



ASCCA

Foothill Chapter 5

July 2019

President's Message:

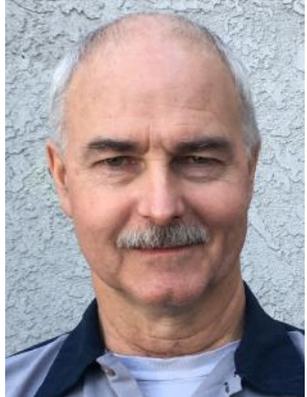
Greetings, and Happy July!

This month we celebrate independence as a nation, and we can celebrate independence as Independent Auto Repair Shops, as well.

The down side to being independent shops is that each of us only has one voice, and this is why ASCCA exists: to give us a loud, united voice in Sacramento. We've seen victories as well as setbacks with the legislation that has been proposed over the years. It's a never-ending battle! We need more voices!

I encourage you to reach out to neighbor shops and tell them about the benefits of a united voice, and that ASCCA needs them to help make a difference. Bring them to a dinner meeting; we have some great ones coming up! This month has us collaborating with local educators to see how we can raise up the next generation of technicians, and channel them to independent shops.

I hope to see you Tuesday!



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

UPCOMING MEETINGS & EVENTS

July 2—Educator Open Forum at Mijares

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

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

In case you missed the photos in the last newsletter, I wanted to, again, honor Alan and Marie Hull of Hull Automotive as they are closing the doors after 73 years and two generations serving the Pasadena Community. Now, it's off to Montana, as you can see Marie is advertising!



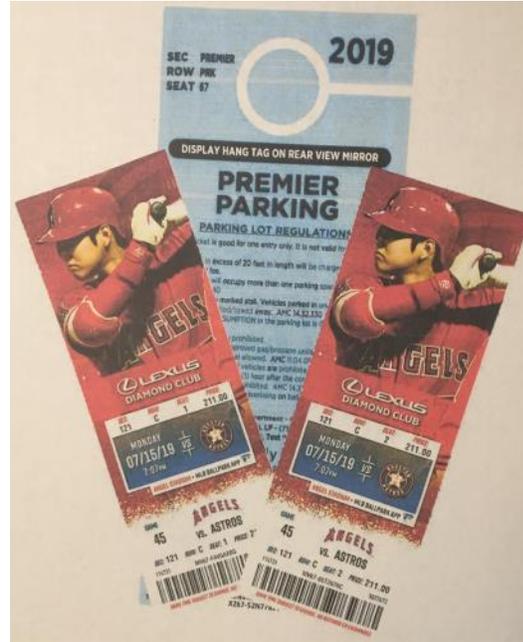
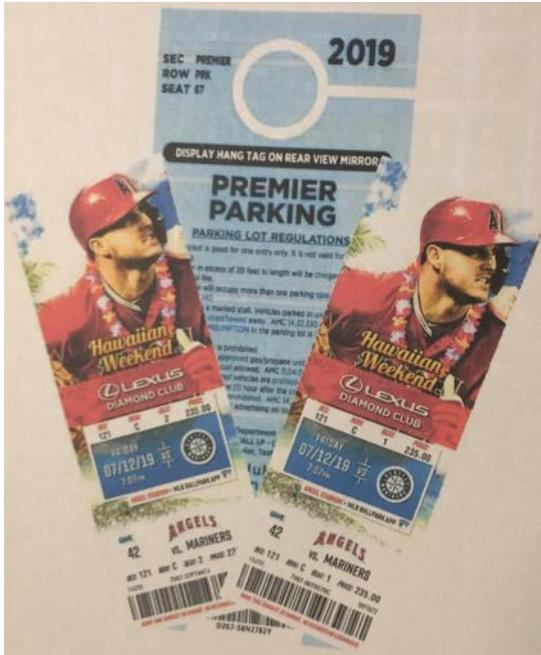
Shop Drawing

Norm Blieden was drawn in the Shop Drawing, and was present to win the \$200 prize. He generously donated his winnings to Chapter 5 Education Fund. Thanks, Norm!!!

The prize will reset to \$200 for our July meeting.

Remember, you must be present to win!

Special Education Fund Online Raffle Two Angels Front Row Seats Behind Home Plate on July 12 or 15... Your Choice



One of our Chapter members, Dennis Giardina of SC Fuels, is donating a set of Angel tickets as a fund raiser for our education fund.

Here are the details:

- The highest bidder will receive a packet of two tickets for their choice of either July 12 or July 15.
- **Two front row tickets behind home plate**
- Entrance to the Diamond Club
- Premier parking pass (near front main gate).
- The value of each package/set is close to \$500 or over \$500 based on team & date. The starting minimum bid is \$250 which is a steal for these amazing seats.

Here's how to place a bid: (We've already received a bid, so aim higher than the starting amount.)

- Email your bid to asca.05@gmail.com with "Angels Ticket Bid" in the subject line.
- On July 8, I will contact all bidders with the current bid status and final bids can be made or increased.
- On July 9, the winner will be announced.

In the case of tying bids, the first one received will be the winner.

Thanks for supporting our Chapter 5 education fund. Let's make this fun!!!

Joseph Appler
ASCCA Chapter 5
Phone 626-296-6961
Text 818-482-0590

The 7 Most Common Reasons Shop Owners Fail

By Bob Cooper (submitted by Gene Morrill)

- 1. The absence of systems.** Successful shop owners have clearly defined procedures for answering every phone call, writing up their customers, inspecting vehicles, recommending and selling services, performing services, car delivery and customer follow-up. The shops that fail rarely have systems in place. I have found that their employees typically have their own ways of doing things, which is a guaranteed recipe for failure.
- 2. Trying to be everything to everybody.** Many shop owners try to please everyone, and that's good. But the top shop owners realize that bringing in the wrong customers will drive down their profitability, erode morale, and wipe out their profits. They know exactly who their ideal customers are, and they target them with all of their advertising programs. The shops that fail are more interested in filling up their service bays than in bringing in the right people. While they are thinking of vehicles in the bays, the top shop owners are thinking of the right people and the right vehicles.
- 3. Pride.** There is no question that pride plays an important role in a shop owner's success. It causes them to make sure that their shops are clean, vehicles are properly repaired, and the customers are pleased with their services. Certainly there is a place for pride, and all successful shop owners have it, but they also know when to turn it off. They turn it off by admitting to their mistakes, complimenting their employees for doing a job better than they could, and as Henry Ford did, they accept the fact that they can't build successful businesses on their own. The shop owners who are unwilling to set their pride aside when it's appropriate to do so, are the owners who inevitably fail.
- 4. Fear.** As with pride, fear also plays an important role in a shop owner's success. The fear of not doing a good enough job for their customers, the fear of a new competitor moving into town, and the fear that comes along with investing in themselves and their employees, are all shared by the top shop owners in America. What separates them from those who fail is that they face their fears head-on, and they take the proper action to ensure their success. The shop owners who fail are paralyzed by their fears, they take no action, and then their worst nightmares come true. They lose their key employees, their car counts drop, and their profits disappear.
- 5. Not realizing what their jobs are.** Successful shop owners know that the best way for them to build their companies, and help their customers, is by doing what they should be doing as business owners: Setting the goals of the company, developing the plan, hiring the superstars, bringing out the best in their people, and ensuring the success of the company. Those who own failed shops typically have big hearts, but instead of doing what they should be doing, they are found under the hoods of automobiles, chasing parts and sweeping their parking lots. These are all things that need to be done, but by other people, not by the owners.
- 6. Not knowing when and how to invest.** Most shop owners are quick to invest in equipment, inventory, and in most cases, their marketing programs. Of course these are all investments that certainly need to be made. Beyond these types of investments, the top shop owners constantly invest in their most important assets: Themselves, and the people who work with them. Whenever I look at the financial statements of a struggling or failed auto repair shop, one thing is almost certain: There is a glaring absence of any investment in their own education, and in the training of their staff.
- 7. The absence of goals.** By having clearly defined goals, the top shop owners are passionate about their mission, they make better decisions, they do a far better job of hiring, they have happier customers and they put more money on their bottom line. The shop owners who fail operate their shops from week to week, they run up debt, they burn out, and they ultimately close their doors.

In closing, if you want to build a more profitable, successful business, there are no guarantees of success. The one promise that I can make is that business, as with life, is all about choices. If you set your goals, put the right systems in place, and if you put fear and pride aside, you can build an auto repair shop that is second to none.

Tax and Business Tips from Norm Blieden, CPA

How To Protect Your Social Security Number

Very few things in life can create a higher degree of stress than having your Social Security Number (SSN) stolen. This is because, unlike other forms of ID, your SSN is virtually permanent. While most instances of SSN theft are outside your control, there are some things that you can do to minimize the risk of this ever happening to you.

- **Never carry your card.** Place your SSN card in a safe place. That place is never your wallet or purse. Only take the card with you when you need it.
 - **Know who needs it.** As identity theft continues to evolve, there are fewer who really need to know your SSN. Here is that list:
 - **The government.** The federal and state governments use this number to keep track of your earnings for retirement benefits and to ensure you pay proper taxes.
 - **Your employer.** The SSN is used to keep track of your wages and withholdings. It also is used to prove citizenship and to contribute to your Social Security and Medicare accounts.
 - **Certain financial institutions.** Your SSN is used by various financial institutions to prove citizenship, open bank accounts, provide loans, establish other forms of credit, report your credit history or confirm your identity. In no case should you be required to confirm more than the last four digits of your number.
 - **Challenge all other requests.** Many other vendors may ask for your SSN but having it may not be essential. The most common requests come from health care providers and insurance companies, but requests can also come from subscription services when setting up a new account. When asked on a form for your number, leave it blank. If your supplier really needs it, they will ask you for it. This allows you to challenge their request.
 - **Destroy and distort documents.** Shred any documents that have your number listed. When providing copies of your tax return to anyone, distort or cover your SSN. Remember, your number is printed on the top of each page of Form 1040. If the government requests your SSN on a check payment, only place the last four digits on the check, and replace the first five digits with Xs.
 - **Keep your scammer alert on high.** Never give out any part of the number over the phone or via email. Do not even confirm your SSN to someone who happens to read it back to you on the phone. If this happens to you, file a police report and report the theft to the IRS and Federal Trade Commission.
 - **Proactively check for use.** Periodically check your credit reports for potential use of your SSN. If suspicious activity is found, have the credit agencies place a fraud alert on your account. Remember, everyone is entitled to a free credit report once a year. You can obtain yours on the Annual Credit Report website.
- Replacing a stolen SSN is not only hard to do, it can create many problems. Your best defense is to stop the theft before it happens.

Basic Customer Retention Questions You Need to Answer

Your business's ability to retain customers is one of the most important components to sustain growth and profitability. Here are the three retention questions every business owner should be able to answer:

- **What percentage of your customers return each year?** The first step to understanding retention is to know your customer retention rate. First, take your total customers from the end of a period and subtract the total customers you added during the period. Then, take that number and divide it by the total customers from the start of the same period. The result is your retention rate for that period. That rate by itself doesn't tell you much, so you need to compare it to the same time period last month and for prior years. A rising rate

(Continued on page 6)

(Continued from page 5)

means you are on the right track; a shrinking rate means you need to make changes. According to the Harvard Business Review, a 5 percent increase in your retention rate increases profits by 25-95 percent!

- **Example:** *Cut'em Nail Salon starts the year with 700 active clients. They add 300 new customers during the year, and their active client base is 800 at the end of the year. On the surface things look good, right? This increase of 100 clients is over 14 percent! But when you calculate the retention rate, it is 71.4 percent (800 clients minus 300 new clients means 500 of last year's clients still use Cut'em. 500 divided by 700 equals 71.4 percent). But Cut'em doesn't know if this is good or bad news, as it only makes sense when comparing it to the last few years' retention performance.*
- **What percentage of your revenue comes from returning clients?** Core customers almost always contribute the most to your profitability. But how much? To figure out your returning customer revenue percentage, start with a list of revenue by customer for the last 12 months. Identify the returning customers and add up revenue attributed to them. Divide that number by your total revenue. Use this information to balance your spending between new customer acquisitions and retaining your core customers. If you are like most businesses, you will realize there is tremendous value in spending more time and effort on retention, even when your business is full!
 - **Part 2 Cut'em Nail Salon Example:** *Assume the nail salon's total revenue is \$1 million and the revenue from the 500 returning clients is \$900,000. In this case, the core customers represent 90 percent of the revenue but only 62.5 percent (500 divided by 800) of the customers!*
 - **Do you know who your most valuable customers are?** Now identify which customers spend the most and buy the most often. Odds are, many of your top customers have similar characteristics. In the end, your goal should be to keep these customers happy and get more just like them!
 - **Part 3 Cut'em Nail Salon Example:** *In the example above, the average revenue per client is \$1,250 per client or over \$100 per month (\$1 million divided by 800 clients). If the top 20 clients represent \$100,000 in revenue or \$5,000 per client, you can quickly see how important they are!*

Don't make the mistake of assuming business success comes from constantly adding new customers. Most sustained growth and profitability comes from first understanding marketing activities targeted to keep your current customers. The best place to start is to calculate and understand your base retention numbers.

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

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The Theory Of 5: Younger People Can Teach Us Things

ShopOwner Mag.com Staff - Published June 26 - Click [here](#) for original article



Finding Co-Mentors From Every Generation

One of the principle foundations of *The Theory of 5* is that, in order to reach our full potential, we need to seek out more experienced, knowledgeable people to coach us in areas where we'd like to excel. To fill this role, we usually look to people who are older than us or, in a co-mentoring situation, our peers. In most cases we overlook what a relationship with those *younger* than us can mean to our personal growth.

The most successful people in our society keep sight of the fact that their education is never complete. There are *always* fresh challenges to face and new obstacles to overcome. These people are able to set aside biases and seek out new knowledge from whoever may have it. If we believe that people younger than ourselves have nothing to offer us, that's simply our ego shutting doors to new ways of thinking. That's our ego limiting our growth and potential.

By entering into mentoring and co-mentoring relationships with younger professionals, everyone will benefit. While they might not have as much life experience as we do – that's where we might have something to offer them – they can show us new ways of seeing the world and new tools for building success and will support us in breaking barriers of thinking that are stifling our creativity.

Tools of Today's World

It's not an exaggeration to say that, in sales, it's becoming increasingly difficult to keep up with the tools available to us and our customers. Keeping up with how consumers find information, how they make decisions and then how they communicate not only with automotive repair shops but with each other is a never-ending undertaking. Learning about new technology and trends can often take a back seat to our normal and sometimes hectic day-to-day activities – which means we may not be growing in critical areas of our career.

What often seems like foreign concepts to us – social media marketing, for instance – in most cases comes

(Continued on page 8)

(Continued from page 7)

more naturally to younger people. They've been born into a world where these concepts are their "normal," not "new trends." They use new technology and are comfortable with it. By asking them to share what they know with us, we're learning about tools and ideas that directly impact the way we do business. Sometimes, it might feel like learning a new language; keep in mind that the people best equipped to teach us are those already fluent in it.

New technology isn't "coming." It's *here*. By seeking guidance from those who know more about certain elements of it, we're protecting ourselves, and possibly our shops, from becoming obsolete. It's critical for us – and the people who depend on us – to continue to learn, and to seek knowledge from others, no matter what the difference in our ages might be.

Youthful Mindsets and Earned Experience

There's a danger when we surround ourselves with people who think too similarly to us. While we might be able to meet many of the demands facing our business, we may be creating blind spots that can lead to us being blindsided.

Which, for example, would be more practical: five 55-year-old executives sitting around a table debating what type of advertising campaign would resonate best with the 25-year-old demographic, or actually including people from that age group at the table and receiving their suggestions and input?

In my experience, I've found that many young professionals are idea generators. They love to brainstorm and often think differently than I do, which leads to solutions I wouldn't have come up with on my own. Then, with my experience, I can guide those ideas into actionable strategies. By working together, we all grow and achieve success that we otherwise wouldn't have realized.

In our company and my family, I have several younger co-mentors with whom I have wonderful relationships. They have a youthful energy and enthusiasm, and they inspire me to keep pushing forward and reaching for new goals. We constantly learn from each other and pull from our unique experiences and strengths. Together, we are far stronger and more capable than we would be otherwise. If I dismissed what they had to teach me simply because of age, we would all be missing out on some amazing opportunities for growth.

Teaching and Learning

If you're hesitant to take instruction from someone younger, ask yourself a simple question: Why? Do you think you will appear "lesser" in their eyes, or the eyes of people your own age if you ask a younger person some questions? Open yourself up to what could be a truly rewarding relationship for both you and your younger co-mentor. While your peers stagnate but "maintain" their image, you will keep developing your new strengths and surpass them.

Chris Saraceno is the vice president and partner of the Kelly Automotive Group. He can be reached at csaraceno@autosuccessonline.com.

Top Six Phone Etiquette Mistakes



Nora Johnson - This story was originally published in Ratchet+Wrench on June 19, 2019

You pick up the phone and call your bank with an important question about one of your accounts, only to be met with a rushed, "Yes?"

Did you call the correct number? Are you talking to the right person?

Before you're able to mutter out more than a "Hello, I'm...", you're interrupted with a, "Can I put you on hold?"

Click.

Looks like you were put on hold regardless.

The frustration of calling a business and being met with a poor experience happens far too often—and, many times, keeps customers from becoming a frequent patron.

Now it's time to ask yourself: "Is this happening with the customers calling up my shop?"

Below are the top six most common phone etiquette mistakes businesses make, outlined by Kimberly Pope and Nancy Friedman. Pope is the founder of The Pope Institute for Polish, Poise, and Etiquette—she spans the gamut of business etiquette to dining etiquette and has worked with people and businesses of all types.

Friedman, also known as the Telephone Doctor, has worked to help countless businesses connect to their customers through her expert phone techniques. On top of large corporations and agencies, Friedman has in-depth experience working with those in the auto repair industry.

Mistake No. 1: Not Having a Proper Greeting

Every phone call starts with a greeting, and Pope says it's important to have a proper introduction when answering the phone at your shop. Personal calls can easily start out with a casual "hey" or "hello," but when representing a business on the line, an introduction is due. Far too many times, businesses will answer their phones with a quick one-worded "Yes?" says Pope, which not only makes the customer feel rushed, but also does not give any indication of which business they have actually reached.

Instead, Pope recommends shop staff slow down, introduce one's self and the name of the business, and ask how they can be of service to the calling customer. This starts the conversation off with the mindset of customer service and opens up the discourse to be professional.

"[A greeting shows that] you have that person in mind, you want to be helpful and you really care about what's going to happen in those next few minutes of the conversation," says Pope.

A discussion of the shop's location is likely to also happen in the first minute or two of the call. In order to properly avoid over-explaining or under-explaining directions, Friedman suggests changing the question from where the customer is located and whether they are familiar with the area. If the customer knows where the shop is located, just mention the cross streets to them; if they don't, make sure to tell them specific landmarks to look out for, says Friedman.

Mistake No. 2: Being Too Informal

Professionalism should be a theme throughout the call. Pope stresses the importance of phone formality, and advises shop staff be aware of not assuming a lack of professionalism with customers. Issues can arise when terms of endearment are used too quickly with a customer or when nicknames are assumed ("Nick" from "Nicholas," or "Sam" from "Samantha").

Each phone call with a customer should maintain the core principles of consideration and respect, explains Pope. She says that when interacting with customers over the phone, take the time to truly listen to what they are saying, including how they refer to themselves.

"You never know the background of the person, [...] they may take offense to that type of thing," says Pope. "Try to maintain a level of formality [throughout the call]."

To continue the theme of formality, Friedman strongly suggests that calls are never to be answered on speaker phone, especially on the loud shop floor.

Mistake No. 3: Leaving Customers on Hold

Repair shops are busy places, and it's inevitable that, at some point, a customer will have to be put on hold. The issue arises when a customer is met with the question, "Can I put you on hold?" and before being able to answer the question, is put on hold. The customer may have been calling on a phone that was about to run out of battery, on a strict time con-

(Continued on page 10)

straint, or actually just had a quick question like, “When do you close?”

If asking whether or not a customer can be put on hold, the employee must be willing to wait for the answer, says Pope.

Once the customer is placed on hold, be conscious of the wait, she explains; he or she may begin to feel like they have been forgotten. Customers want to feel valued, and as important as the person for which they are put on hold.

Mistake No. 4: Going Into Autopilot

Quickly placing customers on hold without waiting for a response comes when the employee switches to autopilot. It's easy to follow the script—or usual phone discourse—so much so that the conversation becomes rehearsed and not fully attended to.

“When you're on autopilot, you're not really hearing what's on the other end,” says Pope.

Pope describes a time where she called a business for a refund. She explained to the customer service representative her situation and what she needed, only to receive a response completely unrelated to what she was inquiring about. The employee had switched to autopilot and wasn't actually listening to what Pope was saying or what she needed. After a while, and once the employee was able to check back into the conversation, they began to understand.

In order to ensure full presence over the phone, Pope recommends taking notes during the conversation, so customers don't have to continue to repeat themselves.

Phone scripts tend to put employees into autopilot more than organic calls. If the shop utilizes a script, Friedman suggests that, instead of writing out an entire script to be used, just include a bullet point list of top things that need to be touched on. That way, key areas are not forgotten, and the employee will avoid sounding scripted and robotic.

“Do what you can to be mindful and present in the conversation,” says Pope.

Mistake No. 5: Coming Across Uninterested

Being aware of how one comes across to customers over the phone is vital to successful conversations. Employees should always strive to give a positive impression during every call. Many times, customers will be met with a representative of a business who already sounds upset or exhausted before the phone call even begins. He or she may be having a bad day, or just dealt with a disgruntled customer, but those factors should never be obvious to the customer, says Pope.

“People can tell when you're not really present, and they'll feel like you're not really interested in trying to be helpful and trying to resolve their situation,” she says.

In order to give off a positive impression and have a professional and poised tone, Pope simply suggests a smile.

She says that the muscles that are used while making the positive expression, change how people sounds over the phone and how he or she will go about the conversation. Although the customer won't be able to physically see the smile, it creates a connection and positive engagement.

“When you smile, things change all around, the conversation will change and your perspective will change,” says Pope. “You'll go from thinking more about yourself, to thinking more about the customer.”

And don't forget to add a little humor to the conversation, to help ease customers and build rapport, suggests Friedman.

Mistake No. 6: Failing to Follow Up

Important phone conversations with customers should be followed up. The issue comes when employees don't remember what they promised to follow up with, or wait too long to reach out. Many times, employees will mention throughout the call that they will be back in touch with the customer, with the intention of doing so, but as autopilot kicks in, the intended future call becomes a distant memory.

Actively becoming more present in the phone call and taking notes will help remind employees of the follow-up, as well as what the subject of that follow up should be about.

Pope says follow-up calls are equivalent to “thank you” notes, and shows the customer that the employee took their time to create a continued personal connection.

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.

Professional Business Development Southern California Schedule

Saturday morning 9 AM to 12 PM

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



Educational Seminars Institute
Automotive Management Specialists

Irwindale Speedway

500 Speedway Dr. Irwindale 91706

ASCCA Foothill Chapter 5 Member Benefits

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

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

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

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

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

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

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

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

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

The ASCCA Advantage

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



Corporate Partners - Increasing Your Membership Value

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

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

WWW.ASCCA.COM

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

ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

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

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

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

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



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

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

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



Chapter 5 Associate Members

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

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

ASCCA CODE OF ETHICS

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

Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

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

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

Executive Board

2016

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

Vice-President.....Tim Chakarian
 Phone..... (626) 792-9222
 Email.....tim@bmwphd.com

Secretary.....Craig Johnson
 Phone..... (626) 810-2281
 Email.....cjauto@verizon.net

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

Board of Directors

Randy Lewis..... (909) 717-9950
 Gene Morrill..... (626) 963-0814
 Darren Gilbert..... (626) 282-0644
 Johanna Reichert..... (626) 792-9222
 Jack Scrafield..... (818) 769-2334
 Mike Bedrossian..... (626) 765-6190
 Dave Label..... (626) 963-1211

Chapter Rep

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

Committee Chairs

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

Associate Member Board Rep.

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

Chapter Staff

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 Phone.....(626) 296-6961
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 email: asca.05@gmail.com
 Website: <http://www.ascca5.com>

ASCCA State Contacts

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President
 John Eppstein..... (619) 280-9315

Executive Director
 Gloria Peterson...(800) 810-4272 x104 or GPeterson@amgroup.us

Deputy Executive Director
 Matthew Peralta...(800) 810-4272 x131 or MPeralta@amgroup.us

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 Sarah Austin.....(800) 810-4272 x110 or SAustin@amgroup.us

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 Nito Goolan.....(800) 810-4272 x103 or NGoolan@amgroup.us

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Communications Manager
 Ryan King.....(800) 810-4272 x122 or RKing@amgroup.us

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

Government Offices/Contacts

US Senator Kamala Harris..... (D)
 Phone..... (916) 448 - 2787
 Email.....senator@harris.senate.gov

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

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

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

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

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

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

CA Senator Anthony J. Portantino..... (D-25)
 Phone..... (818) 409-0400

CA Senator Ling Ling Chang..... (R-29)
 Phone..... (714) 671-9474

CA Assembly Luz Rivas..... (D-39)
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CA Assembly Ed Chau..... (D-49)
 Phone..... (323) 264-4949
 Email.....Assemblymember.Chau@assembly.ca.gov

Government Offices/Contacts

President Donald Trump..... (R)
 Phone..... (202) 456-1111
 Fax..... (202) 445-4633

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



ASCCA

Foothill Chapter 5

July 2019

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

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

Menu:

Taco/Tostada Buffet
Soda & Coffee
Beer & wine available

Where:

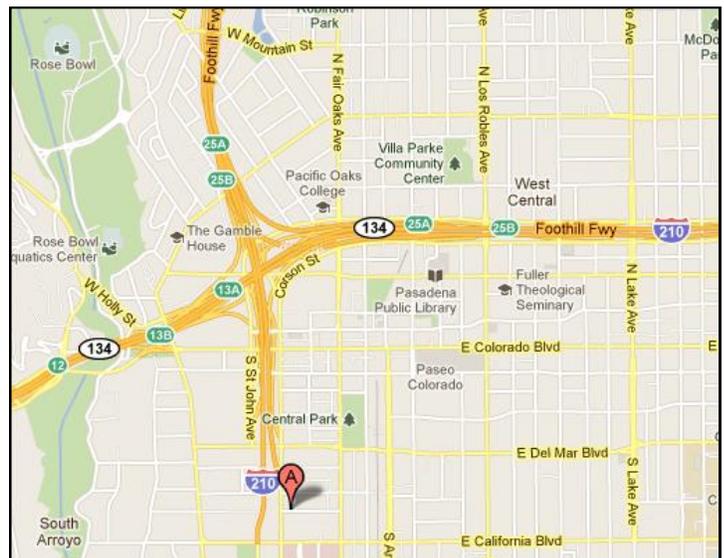
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

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

Cost:

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



Directions

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

UPCOMING MEETINGS & EVENTS

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

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