



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

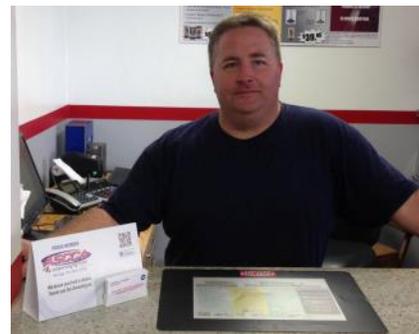
ASCCA

Foothill Chapter 5

October 2018

President's Message:

Stil-Mor Automotive is closing after 54 years in business and 51 years as a member of ASCCA (IGO and ASC)!



Jeff and Dayl Kiesendahl took over Stil-Mor in 1973, and for 45 years have exemplified what it means to be an ASCCA shop.

Not only have they adhered to the ASCCA code of ethics and proudly displayed the Association signs, but Jeff served on the Chapter 5 board for 35 years, filling every office and position that was needed.

Join us Tuesday at Montrose Bowl as we confer on Jeff the status of "Honorary Lifetime Member."

Darren L. Gilbert
Gilbert Motor Service
Alhambra, CA 91803
President, ASCCA Chapter 5

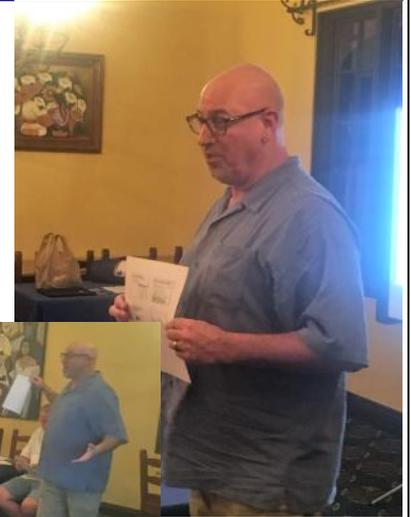
UPCOMING MEETINGS & EVENTS

Oct 2 - Oktoberfest Bowling at Montrose

Nov 6- Maylan Newton at Mijares

Dec 1- Chapter Christmas Party at The Monrovia

Dan Leiner of Cal/OSHA Consultation Service gave us invaluable information on how we can prepare for the inevitable compliance inspection, as well as how to minimize our chance for that inspection. He assured us that when we utilize the Consultation Services, they do NOT automatically forward their findings to the Compliance Division. He was informative and kept our attention while pouring out more information than we could possibly retain. Bottom line: use their services!!!



CAL/OSHA'S PURPOSE

- Ensuring that California workers have a safe and healthful work environment
- Standards are found in Title 8 of the California Code of Regulations
- Safety and Industrial Hygiene
- Cal/OSHA versus Federal OSHA

STATE OF CALIFORNIA



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Shop Drawing
 Tyerman's Automotive was drawn in the Shop Drawing, but was not present to win the \$220 prize.
 In October, the prize increases to \$240.
 Remember, you must be present to win!

How to Profitably Offer Discounts



September 17, 2018 *Alex Van Abbema*

For over 20 years of his time as a shop owner, Aaron Clements was completely against offering discounts at his shop.

He thought it would cheapen his service.

And worse, he thought it would make his Augusta, Ga.-based shop, C&C Automotive, look like a discount store.

However, roughly five years ago, as part of the 20 Group Turnaround Tour, Clements got to talking with other shop owners, discussing ways to bring more customers through the door. After speaking with industry experts like Greg Sands and learning how he successfully implemented discounts at his shop, he learned that discounting wasn't necessarily what he thought it was.

At that time, Clements was mainly focused on improving his average repair order, and eventually realized that his car count was not what it should be. Clements had two locations, and wanted to implement a major change to kick off faster growth to reach his expansion goals. He started looking at different ways to increase car count and bring in new customers, and realized that, in following the footsteps of other successful shop owners, he could bring in new customers in his shop through discounts without sacrificing quality.

Not only did he want to get new customers through the door, Clements also knew he had to go above and beyond to turn those initial discounts into long-term customers.

The Backstory

C&C Automotive started in 1977, and Clements joined the shop, owned by his father, in 1991. After continual expansion, the shop progressed from a four-bay shop when Clements joined, to his current main location, which has 35 bays and 25 lifts, designed to give his technicians ample space to work on vehicles. Even as his shop grew throughout that time period, he held firm on the fact that he didn't want to offer discounts, believing he'd get customers seeking the lowest price on their services.

But Clements began to notice that other shops in the area offered discounted services successfully, and Clements wanted to obtain some of that market share while accelerating his growth and reaching out to new customers.

"We thought about it a long time," Clements says. "In my opinion, discounts and coupons that you advertise, in a lot of ways, are a way of telling your customer you care for them, and it's like an invitation to come in."

The Problem

The goal for Clements was to implement discounts that would give customers incentives to make that initial stop at C&C Automotive and increase the car count in his shop. However, he wanted to make sure they were high-quality customers that would be loyal down the road, not bottom feeders and that he could still make money off those discounted repairs.

Therefore with his discounts, Clements needed a way to target the high-quality customers he wanted to come in. Clements didn't want them to stop by for just one discounted service; he wanted them get to know him and the services C&C Automotive provides to turn them into long-term, loyal cus-

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tomers.

“It’s all about putting your name, your trust, that good feeling they have about you, in front of them,” Clements says. “Then when they do need something, they’ll call you before anyone else.”

The Solution

Clements implemented a coupon page on his website, offering discounts like a free check engine light scan and a \$19.95 seasonal maintenance inspection. Additionally, he offered many of these same discounts through a specialized direct mail campaign. He had two main tactics to successfully implement discounts in his shop:

Target your ideal customers.

In coming up with his direct mail campaign, Clements looked at his database to see what types of customers tend to be the best at maintaining their vehicles. He also looked at areas with a certain level of household income, and certain zip codes where his best customers came from, and sent direct mail to their houses.

Social media advertising was an important aspect to this, as well, as C&C Automotive advertised its discounts and specials on its Facebook and Twitter pages. Clements also came up with letters generated for his existing customer base. Clements and his staff personally sign each of the letters with these discounts, and they include the shop’s logo.

With the oil change specials on his mail coupons, Clements says that at \$24.95, it’s a little higher than what he’s seen in other shops but it’s still a good deal. He says this price was decided as a way to still provide a good deal to customers while avoiding those simply looking for the lowest price.

Don’t pressure customers.

When it comes time to sell customers additional work from a full-service oil change or check engine light scan, Clements makes sure to give them a clear idea of what’s going on with their vehicle, while not pressuring them to make a purchase.

Though he doesn’t want to pressure sell, Clements stresses the importance of making sure the customer knows everything that’s going on. That means mentioning everything that has to do with the vehicle’s immediate safety.

“If we see a tire that has a cord hanging out, brakes are metal to metal—things like that—we let them know immediately,” Clements says.

If it’s something they can look at on the rack, service advisors will show the customer techs continue to do the oil change, so as to not hold them up. The shop sends digital inspections on all of these services, and these are emphasized especially for safety items. But Clements makes sure the customer knows customer’s can leave at any time.

“If they feel trapped, that won’t build up trust,” Clements says. “They have to know that they’re in control and they can leave at any time.”

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The Aftermath

After implementing the discounts, Clements says he saw an immediate impact in both car count, and yearly revenue. Just this year, Clements says the shop is up 20 percent in revenue, and he has seen a boost in car count around 5-10 percent per year per store. He attributes most of this to new customers he's gained through specials, getting loyal business from many of these customers over the past five years.

He still sees some customers who simply come in, use the discounts for a cheap service, and leave. But, he says, the loyal customers he's gained more than make up for it.

Just this year, C&C Automotive opened its third location, in the Augusta area, on a new road. To bring those additional customers in, the shop sent out direct mail for discounted oil changes, and an introductory offer. Clements says this shop is already on pace to achieve over \$1 million in sales in its first year.

The Takeaway

Clements believes it's a judgement call for a shop owner to implement discounts in their shop, but believes it is at least something worth looking into for most shops.

"A lot of people are worried that they might be getting people seeking the lowest price on things. I haven't found that," Clements says. "The better customers tend to be the ones that come in using the coupons."

It's sometimes a slow process, Clements says, as some customers will come in three, four or even five times using their coupons.

"You think they're a customer that won't spend a penny on you," Clements says. "But even after four, five times they'll say, 'let's do that tune up.'"

SHOP STATS: C&C Automotive Location: **Augusta, Ga.** Operator: **Aaron Clements** Average Monthly Car Count: **600** Staff Size: **12** Shop Size: **35,000 square feet** Annual Revenue: **\$2.4 million**

Expert Advice: Maximizing Value with Discounts

Bill Haas is the owner of Haas Performance Consulting LLC, with 40 years of experience in the automotive service and repair industry. Haas goes over how shops should pay for discounts, and how they can use them to offer value to their customer base.

The only time I'm using discounts is as an element to my marketing. The discounts should be an invitation for people to come in and try us, to open the door a little bit wider. You can't give away the farm. It all comes back to looking at those discounts as part of a marketing budget. Those are funds I'm allotting toward my marketing and brand awareness.

The most important thing to that is to make sure that the emphasis and focus is on your value. What is it that you do to make it valuable? Pricing for that particular service, make that secondary to value proposition. We use the discount to get the door a bit bigger for people to try us, and then we make sure to retain our customer.

"This story was originally published in Ratchet+Wrench in September 2018." *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.

6 Steps to Develop a Beneficial Rewards Program

By Alex Van Abbema July 23, 2018



Cindy Hunter and her husband, Doug, owner of Hunter's Garage in Hyde, Pa., found that their otherwise loyal customer base often performed their own oil services, and certain customers only came in for their annual check-ups.

Due to that maintenance neglect, Cindy and Doug found these customers often ended up with all kinds of repairs needed to pass their state's inspection.

"We were wondering, how could we make this a less painful experience, and also be able to monitor their vehicle and give them a check-up on a more regular basis?" Cindy, the office manager at Hunter's Garage, says.

The solution for the Hunters came through a rewards program, implemented in early 2018. It's called the VIP Gold Maintenance program, and it offers \$5 off every oil change, and an additional 10 percent off select maintenance services, like four-wheel alignments, tire rotations, transmission flushes, and new wiper blades. After implementing the program in January, which has over 80 members so far, Hunter says customers were much more willing to stop in for routine repairs.

In an effort to boost customer retention, and get more quality referrals, Matt Lachowitzer out of Fargo, N.D.-based Matt's Automotive Service Center started a rewards program with similar customer retention goals. His was a loyalty card that puts 3 percent of any customer's repair services back onto their card, which can be redeemed at any time. When referring a customer, the referrer will get \$20 put onto their card, as well.

From creating materials to planning your discounts, the two detail how to construct a robust rewards program that keep customers coming back.

1. Pinpoint your main goal.

For Hunter and her rewards program, she had to plan it out for six months before it went into action. She assessed the type of vehicles that came into the shop, and what the shop needed to do to increase car count, and address services and repairs customers were neglecting.

Hunter's Garage was in a rural area, many customers were doing their own oil changes, or getting them done at cheaper quick lube shops. Hunter wanted to create an incentive for those customers to come in, get those oil changes, and get other routine maintenance like tire rotations and brake flushes.

For Lachowitzer, the main goal was to reward loyal customers for coming back, and give them an added incentive to bring in new quality customers. He first started with a punch card system, which shifted into an inexpensive gift card, and then the branded loyalty card. After implementing this program, he's given out over 1,500 cards, and has had 12–15 referrals per month since its implementation.

"The key is to start simple, and don't overthink it," Lachowitzer says.

2. Be smart about your investment.

Both shop owners say it should be a small investment to create your cards, decals, or whatever items you're creating in a program like this, and it's important to be resourceful. Lachowitzer produces about 500 branded cards per year, which cost around \$500. Lachowitzer says it's important for his cards to be branded in full shop colors, but for a company looking into this, the cost could be around \$200–\$300 for 500 cards.

Hunter already had a vinyl cutting machine to create shop sweatshirts, which cost \$500, and was taken out of the shop's marketing budget. She then pays just \$2 for sheets of vinyl to create the VIP decals that go on each member's back window. Hunter wasn't sure how effective the program would be starting out, so she makes the decals as they're needed.

3. Plan out your discount.

Initially, Hunter was wary about doing a discount rewards program, as she didn't want to attract customers wanting the cheapest services. But she had confidence in her customer base, and eventually decided that discounts like these would be the best ways to get customers through the door.

"There are three factors that limit people's abilities to do this on vehicles," Hunter says. "Convenience, cost, and lack of knowledge. If I can get them in the door, we can offer them that discount, we can help them better take care of vehicles so that they're happier, and we can regularly educate them on status of vehicles."

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It's already seen a return for Hunter so far, as she's seeing members coming back for oil services and finding more repairs that need to be done through digital vehicle inspections.

For Lachowitz, planning the discount was a matter of doing simple math on what it costs to keep a customer.

"It was just a matter of playing with how much it costs to get a new customers through advertising," Lachowitz-er says. "We just kept tweaking it until we found the balance."

4. Make sure staff is on the same page.

Both Hunter and Lachowitz say there should be some training required for the staff to be on the same page about programs like this.

Hunter got input from the techs and owners to make sure the benefits of the program reflected the benefits that would most help customers. When it was installed, she made sure that all technicians and service advisors were on board with what the program was, how they can program VIP customers into their digital vehicle inspections, and what discounts they should be expecting.

Lachowitz says one of the biggest keys to the success of this program is to make sure service advisors are aware of how the program works. If the shop goes a month without seeing a lot of referrals, he makes sure to mention it to his service advisors to make sure they're bringing the program up to customers.

5. Plan to promote it.

When initially starting the program, Hunter promoted it to customers through flyers, given out after a repair is completed. She also distributed these flyers to local businesses, including the ones Hunter's Garage has as fleet customers.

It also was promoted on the shop's Facebook page, and Google ad posts. She soon found customers calling the shop, and specifically asking to be signed up for the VIP program.

To be a part of the program, each customer must put a Hunter's Garage sticker on their back window, which works as its own form of moving promotion.

6. Be willing to evolve and change.

As Lachowitz has learned in the six years of his program, as it has evolved from a punch card into the loyalty card program the shop has now, he's realized the importance of being able to evolve.

Over the years, Lachowitz has realized the cards were kind of an awkward item for customers to carry around, and many of them would lose them and lose their entire balance along with it. So starting at the end of the year, Matt's Automotive will be ditching the cards, and putting the reward's program on each customer's account.

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Educating Customers To Make The Right Decision: Building Trust And Lasting Loyalty Among Your Customer Base

David Rogers , ShopOwnerMag.com

There used to always be a fight in our shop.

A fight with the customer to get them to open their wallet. A fight with the staff to get them to treat the customer right. A fight to be profitable.

It's amazing to look back on how hard things used to be, before we made educating our customers to make the right decisions a way of life.

Because this concept was what changed everything in our shop, it's how we fixed our image in our community, built trusting relationships with our customers, and grew our sales, profits and bank accounts.

It makes sense! The more knowledgeable your customers are, the more empowered they feel to make the right decision regarding their vehicle's health, and the happier they feel about the decisions they make. By simply taking the time to foster a dialog with your customers, you're building trust, fostering loyalty and ensuring your business' long-term success.

You may be asking: How can I better educate my customers to make the right decisions about their vehicles?

Customers should be greeted when they call or enter your shop in a personable, un-rushed manner that exudes professionalism and makes an early impression that you're EXPERTS in the auto repair field and you're there to care for them.

The First Impression

Hospitality is the key to building a trusting relationship and every employee on your front counter should be well-versed in providing superior customer service.

Customers should be greeted when they call or enter your shop in a personable, un-rushed manner that exudes professionalism and makes an early impression that you're EXPERTS in the auto repair field and you're there to care for them.

This means that tone and volume are critical. If you sound rushed when you pick up the phone, it's an instant clue to everyone who calls in that you don't have the time to give them your best service and do the best job.

Just as important is your attention to detail. When asking about their vehicle, be as specific as possible – it shows you're the expert. When you give them your full attention and you acknowledge the details, you're setting yourself apart as both considerate and smart. How many times have they seen these traits when going to other repair shops?

In fact, a good service writer should be like a well-versed waiter at a classy restaurant and anticipate their customers' needs. Just like seeing a given table needs more bread or water, a service writer should be able to read a given individual well and ask questions pertaining to their vehicle and circumstances confidently and with substance.

One tacky phrase we've eliminated at our shop and that should NEVER be used anywhere in our industry is "upsell." On the contrary, when you are completely dialed in to the needs and wants of your customer, your

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services become indispensable to them. This means you never have to upsell anything – you simply need to educate them about what’s really going on with their vehicle and the customer can make the right decisions.

Show, Don’t Tell

Instead of bluntly telling your customer what they need to have done to their vehicle, your shop should be showing and advising customers on what services they require. Your customers should be treated as guests in your shop – guests you consider a member of your own family.



But, that doesn’t happen overnight. To make your guests feel valued, you need to deliver on and exceed their expectations. The main things guests to your shop expect from their experience are: professionalism, results, answers, honesty and fair pricing. If you can’t deliver on these five things, no amount of education at the front counter will fix anything.

While the first of those four items on the “positive experience” list are well within your control, you may encounter wildly different interpretations on what “fair pricing” entails. Price shoppers are a fact of life for repair shops.

In my experience, anybody shopping for prices just wants to know how to protect themselves and their family from being taken advantage of. This means it’s critical to spend the time to find out why they think it’s all about price.

Do they know about the difference in the quality of parts? Do they know they have choices and what they are?

The key here is to deliver so much value they can’t compare you to anyone. Nobody else has ever taken the time to help them the way you are, which is why they’re calling you. Once you take the time to educate them, how could they be satisfied with anyone else?

Eliminate the Mystery

Educating your customers is all about separating yourself from your competition. By taking the mystery out of auto repair – after all, the unknown can be frightening – and by giving your customers CHOICES, you’re doing exactly that.

Taking away the mystery involves using more easy-to-understand language (no industry-speak) and continuously making sure your customer understands what’s going on with their vehicle.

Using analogies and “speaking visually” is also a valuable tool we like our employees to incorporate when they’re dealing with customers at our shop. A good example of this is an analogy we like to use for preventative maintenance: you go to the dentist twice a year for cleaning and cavity-checks, brush your teeth every day and maybe even use dental floss regularly – all to avoid the pain and expense of a root canal, cavity-filling, etc. Spending a couple of hundred dollars per year on having your vehicle checked by professionals is a lot less painful than dishing out thousands for repair jobs that could’ve been avoided by catching problems early and staying up-to-date on scheduled maintenance.

Another good idea we’ve found success with at Keller Bros. is to use a “Question of the Week” in our shop. Just by asking someone a question like, “When was the last time you had your transmission flushed?”, you can enhance your shop’s top-of-mind awareness, better educate your customer about ongoing automotive needs and increase the traffic in your bays.

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Options + Solutions = Sales

Closing a sale is the hardest part of any transaction. Presenting multiple options is the best way to get this done. If your customer understands the different means by which a given job can be completed, they usually opt for the best way (as opposed to the least expensive).

Repair needs should also be prioritized by level of severity. If you list out everything that needs to be done on their vehicle in a rapid-fire manner, the owner will most likely feel overwhelmed and take their business elsewhere.

“I need to think about it” is a common refrain we hear from reticent customers; if you encounter this obstacle, simply ask them what they need to think about and have a response ready for them. If they are worried about getting around while the repairs are being done, offer them a loaner vehicle or offer to give them a ride to work or home. If they’re concerned about the money, offer them a way to finance the repair. Taking time to “think about it” won’t make the problems go away, so working to find a solution to their fears sooner rather than later will be in everyone’s best interest.

Lastly, make sure the final thing they walk away with from your shop is a clear understanding of the unique differences in your warranty, guarantees, tech experience and quality of services your shop offers. During check-out, don’t thank them for their business, which is no different than saying, “Thanks for the money!” Thank them for their trust and the chance to build a relationship.

Remember: Go further, try harder, spend more time with customers. Do this and you’ll have customers who are educated, invested and most importantly, loyal!

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

Endorsed Vendors and the Value They Bring to Us

INSURANCE & LEGAL SERVICES

- EE & MB ASC Insurance Services** – Includes an enrollment discount of \$100. Customer Service (866) 923.7767, www.armstrongprofessional.com
- EE & MB CoreMark Insurance Services** – Competitive dental & vision plans exclusively available to ASCCA members. Mat Nability, (916) 286.0918, mnability@coremarkins.com
- MB FREE LEGAL Service** – 30 minutes of free legal advice per month for all ASCCA members. A \$225 monthly value. Jack Molodanof (916) 447.0313, jack@mgrco.org, www.mgrco.org.

EDUCATION PROVIDER

- CP Automotive Training Institute** – For 30 years, Automotive Training Institute has been helping thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses into the companies of their dreams. ATI is the industry leader in automotive business coaching providing expert management and consulting services through one-day workshops and an all-inclusive Re-Engineering Program which includes weekly business coaching from an industry expert coupled with classes in marketing, hiring, finance, leadership and sales. Whether you need training, coaching or a state-of-the-art business model, ATI has systems to help make the changes you want right away Jim Silverman, (301) 575-9140, jsilverman@autotraining.net, www.autotraining.net
- CP & MB CompuTrek** – Automotive Coaching & Training with PROVEN automotive system solutions coupled with implementation & accountability coaching, of individuals & teams, typically yields \$200,000+ in NEW GP Dollars in 12 months! ASCCA Members will receive a complimentary, Level 1 Business Evaluation. Purchase of a full Stage One Training Package includes your next year's annual ASCCA Dues! A \$400/year value. Dave Schedin, (800) 385.0724, dave@computreksystems.com
- CP & MB Educational Seminars Institute (ESI)** – Since 1984 ESI has been the forerunner in providing the independent repair shop with up-to-date full-facility training for the management team and personnel. ASCCA Members have exclusive access to discounted training courses as well as 30 minutes free business consulting advice per month. Save \$55 on every seminar registration and \$800 on every Service Writer course registration.

(Space limited.) ESI services include personal coaching and consulting, service writer's school of America, educational programs and temporary fill-in service writer services. Contact Maylan Newton (866) 526.3039, maylan@esiseminars.com. Proud ASCCA members for over 30 years.

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

MERCHANT SERVICES

- EE, CP & MB Digital Financial Group (DFG)** – Credit card processing company. DFG pays \$350 for each ASCCA members state dues annually. Special member only rates. Call us for a free no obligation consultation. David Cherney and Shannon Devery (877) 326.2799

SOFTWARE PROVIDERS

- CP Autoflow** – A comprehensive, cloud-based tool that offers simple solutions for workflow management, improved communications, digital vehicle inspections, and quality control. autoflow was created by Chris Cloutier of Golden Rule Auto Care to solve communication gaps that cause workflow delays and waste valuable rack time. Because autoflow is created and developed by a shop owner, the company is uniquely positioned to understand what owners and shops go through and their need for continual process improvement. autoflow has been proven to be an easy-to-implement, timesaving solution to common industry problems and is available to benefit all shop owners. Chris Cloutier (469) 546.5725, chris@autoflow.com, www.autoflow.com
- MB Identifix** – 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. Customer Service (800) 997.1674
- CP & MB Shop-Ware** – The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. Scott Alton at (415) 890.0906 x106, contact_us@shop-ware.com. Ask for a special ASCCA member rate.

UNIFORM SERVICES

- EE & MB G&K Services** – Nationally recognized supplier of customer and employee apparel with special ASCCA pricing. Thomas Dunne (619) 399.6078, DunneT@Cintas.com

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INTERNET MARKETING, WEBSITE DESIGN & SEARCH ENGINE OPTIMIZATION SERVICES

- CP & MB Broadly** – 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). Call (800) 693.1089, write marketing@broadly.com or visit www.broadly.com
- CP & MB Kukui Corporation** – The Kukui All in One Success Platform is combined solution of custom online marketing tools, websites designed for higher conversion rates, customer relation management, search engine marketing, email marketing and customer retention, and revenue tracking tools. The Kukui solution empowers each of Kukui's clients with quantitative data showing their return on investment, the number of new clients based on their POS system, statistics revealing their customer retention rate, and areas to improve their business through the tracking of phone calls, appointment forms, and feedback from customer reviews. ASCCA members receive special pricing on custom website designs. Todd Westerlund (925) 980.8012, Todd@kukui.com, Patrick Egan (805) 259.3679, Patrick@kukui.com, www.kukui.com
- CP & MB Repair Pal** – 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. Our website gets millions of visitors each month from Google searching for "car repair estimate" and other phrases. In turn, each of our shops gets 8-10 new customer contacts per month, with an average repair order over \$500. (Estimated new business \$48,000/year.) We also get shops additional business through our partner program, CarMax, The Warranty Group, and USAA. Russell Miller, rmiller@repairpal.com, www.repairpal.com

INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS

- MB iATN** – The International Automotive Technicians Network (iATN) is the world's first and largest online network of automotive service industry professionals providing resources to members worldwide. ASCCA members enjoy a \$9-per-month discount off of the regular price of iATN Business+ premium membership, a savings of \$108/year. (Regularly \$45-per-month, ASCCA members \$36/month.) This membership provides your shop with up to 5 premium access accounts, free job ad postings, a private forum for your shop and unlimited access to the iATN Knowledge

Base allowing one to perform research within iATN's databases of in-use industry knowledge collected over the past 20+ years. Scott Brown, (714) 257.1335 x3807 or cell (909) 257-9497, scott@iatn.net, www.iatn.net

BUSINESS SUPPLIES, EQUIPMENT & SERVICES

- MB ACA** – Access to Auto Care Association's publications, the Aftermarket Insider and the ACA Capitol Report, as well as member discounts on ACA publications and events. Call to see how you can save up to \$600 a year. kathleen.schmatz@autocare.org, (301) 654.6664
- CP Automotive Electronics Services, Inc (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, Toll Free (877) 351.9573, info@aeswave.com, www.aeswave.com
- CP & MB AutoZone** – 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
- CP BG Products** – Provides maintenance services, equipment, training & consumer education materials. BG Products have been shown to increase shop hours, parts and labor revenue, shop efficiency, and retention all while improving the customers driving experience and vehicles performance. Exact revenue estimates will vary from store to store, but the statement above is a universal truth. Eric Waln (949) 337.2484 / Eric Elbert (805) 490.6080, EricE@petrospecsBG.com, www.petrospecsinc.com.
- CP & MB BP/Castrol** – An innovative company that markets high-performance engine oils and business-building programs directly to independent workshop owners. For over 23 years, Castrol has been the only major marketer to manufacture its own premium, custom-made additives for its leading passenger car motor oils. They use the best combination of components rather than rely on commercial engine oil additive packages. Their patented, multi-functional additives combat against engine deposit build-up. Contact Castrol at (310) 699.5212 or Mackenzie.Merz@BP.com, <http://bit.ly/2qsuKiQ>.
- MB HotelStorm** – Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit hotelstorm.com/ascca and use password Auto 1234 to get your discount. concierge@hotelstorm.com, www.hotelstorm.com/ascca

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- CP & MB LKQ Corporation** – LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines. Steven Poole, (562) 320.2398, SJPoole@lkqcorp.com
- CP Motul** – A recognized specialist in synthetic lubricants, having been 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. Nicholas Bagley, (909) 538.2042, n.bagley@us.motul.com
- CP NAPA Auto Care** – An integrated banner program that unites everything an independent repair business needs to prosper. Since 1984, the NAPA AutoCare family has grown to over 16,000-plus independently owned and nationally recognized automotive, collision, and truck service centers, making it the largest single aftermarket repair network in the country. NAPA's mission is to help all member businesses increase car count and sell more services. John Hartman, NAPA SoCal District Sales Manager, cell: (619) 300.4910, john_hartman@genpt.com
- MB Office Depot** – Streamlined business supply ordering process. Free delivery over \$50. Custom pricing and discounts for ASCCA members. Michael Nitz, 855-337-6811 Ext.12809, Michael.nitz@officedepot.com, <https://business.officedepot.com/>
- CP & MB O'Reilly Auto Parts** – O'Reilly has been dedicated to the Professional since 1957. ASCCA members that choose to partner with O'Reilly have access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform everyday, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, early-pay discounts, electronic ordering discounts, and more. ASCCA@oreillyauto.com

- MB Phillips 66** – Special pricing on Kendall GT-1 Motor Oil available to ASCCA members. Kendall Installers may be eligible for annual rebates. Howie Klein (SCAL), (951) 903.8466, howie.klein@p66.com Jeff Landon (Central CA), (805) 296.0170, Jeff.A.Landon@p66.com Keith Westbrook (Valley/NCAL), (707) 448-8279, Keith.R.Westbrook@p66.com

ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

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

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

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

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

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

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

Updated 4/27/18

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WWW.ASCCA.COM

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 / Justice Brothers	Tim Huddleston	805-584-0030	huddle5@sbcglobal.net
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Jeff Chin Diagnostics	Jeff Chin	818-929-9444	jchin.autologic@gmail.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Management Success!	Robert Spitz	818-500-9631	rspitz@managementsuccess.com
Mitchell 1 Software	Frank Joel	818-326-0602	fjoel@ix.netcom.com
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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.
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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 2018 Board of Directors

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2016

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 Email..... gilbertmotors@yahoo.com

Vice President.....Kirk Haslam
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Secretary.....Craig Johnson
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Chapter Rep

Jack Scrafield(818)769-2334

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

Associate Member Board Rep.

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ASCCA State Contacts

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

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

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 Email senator@harris.senate.gov

US Senator Dianne Feinstein..... (D)
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US Rep Judy Chu..... (D-27)
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US Rep Adam Schiff..... (D-28)
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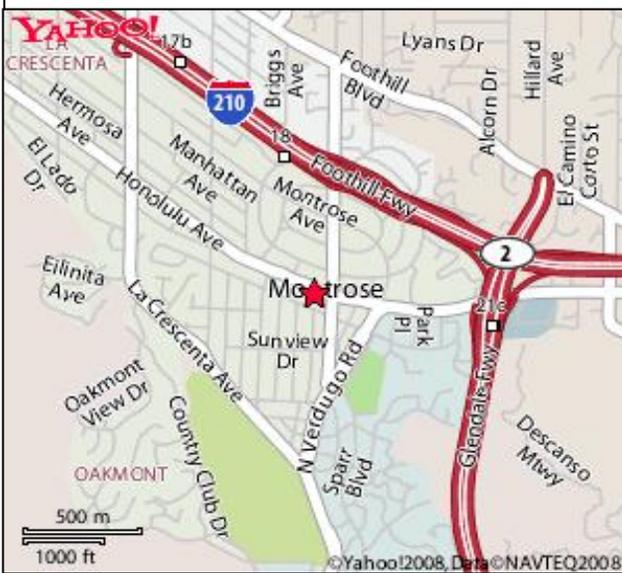
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RSVP via Anyvite or asca.05@gmail.com
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Directions

From the 210 Freeway, just west of the 2, take Ocean View Blvd. South to Honolulu Ave. Turn right, and it's on the left.