Kids*

Every year ASCCA 5 collects donations of toys, gift cards and/or cash donations so kids that have had a tough time can experience the joy of the holiday season.

We will be collecting donations at our Christmas party December 4<sup>th</sup>.

We will also accept donations before and after that date, up to December 20<sup>th</sup>.

Think about using those credit card points and ordering gift cards for Target or Walmart (just a thought.)

**I am asking every shop in our chapter to help those young people have a Merry Christmas.**

Our charity for this year is **Shepherd's Pantry** with 3 locations within our member area. I know they will do a great job. ([www.shepherdsparntry.com](http://www.shepherdsparntry.com))

Please donate early and often.

I am the guy who loves Christmas and wishes everyone, especially the kids, to have at least one day of happiness, smiles, and joy.

Please contact me with any questions

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*Hometown Service You  
Can Count On!*



We had a full room at our November 2 meeting with Bob Cooper. Everyone benefited from what he taught and from the interaction with other shop owners.



Grand Prize Raffle winner.



## **Shop Drawing**

John Rodriguez/Mitchell 1 was drawn in the Shop Drawing, and was present to win the \$200 prize which he graciously donated to the Cohen Gatto Scholarship! The prize will reset at \$200 for our **January** meeting. *(No drawing at our Christmas Party/Fundraiser.)* Remember, you must be present to win!

# Tax and Business Tips from Norm Blieden, CPA

## Surprise Bills: Prepare Your Business for the Unexpected

Getting a bill for an unexpected expense can put a significant dent in your business's cash flow. Here are some tips your business can use to deal with a surprise bill.

- Stick to a reconciliation schedule. The best advice is to be prepared for the unexpected. Do this by knowing how much cash you have in your bank account at any given time. This is done by sticking to a consistent bank reconciliation schedule. Conventional wisdom suggests reconciling your bank account with bills paid and revenue received once a month. But if your business doesn't have that many transactions, you could reconcile once every two or three months. No matter what time frame works for you, be consistent with your review!
- Create a 12-month rolling forecast. This exercise projects cash out twelve months. Then each new month you drop the prior month and add another month one year out. This type of a forecast will reflect the ebbs and flows of cash throughout the year and identify times that you'll need more cash so when a surprise bill shows up, you know exactly how it will impact your ability to pay it.
- Build an emergency fund. Getting surprised with an unexpected business expense isn't a matter of if it will happen, but when. Consider setting money aside each month into an emergency fund to be used only in case of a significant expense. A longer-term goal could be to save enough money to cover 3 to 6 months of operating expenses.
- Partner with a business advisor. Even small businesses sometime need help keeping their cash flow in line and avoiding unexpected expenses. Please call if you have any questions about organizing your business's cash flow and preparing for surprise expenses.

## Make Payroll Taxes Easy in 2022

Handling employment taxes can be complicated, especially when you're required to file important tax documents throughout the year. Here's a quick recap of the most vital payroll tax forms and what you can do to make your payroll life easier heading into 2022.

### Important Payroll Tax Forms

Form 941 — Employer's quarterly federal tax return. This form is used to report income tax withheld from employees' pay and both the employer's and employees' share of Social Security and Medicare taxes. Employers generally must deposit Form 941 payroll taxes on either a monthly or semiweekly deposit schedule.

Form 940 — Employer's annual federal unemployment tax return (FUTA). This return is due annually at the end of January. However, FUTA taxes must generally be deposited once a quarter if the accumulated tax exceeds \$500.

Form W-2 — Wage and tax statement. Employers are required to send this document to each employee and the IRS at the end of the year. It reports employee annual wages and taxes withheld from paychecks.

### Make payroll easier

Remind employees to review withholdings. January is a great time to remind your employees to check their paycheck's tax withholding amounts. Various life events in the preceding 12 months can potentially lead to one of your employees owing a different amount of taxes in 2022 than they owed in 2021. And no matter how hard you try, employees will ask for your help. So get ahead of the curve with this simple review reminder.

Create a payroll forecast. Be prepared for how much you'll spend on salaries and wages in 2022 by creating a payroll expense and benefit forecast. In addition to base salaries and wages, include the following in total salary and wage expenses: Your share of an employee's Social Security and Medicare taxes; health insurance premiums paid on behalf of employees; and any other benefits you provide to employees.

Ask for help. Payroll compliance involves many moving parts at the local, state and federal levels. Please call if you have any questions about your business's payroll tax compliance, and how to properly account for payroll expenses on your financial statements.

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

# OCTOBER WAS CYBER AWARENESS MONTH- ARE YOU FOLLOWING GOOD PRACTICES?

October was Cyber Security Awareness Month. Since the pandemic, more individuals are using digital accounts for purchasing through the internet. This can leave you vulnerable & increase your risk for a cyber-attack.

The majority of cyber-attacks begin with phishing emails. Knowing how to spot a phishing email is critical for protecting yourself from a cyber-attack.

Phishing emails are designed to make you click on links. They will often come from companies you use regularly such as Amazon, Apple, Netflix, or other well-known companies. They will often use their logo to make it appear it is coming from the company itself.

## **What steps do you need to take to determine if it is a scam?**

Hover over the domain or email address in your inbox. This quickly gives you the answer you are looking for. If the email address is long or doesn't look correct, it is a phishing email. If you are unsure if this is a phishing email, contact the company directly.

## **BEST PRACTICES FOR INTERNET USE:**

Never click on links in emails. If you are concerned, go directly to the company's website and login if this is possible.

If an email is asking you to verify your login, payment information, or any other personal data, this should be a red flag. Do not provide the info. If you are concerned, reach out to the company directly.

Don't download attachments from emails.

Always choose a strong password. This should be up to 15 characters long with a variety of letters, numbers, or symbols. You can even use a phrase.

Change your password regularly. While this can be annoying, it is best practice.

Don't repeat your password for multiple accounts.

If you share a computer with others, use individual accounts for logging in. Always log out of your account when you leave the computer.

Have a firewall installed on your computer.

If you are asked to save your password on your computer, don't save it. This can leave you vulnerable.

If you have the option for two-step authentication, always choose it.

Always update the software on your tablet & phone.

Be aware of public wifi. This can leave you vulnerable to a cyber-attack.

## **HOW COULD YOU DETERMINE IF YOU HAVE BEEN HACKED?**

Whether it is your email, social media account, or bank account, if you see something that looks off, change your password immediately. We also recommend running an anti-virus or malware software on your computer too.

*Submitted by Gene Morrill*

# Marconi: Know Your Role



Joe Marconi—This story was originally published in Ratchet+Wrench on October 7, 2021

It took me five years to realize that my place was not in the bays working on cars, but in my office working on my business. It took me another 5 years of excuse-making to finally separate the technician-in-me from the business owner. When I started my business on October 1, 1980, I didn't fully understand my role as shop owner. I thought my role was to be part of the technician's team. After all, I had spent years honing my technical skills.

Even after I put down my tools, every time there was a situation, such as losing a tech, a tech on vacation, being overbooked, or when we had a tough mechanical problem, I found myself being pulled back in the bays. And each time this happened, my business would suffer a bit.

Once I learned my true role in business, the business grew more productive and more profitable. Eventually, it became clear that in order to continue to grow my business, I had to hone a new set of skills. And that meant tearing away from the bays completely and head into my office, where I belonged.

Shop owners, you made the bold decision to become a business owner. You have an obligation to yourselves, your family, your employees, and to your community. You need to understand your role as a business owner, which means working on all the aspects of running and growing a successful business. For those technicians-turned business owners, this can be difficult. Shop owners who were never technicians, have an advantage, especially if they had a background in management or had prior business experience.

Now, to be fair, there are some shop owners that can play an active role in the mechanical side of the business, and their shops are profitable and successful. But that is the exception, not the rule. Those shops have the right personnel in every key position, from management, office staff, technician's team, and support staff. It takes a very special group of employees, such as a family-structured business, to pull it off. From personal experience, and working as a business development coach, the owner of the business needs to be the leader of the company and working on all the facets that will make the business successful. That means putting down the tools.

Is there ever a time when it's ok to go back into the bays? For the most part, I would say no. Mostly because it's an excuse and a crutch. We are fooling ourselves to think that we are that good and that our business relies on our technical expertise to get the work done in the bays. If your business does rely on you being in the bays, you don't have a business that can run without you, which means you don't have a sustainable business. Think about this, if the quarterback on a football team gets hurt and can't finish the game, does the coach go running onto the field to take over that position? Is the coach the "best" person to fill that position? Don't think this is a realistic analogy? Think again. It is!

There is one exception, and that's the situation I call, "All hands, on deck." There are times, such as last year with COVID, when involvement of all team members is required in all positions. This, however, should be a short-term, interim plan, and never a long-term strategy.

Another thing to consider is the dollar value of your business. When the time comes for you to exit your business, it will need to be evaluated. One of the first things that will be considered by a potential buyer, is how active is the shop owner with the day-to-day operations. The truth is your business is worth more if you are not directly involved in the business.

Here's the bottom line. You can't lead your company from under the hood of a car. Nor can you lead your shop stuck in your office all day either. You need to find that balance between being so far entrenched in the action and too far detached from the day-to-day operations. Too close to the action, and your perspective narrows to a point where you fail to see the other critical issues of running the business. Too far removed, and you don't know what's going on in your shop at all. This balance will allow you to enjoy your life, spend quality time with family and friends, and create a more profitable business. Remember, you are not just someone who happens to own a business. Accept your role as the business owner.

*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.

# **Millennials, Amazon are increasingly changing the aftermarket parts and service landscape**



**While Millennials play a key role in DIY parts buying, they are also rapidly becoming a larger factor in the DIFM (Do It For Me) market**

**Fort Wayne, Ind.**—Amazon's top ranking among Millennials has "significant consequences for Amazon's auto parts and repair sales, which have risen to a top priority for the internet giant, states Lang Marketing in a news release. And Amazon, along with other online retailers, are well positioned to rapidly expand in the auto repair market.

Millennials (born between 1981 and 1999) are the largest generational slice of the U.S. population, and Amazon is rated by Millennials as the most relevant product/service brand, overshadowing tech giants such as Apple and Google as well as consumer product/service brands such as Sony, Starbucks, and Nike.

Lang Marketing reports the following as it pertains to the automotive aftermarket, from parts to service.

## **Aftermarket Implications**

- The great appeal of Amazon to Millennials will have significant aftermarket consequences as Amazon increasingly targets auto parts (retail and wholesale) for expansion.
- Millennials already play a key role in DIY parts buying and are rapidly becoming a larger factor in the DIFM market through the growth of Millennial technicians and repair shop owners.
- In its recent study of repair shop buying practices, Lang Marketing found significant differences in the buying policies of Millennial technicians and shop owners compared to older technicians and shop owners.

## **Brand and Price Alternatives**

Amazon suggests brand alternatives to buyers, coupled with pricing advantages. This is very important to Millennials who generally prefer branded merchandise but also seek competitive pricing. Such product and price variety are generally not available from brick and mortar stores.

## **Peer-to-Peer Opinions**

Amazon's product review feature, which allows users to rate products that they have purchased, is one of the most significant features that make it so relevant to Millennials.

This taps into a key Millennial value: peer-to-peer opinions, which is a primary way that Millennials choose among products. This sets Amazon apart from many other buying sources (particularly brick and mortar outlets) and gives Millennials the feeling of extra value that makes their product selection much easier.

## **Delivery Time is a Fading Barrier**

Rapid delivery of auto parts has long been seen as a marketplace requirement that has kept the internet (distance buying) from expanding beyond a limited share of auto parts volume, particularly in the wholesale sector.

However, with its rapid delivery capacity growing daily, Amazon expects to have same-day delivery and even one-hour delivery in 50 key markets within the next 18 months. Amazon could provide the swift and dependable delivery of auto parts that would be necessary for it to dramatically expand its position in the DIFM segment in the aftermarket.

## **o2o Auto Repair**

o2o (online to offline) automotive repair is an emerging area in which Amazon has great potential for expanding its aftermarket reach. In these transactions, consumers purchase parts through Amazon and have them locally installed at Amazon-approved outlets. o2o transactions have gained strong traction in the Tire and Battery markets.

[Aftermarket Matters](#) - BY STAFF/WIRE REPORTS ON DECEMBER 1, 2021

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# ADAS: HERE TO STAY BUT CHANGING

SHOPOWNER

## ADAS brings challenges and opportunities – commit to the required procedures

By [Scott Lockett](#) On Oct 12, 2021

For more than 100 years, the aftermarket parts and service industry has adapted to changing vehicle technology. The industry shifted from servicing steam to electric to internal combustion ... and now back to electric. With each new innovative technology, the initial reaction is worry over accessing the tools, procedures and parts to service electronic fuel injection, anti-lock brakes, emission-controls systems and other high-tech components. But, in every case, the innovative and resourceful aftermarket industry adapted to the new requirements for keeping America moving. We engineered replacement parts, provided procedures and training, and kept our promise to the motoring public that “if you can drive it, we can service it.”

Today, the rate of change in vehicle technology has never been greater and the challenges associated with keeping up and thriving are daunting. Advanced driver-assistance systems (ADAS) hold the potential to dramatically reduce traffic fatalities and injuries with automated systems designed to brake automatically, maintain the driving lane, detect pedestrians and other hazards of putting the vehicle in drive. The sensors, cameras and other whiz-bang technology are becoming required on almost all new vehicles in 2022 and are often part of common aftermarket repair procedures. While the technology has become almost ubiquitous, the industry’s commitment to training, education and service practices has been lagging. Increased awareness of the implications of ADAS is essential to retain customer confidence in the aftermarket.

There are a handful of issues that everyone in the aftermarket supply chain should be mindful of the next time an ADAS-equipped vehicle comes in for service. The first is to recognize when a routine service job is affected by, or affects, a sensor or component that is part of an ADAS system. For example, a wheel alignment affects the aim of the forward-facing collision-detection sensor. Replacement of a radiator or A/C condenser may affect the alignment of the adaptive cruise-control sensor. Recalibration and aiming of these critical safety components is essential. Recognizing when this task is required is step 1.

### The Call for Consistency

OEM documentation of ADAS service procedures is incomplete and inconsistent. There is no category for ADAS in the OEM sources – references to parts and procedures are scattered across many vehicle systems. The leading technical service publishers have done their best to normalize the inconsistent nomenclature across vehicle makes and to draw attention to the ADAS procedures when they are required. One leading service information provider has a big red button labeled “ADAS Information” that appears on the screen for all vehicles and services where it is relevant. The button gets hit 12% of the time when it should. Important ADAS procedures and cautionary information are going unheeded.

In the interest of space and time, I’ll only briefly list some of the other issues and “baggage” that go along with servicing ADAS-equipped vehicles:

The expense of the calibration equipment and targets required to aim the cameras and the like. ADAS calibration packages start under \$10,000 and go up to \$25,000 and more, depending on the breadth of systems to be calibrated and the vehicle makes being serviced.

The space required can be prohibitive. Every shop doesn’t have a bay the size of a basketball court to properly aim forward-facing cameras and sensors.

Business insurance and liability protection is more important than ever. Top shops have always had comprehensive protection against something happening to a vehicle they serviced. With black boxes recording the state of every vehicle system in the event of a wreck, no shop can afford to ignore the required procedures on a critical safety component.

*(Continued on page 10)*

(Continued from page 9)

Aftermarket parts manufacturers are already listing ADAS components in their catalogs. It will be interesting to see how warranty and other policies will evolve to require documented proof that the part was installed properly and calibrated completely before any claims are paid.

### Threats And Opportunities

I have two closing thoughts about the opportunity and threat posed by ADAS in the aftermarket. The number of ADAS-equipped vehicles already numbers in the tens of millions, and nearly every new car and light truck will include ADAS from this point forward. A shop can commit to the tools, training and targets required to follow the required procedures in every appropriate service job – or not. Those that do will continue to be the preferred service choice of their customer. Even OEM dealers that don't have the space or equipment will seek out those independent shops. But, others will be required to turn away an increasing number of routine aftermarket service opportunities – or assume a tremendous liability by cutting corners or ignoring procedures designed to save lives.

Here's my No. 1 reason why the industry needs to make a serious commitment to performing ADAS repair by the book 100% of the time – maintain the trust of the motoring public in the independent aftermarket. A decades-long battle has been fought and millions of dollars in industry resources spent on the Right to Repair Issue. Seventy-five percent of the voters in Massachusetts effectively said, "I trust the aftermarket with the data associated with my vehicle and I want them to have the right to repair whatever goes wrong."

We have been fortunate not to see headlines about cars that mysteriously slam on the brakes at highway speeds because their collision-avoidance camera was off by 2 degrees and "saw" an overpass or a construction barrel instead of the open road. There is no margin for error in these amazing safety systems. All of the goodwill and consumer confidence in the resourceful and innovative aftermarket gained in the Right to Repair battle could be un-done with a few sensational news stories about failed ADAS service.

There is a lot of good work being done by the industry associations and committed volunteers to advance standards, documentation and more affordable tools to service the cars of tomorrow. But, today, we've got to treat every late-model car with a higher level of professionalism than ever before. It's what your customers deserve and are counting on.

*Scott Luckett is vice president, Industry Strategy for GCommerce Inc., where he has responsibility for industry partnerships and major account development. Previously, Luckett rose through several positions at the Auto Care Association over 17 years and as CIO had responsibility for the Technology Standards Committee, the Aftermarket eForum, the Telematics Task Force and the National Catalog Managers Association (NCMA). Before Auto Care, Luckett was a sales management executive at a local automotive WD and prior to that was a top sales producer for Triad Systems (now Epicor). Luckett has been recognized for his commitment to education and training in the auto care industry with the University of the Aftermarket Founders' Service Award. He can be reached at [scott.luckett@icloud.com](mailto:scott.luckett@icloud.com).*

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## What We Do For You:

ASCCA monitors and fights harmful laws and regulations that cost you money and time away from your business.

Examples:

A legislator proposed a bill to use a grading system (ABCDF) like the restaurants. We fought this and stopped it.

Another legislator tried to change us into being debt collectors because we receive money from customers. That would mean if a customer did not pay and we called them, the customer could sue us for harassment. We fought and won this also.

We also stopped a bill that would keep us from being able to program security systems in cars. The manufacturers wanted to lock us out! Again, we fought and won.

Our state legislatures can produce 5600 bills every two years. Our dues help us watch and fight these bills, saving you a ton of dollars.

ASCCA has great benefit programs:

Low credit card rates and a \$350 rebate at the end of the year.

Free legal advice for you, your business, or your employees.

Free accounting review of profit and loss statement.

Free review of any current or prior year's taxes.

Super discounts on uniforms.

Discounts on Alldata and Identifix.

Camaraderie, fellowship, and life-long friends.

Network with top shops.

Get advice with business structure, policies, and profit ideas.

Get second opinions on cars that are giving you fits.

Education opportunities:

We periodically have free training for service advisors and technicians.

ASCCA awards scholarships to young people to help fill the technician shortage.

## Why we need you:

Meet and network with top shops.

Monitor and fight harmful legislation.

Support our great partners and save money.

Support and give back to our industry.

## All this for \$70.83 per month!



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# ASCCA

## Keeping California Independent Shop Owners in Business Since 1940



The Automotive Service Councils of California has been the foremost advocate for the aftermarket auto repair industry since its inception. Whether you have been a member for a long time or you are just getting started, ASCCA has your back.

As a member of ASCCA you are on the forefront of issues that keep you informed about regulations and legislation affecting your business. ASCCA members have successfully, through our grassroots campaigns, been an active voice for the future of auto repair in California.

Some of our Accomplishments:

ASCCA members were part of the design team that created the OBDII connector simplifying modern vehicle diagnostics.

ASCCA members successfully fought for and won legislation (SB1146) that created the first in the nation "Right to Repair" act.

ASCCA members successfully fought for and won the elimination of damaging, frivolous lawsuits (Trevor Law Group) which tried to extort money from shop owners.

ASCCA Members fought and won against the California Air Resources Board, squashing the vehicle super-warranty.

ASCCA is the only state organization that sits on the national board of NASTF (National Automotive Service Task Force) which provides factory repair information to the automotive aftermarket.

ASCCA members fought and defeated SB 750 (the key code lock-out bill) which would have excluded independent shop owners' access to vehicle communications.

ASCCA fought and defeated legislation (SB 993) which would have extended sales tax to vehicle repair labor services, and unnecessarily increased repair costs.

ASCCA defeated legislation (AB 2825) which would have treated auto repair dealers as "debt collectors," making all communications with customers subject to fines and frivolous lawsuits.

ASCCA opposed and defeated legislation (AB 755) which would have increased the current \$1.75 tire tax fee to \$3.25 per tire.

ASCCA supported and helped pass legislation (AB 3141) which included all unlicensed automotive maintenance service providers and other previously exempted repairers under BAR jurisdiction, creating a level playing field.

ASCCA supported and helped pass BAR regulations that allow auto repair dealers to provide customers with electronic estimates and authorizations (e.g., text messages).

ASCCA opposed legislation (AB 2454) which would have created a state mandated "grading system" similar to restaurants.

ASCCA maintains a seat on the Bureau of Automotive Repair Advisory Group Committee which meets on a quarterly basis in Sacramento and has a voice on regulatory matters impacting the industry.

ASCCA members believe in "raising all boats," and actively help each other to achieve success.

This is just a partial list of legislative accomplishments ASCCA has done for your business. The question should not be, "How can I afford membership?" but rather, "How can I do without ASCCA for my business?"

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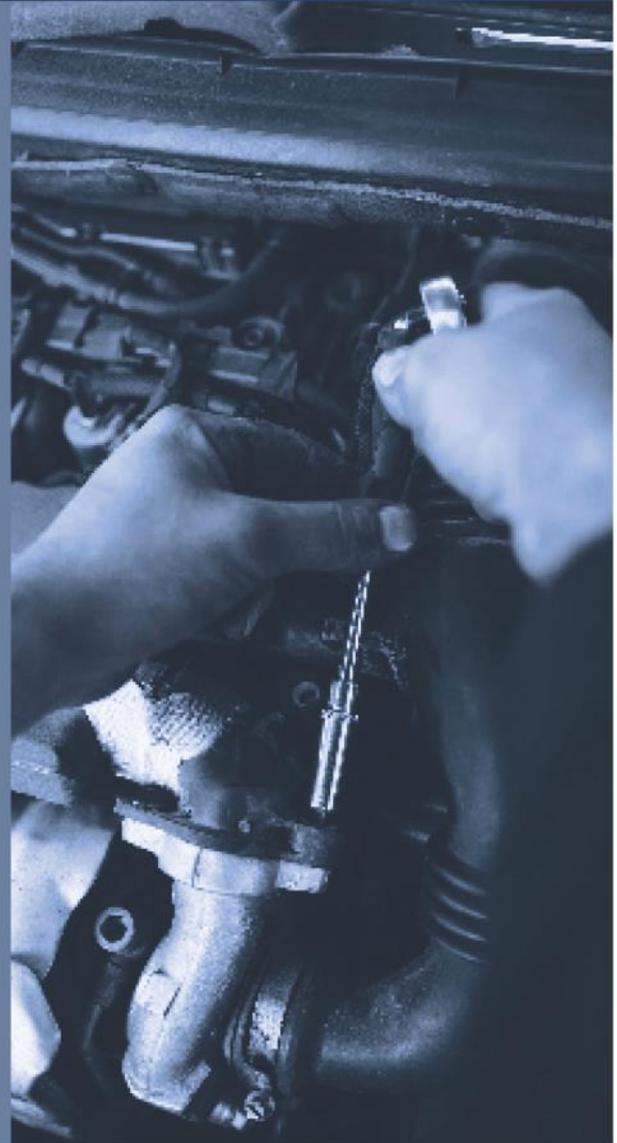


# ASCCA Advantage

ASCCA is the vehicle to help you improve your repair shop operations today, saving you time AND money – while positioning your shop and the industry for long-term growth and success tomorrow.

## The ASCCA Advantage is:

-  Business management coaching
-  Education and training opportunities
-  Free legal consultation
-  Free HR services and resources
-  Access to discounts and rebates
-  Networking events with local chapters
-  Statewide association events and lobby days
-  Information on CA laws impacting shop owners
-  Political representation with the state
-  Updates on industry news
-  Access to TeamTalk – an online forum for peer-to-peer advice on vehicle repair, business issues, and more!



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## ASCCA Members Get Access to Corporate Partner Discounts and Benefits

### Business Supplies, Equipment & Services



AESWave specializes in sales and support of automotive diagnostic equipment.

Carlos Menchu (877) 351-9573  
info@aeswave.com



ASCCA members get special pricing for Auto Zone's Platinum Level Membership, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, access to electronic ordering software, and more. ☀

Jim Gray (704) 301-1500  
jim.gray@autozone.com



Opus IVS empowers technicians to meet the challenges of today's increasingly complex vehicles through a range advanced diagnostic, programming, and remote assistance services. Our fully-integrated diagnostic support system combines dealer-trained technician expertise with diagnostic technology to ensure we make our customers more profitable, more accurate, and more efficient.

Kevin Fitzpatrick (631) 486-3506  
kevin.fitzpatrick@opusivs.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 Elbert (805) 490-6080  
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Eric Waln (949) 337-2484



California Employers Services has been making compliance easy since 1997. ASCCA members can email or call for advice on California Labor Laws and Cal-OSHA questions! We know the laws and how they are being enforced. Ask about our 30-day trial or our special packages and prices. ☀

Dave Fischer (559) 472-3542  
cesyes@hotmail.com



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 and manage your budget.

Josh Davis (484) 648-8626  
josh@themailshark.com



NAPA Auto Care is the largest aftermarket repair network in the country with over 16,000 independently owned and nationally recognized 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  
john\_hartman@genpt.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.

Sergio Gonzales (916) 962-3270  
ASCCA@oreillyauto.com



WORLD PAC supplies automotive replacement parts directly from the most respected manufacturers in the industry. Their speedDIAL Parts Catalog and Fulfillment Ordering System can check real-time parts availability. Technical training, business management solutions, and other services for independent shops are provided by experienced professional instructors.

Rob Morrell (510) 755-6058  
rmkroll@gmail.com



Mechanics Marketplace offers the Automotive industry 3 staffing solutions!

1. Turnkey Recruiting
2. A Unique Hiring Service Using an Automated Web Portal
3. An Easy to Use Temporary Staffing Service

Elie Massabkli (800) 989-8094  
info@mechanicsmarketplace.com



## Education, Training & Business Coaching



ATI is an industry leader in automotive business coaching and has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years. ATI provides expert management and consulting services, weekly business coaching from an industry expert, and classes in marketing, hiring, finance, leadership, and sales.

Jim Silverman (301) 575-9140  
jsilverman@autotraining.net



DRIVE is the premiere automotive and truck repair consulting and training company. With over 25 years of experience, their continuing aim is to provide shop owners with best-in-class training, organizational skills and management tools. The goal of DRIVE is to fully arm shop owners with every executive and management ability needed to win.

Carolyn Gray (818) 863-1077  
cgray@driveshops.com



ESI provides repair shops with up-to-date full facility training for management and personnel. ASCCA Members get: exclusive access to discounted training courses; \$800 cost savings on every Service Writer course and \$55 on every seminar (space limited); and FREE 30 minutes of business consulting advice per month. 🌟

Maylan Newton (866) 526-3039  
maylan@esiseminars.com

## Insurance & Legal Services



Armstrong & Associates provides ASCCA members with A+ rated property casualty company policy options and an exclusive workers' compensation program including comprehensive safety & claims services. You'll receive the utmost care and service along with the most competitive insurance programs. ASCCA members get a \$100 enrollment discount. 🌟

Customer Service (530) 668-2777



Competitive dental & vision plans exclusively available to ASCCA members.

Mat Naby (916) 286-0918  
mnaby@coremarkins.com



ASCCA members 30 minutes of free legal advice each month – a \$225 monthly value! 🌟

Jack Molodanof (916) 447-0313  
jack@mgrco.org

## Internet Marketing, Web Design & Search Engine Optimization



Broadly uses internet marketing to get great customer reviews on Google, Facebook, and other review sites to help drive more business. ASCCA members get a FREE account setup (valued at \$200). 🌟

Laura Nelson (800) 693-1089  
marketing@broadly.com



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 revenue tracking. Kukui will help you manage details about new clients and your customer retention rate, and will help you monitor areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design. 🌟

Greg Waters (415) 516-4948  
greg@kukui.com



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. This creates estimated new business of \$48,000/year.

Evan DeMik (415) 595-3346  
evan@repairpal.com

## Merchant Service/Payment Platform



ASCCA members get access to \$350 rebate on ASCCA State association dues when you use DFG to process your credit card payments. 🌟

Shannon Devery (877) 326-2799



Facepay's disruptive technology allows business owners to adopt a modern payment structure with a low-cost, fixed monthly subscription instead of paying 2.5% of their revenues to credit card processors. ASCCA members get a free 30 day trial. 🌟

Todd Westerlund (925) 980-8012  
todd@facepay.io

🌟 MEMBERDISCOUNTS

## Software Providers



A comprehensive cloud-based tool that offers simple solutions to workflow management, communication, digital vehicle inspections, and quality control. Developed by a shop owner, designed specifically for the challenges faced by shop owners.

Chris Cloutier (469) 456-5725  
chris@autotextme.com



Take your shop fully digital and 100% paperless. Shop-Ware is the new standard in shop management and its software is 100% cloud-based on any device. Ask for a special ASCCA member rate. ⚙️

Matt Ellinwood (415) 890-0906 x106  
matt@shop-ware.com



Tekmetric's features make it easy to monitor and manage your auto repair business. We know what it takes to run a successful shop and that's why our features focus on improving the interactions between your customers, service writers, and technicians. Leverage your business data and grow profitably.

Sunil Patel (832) 930-9400  
sales@tekmetric.com

## Uniform Services



Nationally recognized supplier of customer and employee apparel & janitorial services. Let Cintas take care of your shop's maintenance needs and get exclusive pricing with your ASCCA membership. Keep your employees on brand, your bathrooms stocked, floors clean, and much more. ⚙️

Jessica Essad (775) 813.8954  
EssadJ@cintas.com

⚙️ MEMBERDISCOUNTS

## Additional Benefits of ASCCA Membership

### Government Affairs & Political Representation

ASCCA's lobbyist tracks bills (new proposed laws), provides members with updates on any proposed legislation that will impact the auto service industry or independent shop owners, and provides representation at government meetings.

### Member-to-Member Communications

Access to ASCCA's highly-valued resource, TeamTalk, offers members an online forum to communicate and share tips on a broad range of topics facing shop owners throughout California.

### Local Chapter Events

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

### ASCCA Communications

Stay up to date with the latest industry information through the ASCCA Independent newsletter, email broadcasts, news alerts, member benefit flyers, website and social media updates.

### ASCCA Branding

Members are able to display their association affiliation with ASCCA signage, its code of ethics, and logo for use on invoices, customer forms, and more.

### Educational Foundation

Members can participate in the association's educational foundation that raises funds for scholarships that are awarded to students entering the automotive aftermarket.

The ASCCA "Business Acceleration Team" (BAT) is a small group of shop owners who have joined together to provide free, short-term business coaching, consulting, and mentoring to their ASCCA peers. Get connected today!  
[www.ascca.com/BAT](http://www.ascca.com/BAT)

To learn more about ASCCA member benefits visit  
[www.ascca.com/memberbenefits](http://www.ascca.com/memberbenefits)

Follow ASCCA on Facebook (@AutomotiveServiceCouncilsofCalifornia) and Twitter (@ASCCA1)

June 2021

# How ASCCA Dues work in Chapter 5

## Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$850/yr. Associate membership dues are \$945/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 \$300/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.)*



## Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	<a href="mailto:abec@petrospecsbg.com">abec@petrospecsbg.com</a>
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	<a href="mailto:hansonmrktg@aol.com">hansonmrktg@aol.com</a>
Hawley Insurance Services	Bruce Hawley	714-865-2907	<a href="mailto:bruce@hawleyinsuranceservices.com">bruce@hawleyinsuranceservices.com</a>
Highpoint Distributing	Tim Huddleston	805-584-0030	<a href="mailto:huddle5@sbcglobal.net">huddle5@sbcglobal.net</a>
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	<a href="mailto:rlewis@jasperengines.com">rlewis@jasperengines.com</a>
Mark Christopher Auto Center	Steve Johnson	909-975-3919	<a href="mailto:sjohnson@markchristopher.com">sjohnson@markchristopher.com</a>
Mitchell 1 Software	John Rodriguez	951-840-7995	<a href="mailto:johnrod.mitchell1@gmail.com">johnrod.mitchell1@gmail.com</a>
Norm Blieden CPA	Norm Blieden	626-440-9511	<a href="mailto:norm@bliedencpa.com">norm@bliedencpa.com</a>
Provence Financial and Insurance	Steve Kopstein	818-606-7903	<a href="mailto:steve.kopstein@provenceinc.com">steve.kopstein@provenceinc.com</a>
SC Fuels & Lubes	Dennis Giardina	310-722-3357	<a href="mailto:giardinad@scfuels.com">giardinad@scfuels.com</a>
Undercar Plus	Sandra Tooley	909-608-1446	<a href="mailto:sandy@undercarplus.com">sandy@undercarplus.com</a>
Van de Pol Petroleum	Wes Powell	562-236-1000	<a href="mailto:wpowell@ineedoil.com">wpowell@ineedoil.com</a>

***Be sure to use the evite electronic invitation to RSVP. If you didn't receive it, contact the Chapter 5 office at [asca.05@gmail.com](mailto:asca.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](mailto: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!

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

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

# ASCCA Chapter 5 2021 Board of Directors

## Executive Board

**President.....Kirk Haslam**  
 Phone..... (626) 793-5656  
 Email.....[advancemuffler1234@gmail.com](mailto:advancemuffler1234@gmail.com)

**Vice-President.....Tim Chakarian**  
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 Email.....[tim@bmwphd.com](mailto:tim@bmwphd.com)

**Secretary.....Craig Johnson**  
 Phone ..... (626) 810-2281  
 Email.....[cjauto@verizon.net](mailto:cjauto@verizon.net)

**Treasurer.....Jim Ward**  
 Phone..... (626) 357-8080  
 Email.....[jim@wardservice.com](mailto:jim@wardservice.com)

## Board of Directors

Randy Lewis..... (909) 717-9950  
 Gene Morrill..... (626) 963-0814  
 Darren Gilbert..... (626) 282-0644  
 Johanna Reichert..... (626) 792-9222  
 Mike Bedrossian..... (626) 765-6190  
 Glenn Davis..... (909) 946-2282  
 Norm Blieden.....(626) 440-9511  
 Gary Papirian.....(323) 255-5566  
 Ani Papirian.....(323) 255-5566

## Committee Chairs

### Seminars & Programs

Tim Chakarian.....(626) 792-9222

### Government Affairs

Gene Morrill.....(626) 963-0814

### Associate Member Board Rep.

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

### Membership

Glenn Davis..... (909) 946-2282

## Chapter Rep

Tim Chakarian .....(626)792-9222

## Chapter Staff

Membership & Administration.....Joseph Appler  
 Phone.....(626) 296-6961  
 Text.....(818)482-0590  
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## Chapter Contact Information

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 Website: <http://www.ascca5.com>

## ASCCA State Contacts

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

### President

Rory Balmer..... (909) 337-0082

### Executive Director

Gloria Peterson...(800) 810-4272 x104 or [GPeterson@amgroup.us](mailto:GPeterson@amgroup.us)

### Deputy Executive Director

Anne Mullinax.....(800) 810-4272 x116 or [AMullinax@amgroup.us](mailto:AMullinax@amgroup.us)

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### Manager Digital and Social Media

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### Communications Manager

Ryan King.....(800) 810-4272 x122 or [RKing@amgroup.us](mailto:RKing@amgroup.us)

### ASCCA Attorney

Jack Molodanof .....(916) 447-0313 or [Jack@mgrco.org](mailto:Jack@mgrco.org)

## Government Offices/Contacts

US Senator Alex Padilla ..... (D)  
 Phone ..... (202) 224-3553  
 Email ..... [www.padilla.senate.gov](http://www.padilla.senate.gov)

US Senator Dianne Feinstein..... (D)  
 Phone ..... (310) 914-7300  
 Email ..... [senator@feinstein.senate.gov](mailto:senator@feinstein.senate.gov)

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

US Rep Adam Schiff..... (D-28)  
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CA Senator Connie M. Leyva..... (D-20)  
 Phone ..... (909) 888-5360

CA Senator 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)  
 Phone ..... (818) 409-0400

CA Senator Josh Newman..... (R-29)  
 Phone ..... (714) 671-9474

CA Assembly Luz Rivas..... (D-39)  
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Governor Gavin Newsom.....(D)  
 Phone .....(916) 445-2841  
 Web.....<http://www.govmail.ca.gov>