



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

ASCCA Foothills Chapter 5

June, 2021



President's Message:

Greetings

In the new theme of things , did you get caught (not) looking?

Did your car help you out by stopping or moving back in your lane?
(for those of you with new cars)

This technology is here to stay! Get on board first. Don't be caught not knowing what to do.

For us older members, remember the change to OBD2?

- “It won't last or catch on.”
- “Why buy the scanners?”



Join us with Scott Brown on Tuesday, June 1 (or May 32 for those going away for Memorial Day) and get the info needed for the new wave of things to come. Find out how much you don't know and need to learn; or just find out what is coming down the road.

With this cooler weather here in SoCal, it's hard to believe the heat is coming fast. Get ready. It is going to get hot very soon. Start talking AC before you get slammed. Also, vacation and cars parked for the last year are not a good combo; and it will be our fault if we don't start preparing our family (customers) to get them serviced before leaving on vacation. It's too late once they're on the road.

Hope all is well , stay safe.

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



*Join us for our monthly Chapter 5 meeting on
Tues., June 1, at 6:30 pm via ZOOM
with Scott Brown, ASCCA member, shop owner,
and technical trainer.*

The easiest way to join the ZOOM meeting is to click [HERE](#) between 6:15 and 6:30 pm.
or type in your browser: <https://us02web.zoom.us/j/82891141814>
Zoom Meeting ID: 828 9114 1814

ASCCA Chapter 5 Tech Update

With Scott Brown

JUNE 1, 2021

- Throttle Actuators
- HVAC – R1234YF
- ADAS Case Study – Salvaged Vehicle
- Diagnostic Network – Diag.net



This class is for owners, service advisors, and technicians.
AND IT'S FREE!!!

On Tuesday, June 1, Scott will provide a technical update spanning across several topics including an ADAS case study on a 2019 Honda, 1234YF, Throttle Actuators and more. Give the login information to your service advisors and technicians so they can benefit from this free class!

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?”

ASCCA Chapter 5; Voice Call: (626) 296-6961; Text: (818) 482-0590;
Email: ascca.05@gmail.com; Website: ascca5.com

Women in ASCCA

Chapter 5

This month we highlight Colleen Yarger, new owner of Mark's Independent Service in Chatsworth.

I came from the hotel industry 10 years ago and never imagined I'd be where I am now. My career has been a whirlwind! I always had a passion to help others and to become a true customer advocate in whatever job I had. I truly enjoyed being a service manager and thought "What better way to continue my path than to become a shop owner?"

Why did you become a shop owner?

I really evaluated where my career was going and where I wanted to be. I knew I wanted to do something big before I was 30 and Mark selling the shop gave me the perfect opportunity to do just that.

Were you a technician before you were an owner? (If not, how did you know you were qualified to run a shop?)

I've never been a tech. I won't even put wiper blades on my own car! I've been a service manager for 10 years so I was confident in how I ran the shop and knew what my potential was to create a culture worth standing behind that I could also benefit from.

What has been your greatest obstacle as a female shop owner?

Being a business owner is tough. I had to adjust to the fact that I am now the final decision maker and when good or bad things happen, it's all on me, but I think the most challenging part is the bookkeeper aspect of it because I've never had to file or track to this extent before.

How has ASCCA helped you?

ASCCA has always been a good support system from being an adviser to an owner. The connections you make with fellow shop owners and the relationships you make with its partners are priceless. The people in ASCCA have pushed me to continue forward and also support my business endeavors.

What advice would you offer to women considering an automotive repair career?

The best advice I could give other women is to just try it. I never imagined myself being in a shop let alone buying one. All things are possible and this is a great industry to truly be yourself and build relationships at the same time.

Is there anything else you'd like people to know about you?

I'm a great example of making ALL the mistakes from advising, managing, owning, you name it, I've made them all and if I can navigate through all of my faults and still come out ahead anyone can do it. Drive and determination have gotten me here and yes, I have more grey hairs because of it, but it's all worth it.

Thank you, Colleen, for letting us get to know you.



Are You Honestly Scoring Your Business?



By [Greg Bunch](#)

This story was originally published in Ratchet+Wrench on April 19, 2021. Click [HERE](#) for original article.

"We are in a challenging industry, and it's not going to get any easier. Staffing and technology are the two biggest challenges I see."

Greetings to all my industry friends, those I know, and to the many more I hope to get to know! Some of you know that I was on the *Ratchet+Wrench* editorial advisory board for many years and have been excited to see what *Ratchet-Wrench* has done and continues to do to bring up our industry. I was delighted when they asked me to be a contributor and share my thoughts and insights with you.

I have been in the industry since 1991 when I started as a general service technician at a small Volkswagen shop. My limousine business had failed, and the only real skill I had was being a self-taught, air-cooled VW mechanic. From there, I moved between a few independent shops and dealers, working as an ASE Master Technician with my L-1 certification. I also worked as an assistant manager and managed a shop before going out on my own in 2001.

I started my business in my garage, working as a technician and service advisor. I've grown the company now and have five shops in Colorado, with plans to continue growing. It hasn't been easy, and I have learned a lot of valuable lessons. Unfortunately, some of those lessons came with a very high price tag (I'm sure a few of you can relate)! I will be sharing more with you in the upcoming months in this column. I also own and run Transformers Institute, a coaching and training company dedicated to transforming the automotive repair industry, lifting our industry up, and, eventually, earning the respect it deserves.

It's a lot of hard work, but this industry has been very good to me. It has allowed me to experience financial success in a way that I never dreamed possible. It's allowed me to travel the world and speak to other auto shop owners who are looking to build great businesses.

Some of the most extraordinary human beings on the planet are in the automotive industry, and it's truly an honor to know them.

I won't sugarcoat it, though: We are in a challenging industry, and it's not going to get any easier. Staffing and technology are the two biggest challenges I see.

The great news is that, according to all the charts, graphs, and forecasts I see, we're going to have more vehicles out of warranty on U.S. roads than ever in history. Shops that prepare will see success as they have never seen before; others will be driven out of business, retire, and close their shops. Plan to see significant disruption, consolidation, and innovation in the near future.

I hope you will be one of those shops that will dominate their market, providing honest, ethical, and quality work. I hope that you will be prepared to service whatever drives or flies into your shop, even if it comes to you without a driver!

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I have the privilege of working with the top five percent of shops, seeing what happens behind the scenes, and talking to their teams. People ask me all the time what their secret is, and when I share with them that it's much more about the culture and the attitude of their team than some system, process, or piece of technology, folks seem a bit disappointed and think I'm holding back.

The reality is we all have service bays, equipment, point-of-sale software, websites, systems, processes, and employees. Not that those things don't need to be improved, and we all need to spend time doing so, but I have found that the business owner who focuses on what his or her clients want and makes sure the culture is all about the same things, is experiencing explosive growth.

What does every client want, you ask?

1. Quality service and repair—free of defects
2. Timeliness
3. Someone who is nice to them
4. A personalized experience

As an auto repair shop owner, begin by honestly scoring your business on these four areas, and you will know what you need to work on first. I find that getting your team lined up and having an open and honest discussion is the place to start. You will quickly learn who's on board and who thinks we are "just here to fix cars" and doesn't understand it's real people with real needs and wants that drive those vehicles and pay all of our paychecks.

I hope that you will take a nugget or two out of my column every month and systematically make progress on building the business of your dreams.

Blessings of health and prosperity to you, your family, and your business.

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.

Greg Bunch is the founder of Aspen Auto Clinic, a five-shop operation out of Colorado, and the founder/CEO of Transformers Institute, a coaching and consulting company for the auto repair industry.

(Greg's next article is also in this newsletter, starting on page [9](#).)

Tax and Business Tips from Norm Blieden, CPA

Know This Number!

Knowing your net worth and understanding how it is changing over time is one of the most important financial concepts that everyone needs to understand. This number is used by banks, mortgage companies, insurance companies and you! Your net worth impacts your credit score, which in turn impacts your interest rates and things as mundane as the amount you pay for auto insurance.

A simple definition

- **Net worth** is the result of taking all the things you own (assets) minus what you owe others (debts and liabilities).
- **Assets** include cash, bank account balances, investments, your home, vehicles or anything else that you could sell today for cash. Assets also include any businesses or business interests you own.
- **Liabilities** are what you owe others, such as a mortgage or car loan, and any other debt, like credit card or student loan debt.

Your net worth changes over time, reflecting how you spend your money. For example, if you have tons of bills and spend more than you bring in, your bank account balances will be lower. If you spend a lot on your credit cards, your debt will go up. The net effect is a lower net worth.

Calculating your net worth

- **Step one.** Reconcile your bank accounts and loans. Try doing this every month, as these are the easiest parts of your net worth to track and calculate.
- **Step two.** Calculate the value of all your remaining assets. For some of your assets, such as stocks, you can go online and find the current value of the stocks you own. For other assets, you'll have to estimate what you could sell that asset for today.
- **Step three.** Add up all your asset values, then subtract all your debts. What you're left with is your net worth (and yes, your number could be negative)!

Why you should know your net worth

Knowing your net worth contributes to the big picture of your financial circumstances. Here's why it's beneficial to know your net worth:

- **You want to apply for student loans.** You'll likely need to submit an application that details all your cash and other assets when applying for student loans. If your net worth is high enough, you may have to foot some of the tuition bill yourself.
 - **You want to get insurance.** Some types of insurance use your credit score as part of the calculation for determining your premium payments. Knowing if you have a high net worth may help in obtaining a favorable premium amount.
 - **You want to diversify your investments.** Certain investments are available only to individuals who have a high enough net worth.
 - **You want to buy a home.** Banks want to see that you have plenty of cash when compared to your debts. If you have too much debt, you may need to either pay down the debt or increase your down payment.
- Knowing your net worth and how to calculate it can help you achieve some of your financial goals.

Hire Your Kids for Tax Savings

Summer's almost here, and soon most children will be on their long-awaited summer vacation. If you own or manage a business, have you thought of hiring your children, nieces, or nephews for a summer job?

If you do it right, it can be a win-win situation for everyone.

The kids will earn some money and gain valuable real-life experience in the workplace while your business will have some extra help during summer months when other staff may be on vacation. If it's a family business, there might even be some tax advantages as well.

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If your child is doing a valid job and the pay is reasonable for the work, your business can generally claim a normal tax expense for wages paid. Your child will probably pay no or very little income tax on the wages they earned. **And if the child is under age 18 and your business is unincorporated, neither your child nor your business will have to pay Social Security or Medicare payroll taxes in most cases.**

To make the arrangement work, follow the following guidelines:

- **Ensure it's a real job.** It could be a simple job, such as office filing, packing orders, or simple production activities. But it needs to be an actual job.
- **Treat your child like any other employee.** Expect your child to work regular hours and exhibit appropriate behavior. Don't show favoritism or you risk upsetting regular employees.
- **Keep proper documentation.** Keep records of hours worked just as you would for any employee. If possible, pay your child using your normal payroll system and procedures.
- **Avoid family disputes.** If the arrangement is not working, or is disrupting the business, help your child find a summer job at another business.

Ideas to Identify and Manage Problem Accounts

As a small business, once you decide to extend credit to a customer, you now have a financial stake in continuing that relationship even if you suspect there might be trouble brewing. While you don't want to crack down on a good customer too hard, too soon, you also don't want to be taken advantage of by a customer who has become unable or unwilling to pay. Here are some ideas to help you manage this risk.

Develop a rating system. Score each customer with a number. The number represents to whom you will sell on credit and how much risk you are willing to take. Also have scores that represent customers you will not bill and those who you will no longer take orders from because of credit risk. Develop a system to objectively assign the score. Payment history and external credit scoring reports are both good indicators of whether a particular customer will be an acceptable credit risk.

Consider credit applications. Create a simple credit application. The application should be signed by the responsible party to pay the bill. If large credit amounts are expected, get a person to take personal responsibility to pay the bill. This will provide an additional means to collect your money should the company fail to pay. You will need this signed document if you wish to use a collection agency to collect delinquent accounts.

Look at history. Those to whom you provide a credit line must have their payment history monitored. If they are habitually late payers, reduce their credit line. If they frequently miss payments, move them to prepay only.

Create a notes section on your customer records. Use this to record what a late paying customer tells you. Over time, this will reveal the customers who are honest and the customers who fail that test. This idea also provides continuity of communication for the customer that tries to tell different employees different stories.

Develop a collection system. The best credit rating system starts with a receivable aging report run once a month. This will quickly show you current trouble customers and potential trouble customers. When a bill ages through the report, know what you are going to do to collect bills at 30 days, 60 days, 90 days and anything older than that.

Look for other signs of trouble. Train your team to be on alert for:

- Customers paying smaller invoices while larger invoices go unpaid.
- The customer fails to return your phone calls or shows annoyance at your inquiries.
- Your requests for information, such as updated financial statements, are ignored.
- The customer places multiple, large orders and presses you for a higher credit limit.
- The customer tries to coax you into providing a good credit report to another supplier.
- You get word that the customer's credit rating has been downgraded.

Remember, great customers can have sincere problems paying a bill. By having a good credit rating system, you can more readily identify the customers you want to accommodate to pay their bills and those customers whose activity should be suspended because they are truly problem accounts.

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

What Does the Future Hold?

By [Greg Bunch](#)



This story was originally published in Ratchet+Wrench on May 10, 2021. Click [HERE](#) for original article.

"We must stop thinking like technicians and learn to be businesspeople."

A few years ago, I traveled back to California, where I got my start in automotive. As I gave my wife a tour of the shops at which I worked, I was dismayed—but frankly not surprised—to see that two out of the three were out of business. They were both what I would call "old school." It was sad to me and a stark warning that refusing to change could be the death of our business and, quite possibly, ourselves. As I visit shops across the country, I see the divide getting bigger and bigger between the modern, well-equipped shop and the "greasy garage" that's most common in communities across America.

I just finished two weeks of Mastermind meetings with the top 5 percent of shop owners across the country. We gather every quarter to collaborate on solving problems and exploring opportunities. With the myriad of changes going on in our world and industry, there were, naturally, numerous discussions about the future of our industry as we know it.

We all decided that the future is full of opportunities for those who are willing to embrace the coming changes. On the flip side, we will see many shop owners close down or hope to sell what they have and retire. Most of all, it was apparent in all of our discussions that we must stop thinking like technicians and learn to be businesspeople.

A technician thinks about how he or she will fix the car; the businessperson thinks, "How can I give this person the best experience while repairing their vehicle?"

Preparing your business for the future can be a daunting endeavor, so we'll eat this apple one bite at a time.

To refresh, last month we talked about the four things clients want:

1. Quality service and repair
2. Timeliness
3. Someone who is nice to them
4. A personalized experience

To provide quality service every time, the process has to be systemized. Even though we're in the "digital age" and more people schedule online, a human connection must still be established. How is the person trained to interact with someone on the phone? Is he or she overly accommodating, helpful, robotic, or worse, does he or she sound stressed and inconvenienced?

A well-trained service advisor will get most customers off the phone and into the shop. If you don't see a good conversion ratio of phone calls to appointments, it's time to listen to your telephone calls and start training. If you have too many "no shows," advisors are not locking in and confirming the appointment as your dentist does every time. Do your advisors get the details when it's convenient for the customer—which is usually while on the phone—or do they blow off the customer and tell them, "I'll get the details when you drop the car off," not thinking that it could be the worst time for them?

Worst of all is inconveniencing and frustrating your customer by making them repeat everything at

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the counter because no one bothered to document what the customer said the first time over the phone! Most shop owners don't realize that their service and repairs start at initial contact and the drop-off. This is the first piece of the equation in providing quality service before the vehicle is even dropped off at the shop.

When a customer walks in the front door, what do they see? A professionally dressed, well-groomed salesperson, or someone in a mechanic's uniform? Is the facility clean and modern, or cluttered and dirty? The initial presentation speaks volumes about the confidence the customer will have in you diagnosing and repairing the vehicle. We have to be cognizant that a fair amount of the population doesn't have faith that independent shops can fix new cars, so they often take their newer cars back to the dealer.

How well do your advisors extract the information needed for the technician to pinpoint the issue? Do they learn what the customer's goals are for the particular vehicle he or she is dropping off? A professional and well-trained service advisor can skillfully ascertain this information, whereas the average service advisor will make assumptions.

Does your staff and location's appearance, attitude, and professionalism tell the public that you will be around for years to come and you're changing with the times, or that you will go away like the five-and-dime stores of yesterday? Do you train as hard on customer service and phone skills as you do on technical things?

Quality service and repair is a lot more than just fixing the car correctly the first time. I hope I've given you a few things to think about so you can honestly assess your shop and shore processes up where necessary.

Right now, a poor customer experience is a much more significant threat to our businesses than electric and self-driving vehicles. Next month, we will talk more about the "digital inspection" and the dangers they can bring to our industry if we aren't careful.

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

FOOTHILLS CHAPTER 5, INC.

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:

When the restrictions end, we 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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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.*)



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
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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
EricE@petrospecsBG.com
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



WORLDPAC 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

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

MEMBER DISCOUNTS



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 Nabity (916) 286-0918
mnabity@coremarkins.com



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

Jack Molodanof (916) 447-0313
jack@mrgco.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. ☀

Todd Westerlund (925) 980-8012
Todd@kukui.com
Patrick Egan (805) 259-3679
Patrick@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

☀ MEMBER DISCOUNTS

Software Providers



ALLDATA's automotive diagnostic and repair software, with OEM-direct repair information for accurate car repairs, is trusted by more than 400,000 technicians in more than 100,000 shops nationwide. Covering more than 38,000 engine-specific vehicles, ALLDATA provides auto repair shops a suite of products to help increase the daily car count, improve processes and provide quality repairs to keep customers satisfied.

Chuck Bennett (512) 285-0307
Charles.bennett@alldata.com



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



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

To learn more about ASCCA member benefits visit www.ascca.com/memberbenefits

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

April 2021

Chapter 5 Associate Members

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Van de Pol Petroleum	Wes Powell	562-236-1000	wpowell@ineedoil.com

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

ASCCA CODE OF ETHICS

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

Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

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

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

ASCCA Chapter 5 2021 Board of Directors

Executive Board

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Secretary.....**Craig Johnson**
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Darren Gilbert.....(626) 282-0644
Johanna Reichert.....(626) 792-9222
Mike Bedrossian.....(626) 765-6190
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Fax.....(202) 445-4633

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

We had 28 online at our May 4th meeting where Rachelle Golden helped us understand ADA compliance, especially on our web sites. Don't get caught in violation!

As an attorney who has used a manual wheelchair for more than half of her life, Ms. Golden uses her disability as a positive influence and has a heart for defending private and public entities against disability-related claims, including website-related access claims.

If you missed this meeting you can watch it on our ASCCA Foothills Chapter 5 YouTube channel [HERE](#) or click on the picture below.



We will continue with our monthly Zoom calls until we have the green light to resume our meetings at Mijares Mexican Restaurant.

Our Shop Drawing winner was Angel Benetiz of Angel's Auto Repair who got to choose between \$50 cash or \$100 Chapter dues credit. In June, we will draw a winner only of the shops who are present to streamline the drawing.

You must be present for the full meeting and in good standing to win!

Join us on June 1 for a Scott Brown mini-seminar technical update spanning across several topics including an ADAS case study on a 2019 Honda, 1234YF, Throttle Actuators and more.

The easiest way to join the ZOOM meeting is to click [HERE](#) between 6:15 and 6:30 pm.