



ASCCA

Foothill Chapter 5

June 2017

President's Message:

The automotive industry is an ever evolving one.

Rules and regulations are forever changing.

Government oversight is a constant, and something we always need to be mindful of.

One of the great advantages of being an ASCCA member is that we have access to the department that directly regulates our business.



Patrick Dorais, from the Bureau of Automotive Repair, will be joining us on Tuesday June 6th. Come meet with him and your fellow shop owners to discuss your thoughts.

If you have questions please email them directly to the association so that we can try to get them answered.

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

UPCOMING MEETINGS & EVENTS

June 6– BAR Chief Patrick Dorais

Jul 11– TBA (**NOTE DATE CHANGE**)

Aug-Sep - TBA

Oct 3 - Oktoberfest Bowling

Nov 7 - Maylan Newton

Dec 2 - Christmas Party at Oak Tree Lounge

SHOP NIGHT AT HANSON DISTRIBUTING WAS A GREAT SUCCESS WITH AROUND 300 IN ATTENDANCE AND OVER 30 VENDORS. WELL DONE DAN! THANK YOU FOR A GREAT EVENING.



Barthel Motoren Werke was drawn in our Shop Drawing, and was not present to collect the \$220 prize!
In May, the prize increases to \$240.
Remember, you must be present to win!

Student Conference



Learn about new products and tools.

Talk with local shop owners and foremen.

Network and learn event.

**ONLY FOR
AUTOMOTIVE STUDENTS**



If your shop is in or near Pasadena, come to PCC's Automotive Tech Student Conference night.

Meet your future techs.

Some are graduating and available for full time employment soon. Others will be available for part-time employment this summer.

Date: June 7, 2017

Day: Wednesday

Time: 5 – 8 pm

Location: PCC IT-105



Professional Business Development

2017 Southern California Schedule

Educational Seminars Institute
Automotive Management Specialists

9 am to 12 pm unless noted otherwise

January 28	Monrovia	Success or Struggle You Decide!	Ever wonder why some businesses are always packed, and making money while others seem to struggle? This class will outline the 4 major differences in owner/manager thought process or stages in business and how they affect the business! THIS IS NOT JUST FOR SHOP OWNERS , this class applies to everyone in leadership roles!	ENTIRE STAFF
February 11	Monrovia	Profit Structuring and Business Analysis	This Seminar will be covering these important topics: Reading & Understanding your Profit & Loss Statements. How to Determine Your True Cost of Being Open. We'll show you how to determine your Labor Rate. Determine what you are actually Charging Per Hour. Production and how it Affects Profit.	OWNERS/ Managers
April 1	Monrovia	Extreme Communication *New for 2017	Maylan will discuss having those conversations you dread with employees, partners, vendors and family members. Although these conversations need to take place most of us avoid them! Gain some new tools to help you deal with these difficult conversations, turn confrontations into conversations that improve your business and lower your stress and make you a better leader.	ENTIRE STAFF
June 3	Monrovia	Convert the Price Driven Customer	This is one of our most popular classes adapted and rewritten to better look at what it takes to change the price or commodity driven customer into a value driven one. This class will look at the differences and why most customers need to be better educated to be able to understand the difference.	OWNERS/ MANAGERS/ SALES STAFF
July 22	Monrovia	Successful Self-Managing Teams	You don't want to be an integral daily part of your business? Tired of being the "Shell answer man" or woman? Then a self-managing team is the way to go. Join us as we look at what makes a good team develop, and what can give you better results with your self-managing team.	ENTIRE Staff
September 30	Monrovia	Planning Your Businesses Future- It Pays to Plan Ahead!!	If you're not planning for tomorrow, how do you know what you'll need to succeed in business? Join us for a high powered planning session that will include how to build, how to track, and monitor a good plan for your business.	ENTIRE STAFF
November 4	Monrovia	10 Critical Steps to Financial Freedom	Where has all the money gone? "Good question" you say? This is that one ABSOLUTELY, POSITIVELY WITHOUT A DOUBT, MUST HAVE class of the year. Without this class you may be making financial decisions without correct information. Or more simply put...winging it! Follow along as we look at Budgets, Financial Structuring and Hourly Rates based on your successes.	ENTIRE STAFF
December 2	Monrovia	What is Good Leadership?	Join Maylan and Team ESI as we take you through the steps to becoming a good leader while avoiding the pitfalls of the wrong moves.	OWNERS/ MANAGERS/ SALES STAFF

Court Yard Marriott

700 West Huntington Drive, Monrovia, CA 91016
(626) 357-5211

Educational Seminars Institute 805-526-3039 www.esiseminars.com Maylan@esiseminars.com

Remember, as a member of ASCCA, you pay only \$95 instead of the regular price of \$149.95 per class. To register with your discount, click [HERE](#), click on the class you are registering for and enter promo code **ASCCAESI** for your member discount. As a Chapter 5 member, you also qualify for a \$50 rebate after you complete the class, making your final cost only \$45! **The next class is July 22, so register now!**

TAX AND BUSINESS TIPS FROM NORM BLIEDEN, CPA

Tax deadlines for June

June 15

Second quarterly installment 2017 individual estimated tax due

Second quarterly installment 2017 estimated tax for calendar-year corporations due

Keep your audit fears in check

Getting audited by the IRS is not fun. However, your chances of being audited are probably lower than you think. A look at the latest IRS statistics for 2016 reveals some interesting and reassuring facts about the risk of an IRS audit.

Audits are becoming less common. The number of individual tax returns the IRS audited fell to a 12-year low last year, to just above 1 million. Audits have been steeply declining over the last five years, which the IRS commissioner said was due in part to declining budgets and a smaller workforce.

Audits target the rich. It's a fact: IRS audits target the super-rich. The statistical chance of being audited increases dramatically for people of higher income levels.

Missing data can get you audited. High income isn't the only thing that gets you audited. Any missing data on your return can also trigger an audit.

Standing out gets you audited. The IRS takes a close look at business expenses, charitable donations, and high-value itemized deductions. They have statistical data on what amounts are typical for various professions and income levels. If your return stands out from what is "normal," it may be flagged for review by the agency's computer system. One of my clients is having a major problem because he claimed automobile expenses for his Ferrari, Range Rover and Mercedes but he cannot prove which clients he visited and when and how far he drove to visit them. Keep a log of total mileage and business mileage.

More audits are done by mail. If you face an audit, most likely it will be done by mail. Only about one in four IRS audits are field audits conducted in person by an IRS agent. The most common issues, such as math errors or missing data, are done through mail correspondence.

If your issues are more complicated, you may face a field audit – and you may owe more to the IRS. The average field audit recommended the individual pay an additional tax of nearly \$19,000, while the average correspondence audit recommended a payment of less than \$7,000.

Most audits end up costing you. You can fight the tax law, but the tax law usually wins. Most people audited by the IRS end up owing additional tax. Only 11 percent of correspondence audits and 8 percent of field audits concluded with a "no change" finding in favor of the taxpayer.

4 tips to landing your dream home in a seller's market

Here are some suggestions to landing your dream home in our current real estate market.

1. **Be nimble, be flexible.** Try to investigate new listings quickly – within hours of their first posting, if possible. If you're interested in a house but an inspection finds a few flaws, you may have to be flexible about accepting a house with a few quirks or in need of some repairs.
2. **Make a strong offer.** A seller's market isn't a time to lowball your first offer on a house you want. If you've pre-

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pared and set your expectations below your minimum price range, you should be able to make a strong offer to ensure you are among the most attractive bidders. You shouldn't wildly overpay, but making a strategic offer above the listing price may sweeten the deal enough to close quickly. If you can, make a 100% cash offer now for the house and obtain a mortgage afterwards.

3. Earnest money. You may consider offering a meaningful earnest money component to your offer to show you are serious. Just understand that this money is put at risk if you later change your mind.

Few strings. Try to make your offer as simple as possible. The more contingencies, the more room for someone else to sneak in and snap up your target home. Flexible move-in dates may help the seller navigate their purchase. Having to sell your home before buying theirs may create a snag versus another offer.

Reasons to incorporate your business

Here are some reasons you may want to consider incorporating your growing business.

Protect your personal assets from creditors. When you operate your business within a corporation, creditors are often limited to corporate assets to satisfy a debt. Your home, savings, and retirement accounts are no longer fair game.

Provide a personal liability firewall. The corporate form can help protect you against claims made by others for injuries or losses arising from actions of your business.

Issue shares of stock. You can help build your business by issuing shares to new investors, or by offering stock options to key employees as a form of compensation.

Gain tax flexibility. A corporation can provide you with more tax flexibility. Deliberate planning can help optimize the taxable division between corporate income, dividends, and your personal wages.

Enhance your business presence. Being incorporated sends a signal that your business is a serious enterprise and it could open doors to opportunities not offered to sole proprietors. Consumers, vendors, and other businesses often prefer to do business with incorporated companies.

If you are still going over the pros and cons of incorporating your business, pick up the phone. Together, we can complete a thorough tax review that will help shed light on the impact such a move will have on your business situation.

This newsletter provides business, financial, and tax information to clients and friends of our firm. This general information should not be acted upon without first determining its application to your specific situation. For further details on any article, please contact Norm Blieden, CPA (626) 440-9511.

DISCLAIMER

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May Team Weekend Recap

Your Association Working for You

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

Board of Directors Summary

On Sunday, *ASCCA's Board of Directors* met and made significant progress toward new and exciting goals for the association.

The board began by welcoming its newest board member, Carolyn Coquillette, who serves as chair of the new Telematics Committee.

In his report, ASCCA President Dave Kusa provided a summary of ASCCA legislative day, and discussed his ongoing visits to chapters across the state.

Executive Director Gloria Peterson provided her report, in which she notified current board members that a call for nominations to serve on the 2018 board of directors has been sent out. In addition to new members who are interested in serving on the board, all board members whose term expires on December 21, 2017 must submit their nomination forms, which can be downloaded on asca.com, by July 1, 2017.

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

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

The Board then approved several committee recommendations. The first two that were approved by the board were recommended by the Membership Committee.

The first was to implement a new membership growth campaign, where the association will incentivize independent sales partners to enroll and retain new members across the state.

The second was a recommendation that the association launch a website redesign, to coincide with the newly approved membership growth campaign, that will provide current and prospective members with the information and resources they need.

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

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

Committees Summary

Government Affairs Committee, chaired by Tracy Renee

Craig Johnson provided the committee with a report from the National Automotive Service Task Force (NASTF) and the work of its various committees, which can also be found on the NASTF website at nastf.org.

Carolyn Coquillette, chair of ASCCA's Committee on Telematics, provided a summary of the Automotive Service Association (ASA) event that she attended in Detroit, which focused on connected cars related to cyber security issues and technical issues related to scan tools.

ASCCA lobbyist Jack Molodanof provided members with a legislative update, highlighting key bills of interest that would affect your ability to hire new employees, increase tire fees, require a new tax on

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services such as auto repair, and more. The eight bills highlighted are Assembly Bills 5, 509, 1008, 1180, 1274, and 1679, and Senate Bills 327 and 640. Visit ascca.com for a detailed legislative report, which is updated regularly.

Public Relations Committee, chaired by Jerry Kubitsky

Announced they are almost ready to roll out the 2017 countertop display contest, featuring our new interchangeable countertop display. The new displays will allow shops to change the display inserts to coincide with the holidays, National Car Care month, and more.

The Public Relations Committee also announced that in addition to the annual North vs. South competition, they will also have a competition between the chapters with various prizes for the winners, which will be announced later.

Revenue and Benefits Committee, chaired by John Eppstein

Continues to work on securing new corporate partners and endorsed vendors.

Just five months into the year, the committee is already halfway towards meeting their 2017 budget, and the committee is optimistic that they will meet their goal.

The committee also reiterated that if a chapter plays an active role in securing a new ASCCA corporate sponsorship, they receive 20% of the sponsorship agreement, both at sign up and renewal, so it can serve as a continuous revenue stream for the chapters.

They also discussed their recommendation to the board to change the terminology of Corporate Sponsor to Corporate Partner.

Membership Committee, chaired by Mitch Mendenhall

Discussed monthly membership reports, as well as the presentation they will be making to the board of directors regarding the new membership growth campaign.

The committee reported that 26 new members have joined ASCCA since January 1- more than the total new members for all of 2016.

The committee continues to work toward its 100-Plus goal of enrolling 100-plus new members in 2017, as well as its goal of member retention.

The Education Training, and Information (ETI) Committee, Chaired by Jack Scrafield

Discussed its work to develop an educational webinar series for chapters to use in training chapter leaders.

Current chapter leaders and members interested in a leadership role will be invited to participate in these live webinars, and they will then be archived on the ASCCA website to be used to train future leaders. Stay tuned for more details on webinar dates, content, and more.

Chapter Representatives Committee, chaired by Rich Lezcano

Welcomed guest speaker Grant Bowman from ASCCA corporate partner O'Reilly Auto Parts. Grant briefed the committee on the services O'Reilly provides, and let the Chapter Reps know that O'Reilly representatives are available to participate in chapter training events.

Glen Daily of ASCCA's endorsed insurance provider Armstrong & Associates and Jason Smith of Core Mark insurance gave the Chapter Reps an update on worker's comp insurance and the state of health care reform.

The committee was pleased to also welcome new and potential members from Chapter 34 in Sacramento.

The committee introduced themselves and spoke about all the professional and personal benefits that come from joining ASCCA, and answered questions about ASCCA membership.

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

Check out Babcox Media's 'Telematics Talk'

Telematics Talk is the latest media offering within the company's extensive portfolio of brands. Featuring a website (telematicstalk.com) and weekly eNewsletter, *Telematics Talk* focuses exclusively on the burgeoning telematics industry. Telematics refers to vehicle systems that allow or facilitate the transmission of computerized information or data. According to a recent report from ABI Research, the penetration of safety and security telematics solutions in new vehicles will increase from 10.2 percent in 2012 to 49 percent in 2017.

"As the need for trusted information on this growing industry segment becomes more apparent, Babcox Media is excited to comprehensively cover developments in the automotive and fleet telematics space on a daily basis," said Mike Maleski, Publisher of *Telematics Talk*. "In a recent survey conducted by BabcoxData, the research and analysis division of Babcox Media, findings indicated that nearly 90 percent of respondents were interested in learning more about telematics. With the launch of *Telematics Talk* we will fill that void."

The website and eNewsletter feature contributed content from industry bloggers as well as from experienced journalists and editors from across Babcox Media's other brands, such as *Fleet Equipment*, *Tire Review*, *Brake & Front End*, *Underhood Service* and *ImportCar*. Telematics-specific content is available to readers in the form of bylined articles, videos, executive interviews, infographics, blog posts, white papers and webinars.

To view the website and to sign up for the weekly newsletter, visit telematicstalk.com.

For information on advertising, visit babcox.com or contact Mike Maleski at mmaleski@babcox.com.

Press release submissions and editorial inquiries can be sent to info@telematicstalk.com.



New Member Benefit - Shop-Ware

ASCCA recently announced its newest corporate sponsorship with Shop-Ware Inc., an innovative company that delivers cutting-edge shop management software. **The shop management software promotes business wellness and maximizes productivity by casting traditional best practices in paperless, cloud-based applications.** Founder Carolyn Coquillette, an ASCCA member and owner of Luscious Garage in San Francisco, is assisted by Chip Keen, former owner of Hansville Repair and founder/developer of Garage Operator.

Check out their shop management software that meets cutting-edge web technology by visiting www.shop-ware.com. **As a member benefit, all ASCCA members would receive their PRO plan at the SMS price for the first 6 months, saving you \$900!** Don't let this special offer pass you by.

ASCCA Chapter 48 representative Rocky Khamenian had this to say about Shop-Ware: "Carolyn is a fellow shop owner and industry advocate. Her venture into software brings overdue, cutting-edge technology to day-to-day shop operations that make our jobs easier. Our industry is in the midst of a major consolidation, and we need all the help we can get to stay competitive and profitable. Shop-Ware is the solution we deserve, and the industry game-changer we've been waiting for."

Shop-Ware understands the demands of real world repair shops and meets those needs with powerful, thoughtfully designed features. **The paperless workflow boosts staff productivity by eliminating clipboards and duplicated entries. Repair orders can also be shared directly with customers, online, for them to review inspection results, approve work, and communicate back to the shop.** Its intuitive web design is mobile friendly with unlimited access points and device-training takes an average of three hours. Data migration is also available from 100 different legacy SMS. Shop-Ware's integrations include MOTOR Information Systems (estimating); QuickBooks (bookkeeping); and WHI NexPart and PartsTech (web based parts ordering).

For more information, contact info@shop-ware.com.

Technician Shortage Fueled By Lack Of Knowledge About Automotive Career Opportunities

Tom Palermo

So, here we are a few months into 2017 and topping the list of the many challenges we face is the technician shortage problem that looms heavier than ever. I am 43 years old and considered a youngster in the industry. However, I can still remember the days when it was just a matter of putting an ad in the paper and a host of interviews would be forthcoming. That guarantee has obviously changed, but fear not all you bleary-eyed shop owners — it's not as bad as you think. There is hope!

There are several factors at play when it comes to the tech shortage. Let's be honest, the level of sophistication that vehicles have achieved is astounding when compared to the '80s and '90s. The knowledge required of today's technicians rivals that of engineers. We are expected to be masters of mechanical, electrical and integration systems. That doesn't seem very encouraging, does it? Well, that depends on how you look at it. This advancement in technology, coupled with declining DIY enthusiasm, creates an interesting opportunity for those of us who persevere and push forward.

When it comes to the technician shortage, we have other issues in my opinion besides just the number of available technicians. There is also a troubling lack of interest/guidance as it pertains to what it is we really do and how lucrative this profession can be for the right candidate. The latter issue is where we need to concentrate to address the former. We'll get to that in a minute.

In the meantime, following are a few suggested steps to help find a new technician if you are in need of one at your shop.

1. Constantly Be Recruiting: There is no magic bullet here. You need to see what works best in your area to get techs interested in your shop. At this point in time, print ads don't perform well in my opinion. Recruitment dollars are much better spent in the online arena. Besides the fact that it has become the new standard in a job seeker's journey to employment and we are looking for technical people who behave in a technical manner. So, posting ads in this way gives us a small insight into how a candidate handles basic technology. I recommend using the popular job sites as well as some of your local job search sites. Try to put up two or three ads and see which one gets the most response. From there, you'll be able to better dial in your ad in the future to match your needs.

2. Constantly Be Networking: Networking is a skill that takes some time to perfect. No one can sell your shop better than you can. This is true with customers, business associates and prospective employees. I'm sure we all have technicians working for us who came to us through a very convoluted series of events that culminated with finding a new employee. You'll find that the more you network, the more this happens.

But, don't rule out talking to vendors, parts suppliers and the like. Everyone knows somebody who's looking for a job, and you never know when you'll come across someone in the industry who knows of a person looking for an opportunity. The bottom line here is to always assume that everyone you come into contact with has the potential of opening another door. Don't be afraid to think outside of the box when it comes to finding and keeping employees.

3. Grow Your Own Technicians: I have found this to be extremely successful if you find the right candidate. Look around your shop; you could have a potential tech working for you right now in another area of your business and not even know it. I have had some great techs come from seemingly random positions at my shop (i.e. detailer, tow truck driver, etc). The key here is to be able to identify basic mechanical capability and, of course, the most important component — a willingness to learn.

The upside here is that you are starting with someone who has no learned bad habits as it pertains to vehicle

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repair and can be trained on your specific policies and procedures. While it requires a good amount of time and patience to get new techs up to speed, it can be very successful if you have a good candidate from which to start.

Industry Outreach

In keeping with the “thinking outside the box” mantra, I tried something in February that was a “first” for me. I belong to a NAPA Business Development Group and our president (John Iacovetti of Point Service Center) had a contact with the North Montco Technical Career Center board. He floated the idea of talking to them from our perspective as current shop owners to emphasize the need for talented students in today’s repair landscape.

I thought it was a great idea and volunteered immediately. NAPA was also kind enough to participate to give its perspective on the issue. We were very happy to see that they listened and were very receptive to our ideas. This initial discussion will hopefully open the door to future conversations and bring us closer to the mutual goal of employing “the next generation of technician.”

When you think about it, how are any of the automotive voc-tech schools going to understand what we are looking for if we don’t tell them? It was encouraging to hear that they were seeing an uptick in attendance. These schools provide the building blocks needed to start students on the path to success. So, why not be a part of influencing what the message to the next generation is?

Spell Out Opportunities

Given the average age of today’s technician, it is imperative that we all get involved to ensure the younger generation sees the tremendous opportunities available to qualified technicians in our industry. We need to also reach out to school counselors and have a conversation about the varied automotive career opportunities among middle school and high school students — as well as with students’ parents — shifting any outdated misperceptions and making our industry more appealing.

The bottom line is this — times have changed and so have we. The numbers don’t lie. There are fewer techs available than there were before. It has become a necessity to figure out new, creative ways of attracting techs to your shop. But, equally important is laying the foundation for future technicians so we have access to the help we need to be able to service our customers well into the future.

Tom Palermo is the general manager of Preferred Automotive Specialists in Jenkintown, PA, and is the 2015 NAPA/ASE Technician of the Year.

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The ASCCA Advantage

The ASCCA Advantage provides a comprehensive summary of the value of ASCCA membership. We are proud to be able to offer a number of discounts and intangible benefits that are uniquely provided by our association. Please review the following benefit categories and be sure to make the ASCCA Advantage your first stop when looking for products and services you can trust.

Endorsed Vendors and the Value They Bring to Us

INSURANCE & LEGAL SERVICES

EE & MB ASC Insurance Services – Includes an enrollment discount of \$100. Customer Service (866) 923.7767, www.armstrongprofessional.com

EE & MB CoreMark Insurance Services – Competitive dental & vision plans exclusively available to ASCCA members. Mat Nabity, (916) 286.0918, mnabity@coremarkins.com

MB FREE LEGAL Service – 30 minutes of free legal advice per month for all ASCCA members. Jack Molodanof (916) 447.0313, jack@mgrco.org, www.mgrco.org.

EDUCATION PROVIDER

CS & MB Educational Seminars Institute (ESI) is the forerunner in providing the independent repair shop with up-to-date full-facility training for the management team and personnel. ASCCA Members have exclusive access to discounted training courses as well as 30 minutes free business consulting advice per month. Maylan Newton (805) 526.3039

MB Motor Age Training – 25% discount on all ASE exam study guides. James Hwang (310) 857.7633

MERCHANT SERVICES

EE, CS & MB Digital Financial Group (DFG) – Offers credit card processing services. DFG will also pay a rebate of up to \$350 for your ASCCA Membership. David Cherney (877) 326.2799 or Shannon Devery (626) 476.9016, www.dfg-damar.com

SOFTWARE PROVIDERS

MB Identifix – Members receive a promotional price for online diagnostic tool and telephone diagnostic services. Customer Service (800) 997.1674

CS & MB Shop-Ware – Shop Management Software evolves: with Shop-Ware you do more than manage - you thrive. Carolyn Coquillette, carolyn@shop-ware.com

UNIFORM SERVICES

EE & MB G&K Services – Nationally recognized supplier of customer and employee apparel with special ASCCA pricing. Leslie Kipnis (949) 877.2750

INTERNET MARKETING, WEBSITE DESIGN & SEARCH ENGINE OPTIMIZATION SERVICES

CS & MB Repair Pal – Independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000-mile warranty. Millions of visitors monthly to our website. Get certified and meet new customers through our optional partner programs such as USAA and Cars.com. Customer Service (800) 969.9204, www.repairpal.com, repairpal-shops.com

CS & MB Kukui Corporation – Website designs optimized to boost conversion rates as well as search engine rankings. Todd Westerlund (925) 980.8012, www.kukui.com

INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS

MB iATN – The International Automotive Technicians Network (iATN) is the world's first and largest online network of automotive service industry professionals providing resources to members worldwide. ASCCA members enjoy a \$9-per-month discount off of the regular price of iATN Business+ premium membership, at \$45-per-month. This membership provides your shop with up to 5 premium access accounts. www.iatn.net or support@iatn.net

CUSTOMER COMMUNICATIONS PROGRAMS

CS & MB Mudlick Mail – Exclusive ASCCA member rates for direct mail marketing. Our affordable rates include creative design, custom mail lists, quality printing, and mailing service. Contact us today for a **FREE custom leads list**. No contracts or commitments. Reed Parker(855) 968.9467, info@mudlickmail.com

BUSINESS SUPPLIES, EQUIPMENT & SERVICES

MB ACA – Access to Auto Care Association's publications, the Aftermarket Insider and the ACA Capitol Report, as well as member discounts on ACA publications and events. Call to see how you can save up to \$600 a year. kathleen.schmatz@autocare.org, (301) 654.6664

CS & MB Automotive Electronics Services, Inc (AESwave) specializes in sales and support of automotive diagnostic equipment. Each day, thousands of technicians, educators, trainers, engineers, and technical

EE = Exclusive Endorsed Vendor **CS** = Corporate Sponsor **MB** = Member Benefit Provider



writers use products and strategies developed at AESwave.
Mario Vejar, Toll Free 877-351-9573, info@aeswave.com
www.aeswave.com

CS & MB AutoZone – This partnership provides Platinum level membership pricing, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more!
Jon Beck, National Accounts, (704) 989-1009

MB BG Products – Provides maintenance services, equipment, training & consumer education materials. Mike McCarthy or Brian Gourley, (805) 498.4546, www.petrospecsinc.com.

MB Hertz Rental – A 10% discount off Hertz Daily Member Benefit Rates, a 10% discount off Hertz U.S. Standard Rates, and 5% or greater discount off Hertz Leisure Rates.
Customer Relations (888) 777.6095, www.hertz.com

MB HotelStorm – Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit hotelstorm.com/ascca and use password Auto 1234 to get your discount.
hotelstorm.com/ascca

CS & MB LKQ Corporation – LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.
Erik Ferreira, (562) 364.5275, ejferreira@LKQCORP.com

MB Office Depot – Streamlined business supply ordering process. Free delivery over \$50. Custom pricing and discounts for ASCCA members.
Michael Nitz, 855-337-6811 Ext. 12809, Michael.nitz@officedepot.com, <https://business.officedepot.com/>

CS & MB O'Reilly Auto Parts – O'Reilly has been dedicated to the Professional since 1957. ASCCA members that choose to partner



Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940

EE = Exclusive Endorsed Vendor **CS** = Corporate Sponsor **MB** = Member Benefit Provider

with O'Reilly have access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform everyday, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, early-pay discounts, electronic ordering discounts, and more. ASCCA@oreillyauto.com

MB Phillips 66 – Special pricing on Kendall brand motor oil available to ASCCA members. Howie Klein, (951) 903.8466, howie.klein@p66.com

ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

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

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

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

Education Programs – Attend ASCCA's Annual Summer Conference for educational opportunities for Shop Owners and Technicians. From business management to industry updates attending the Annual Summer Conference will keep you and your staff informed.

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

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

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.)

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.

Chapter 5 Associate Members

BG Products	Abe Chavira	805-857-5065	abec@petrospecsbq.com
Dorman Products	Frank Alviso	951-206-7023	falviso@dormanproducts.com
Frederick Blum Insurance	Fred Blum	626-401-1300	blum4@pacbell.net
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing / Justice Brothers	Tim Huddleston	805-584-0030	huddle5@sbcglobal.net
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Jeff Chin Diagnostics	Jeff Chin	818-929-9444	jchin.autologic@gmail.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Management Success!	Robert Spitz	818-500-9631	rspitz@managementsuccess.com
Mitchell 1 Software	Frank Joel	818-326-0602	fjoel@ix.netcom.com
NAPA Pasadena Store 039	Tony Diaz Gerry Santillan	626-798-1151 323-712-8133	Antonio_Diaz@napastore.com Gerry_Santillan@napasalesteam.com
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Van de Pol Oil	Wes Powell	562-236-1000	wpowell@ineedoil.com

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

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ASCCA is

"The Sign you can Trust!"

Your Association has produced a marketing tool that you can implement immediately. The goal is to make ASCCA synonymous with "TRUST".

The sign will fit perfectly under or over the ASCCA sign. If you haven't upgraded your old ASC sign, it's time to do so. We want people to recognize who we are at a glance.

You can keep the old sign on your shop wall somewhere for old time's sake.

But don't remain in the past – get the current sign and help build brand identification.

ASCCA Shops ARE the BEST!

Add-on signs are \$15 each.

Complete new signs are \$35 each.

A small investment for Brand Identification!

Call Joseph at 626-296-6961 or

email to ascca.05@gmail.com

for your sign.



Chapter 5 Members get 30
minutes of free tax consultation!

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Advertise In The ASCCA Chapter 5 Monthly e-Newsletter, and Let Shop Owners Know How You Can Improve Their Business!

Full-color Ad Prices for photo-ready ads
(Set-up extra, at reasonable costs)

	(Pd. Qtrly / Pd. Annually)
Full page	\$300/\$900
Half Page	\$160/\$480
Quarter Page	\$75/\$225
Business Card	\$40/\$120

Call: 626-296-6961 or email:
ascca.05@gmail.com to get started

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!

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
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ASCCA Chapter 5 2016-17 Board of Directors

Executive Board

2016

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

Vice President.....Kirk Haslam
Phone..... (626) 793-5656
Email.....advancemuffler1234@gmail.com

Secretary.....Craig Johnson
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Treasurer.....Jim Ward
Phone..... (626) 357-8080
Email.....jim@wardservice.com

Board of Directors

Randy Lewis.....(909) 717-9950
Gene Morrill.....(626) 963-0814
Raul Salgado.....(626) 339-7566
Dave Label.....(626) 963-1211
Jack Scrafield.....(818) 769-2334

Chapter Rep

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

Committee Chairs

Seminars.....Raul Salgado.....(626) 339-7566
Socials.....Jack Scrafield.....(818) 769-2334
Programs.....Jack Scrafield.....(818) 769-2334

Associate Member Board Rep.

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

Chapter Staff

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Text: (818) 482-0590
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ASCCA State Contacts

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

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Vendor Relations Manager

Stacy Siqueiros....(800) 810-4272 x114 or SSiqueiros@amgroup.us

ASCCA Attorney

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

Government Offices/Contacts

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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 Ed Hernandez.....(D-22)

Phone.....(626) 430-2499

CA Senator Kevin de Leon.....(D-24)

Phone.....(213) 483-9300

CA Senator Anthony J. Portantino.....(D-25)

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

CA Senator Josh Newman.....(R-29)

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Fax.....(202) 445-4633

Governor Jerry Brown.....(D)

Phone.....(916) 445-2841

Web.....<http://www.govmail.ca.gov>



ASCCA

Foothill Chapter 5

June 2017

JOIN US FOR OUR JUNE 6 DINNER PROGRAM AT MIJARES MEXICAN RESTAURANT

Patrick Dorais - BAR Chief

***New Laws - Professional ARD Standards - Enforcement Stance
And Other Important Issues***

Menu:

Taco/Tostada Buffet
Soda & Coffee
Beer & wine available

Where:

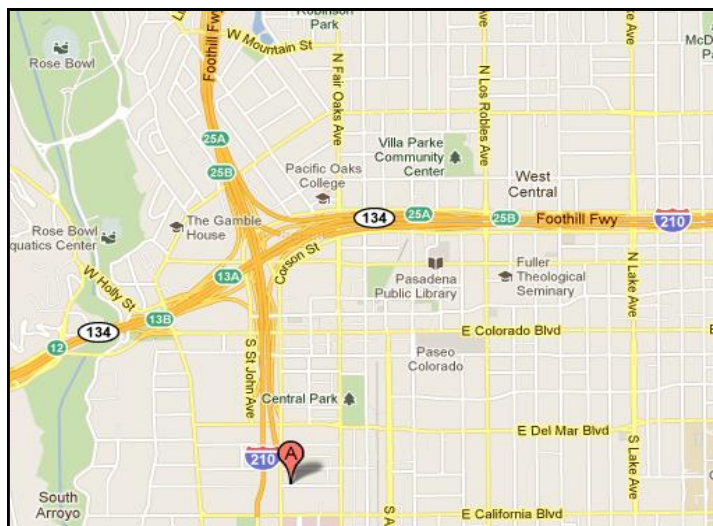
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

Tuesday, Jun 6, 2017
6:30 PM – Social/Networking/Dinner
7:00 PM – Program
9:00 PM – Finish

Cost:

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



Directions

From the 210 & 134 Junction in Pasadena: Go South on the 210/710 Spur towards California/Del Mar/110; Exit on California, turn left; Left again at the first light; Pass Palmetto (the first street on the right) & turn in to the Mijares parking lot; If the lot is full, there is more parking in the marked spaces across the alley or in an additional lot at the north end of the alley. You can also park on the street.

UPCOMING MEETINGS & EVENTS

June 6– BAR Chief Patrick Dorais

Jul 11– TBA (***NOTE DATE CHANGE***)

Aug-Sep - TBA

Oct 3 - Oktoberfest Bowling

Nov 7 - Maylan Newton

Dec 2 - Christmas Party at Oak Tree Lounge