



ASCCA

Foothill Chapter 5

February 2017

President's Message:

A big part of running a business is managing your business future. It's easy to look back and see how we did. If only we could look forward and see what's coming. What's next from the manufacturers? Will we one day be diagnosing cars from our phones, via a satellite connection? Well, we already are.

Setting future goals for our business is vital. Without goals, we have nothing to work towards. If we just keep chugging along, doing the same old thing and accepting the status quo, we will only fall backwards. Don't be afraid to look to the future. It will keep you ahead of the other guys. It's going to get more technical. But that can be a good thing if you plan for it. I know I'd rather hook up a scan tool and fix a car, than get out my impact tools and get dirty.

Come join us this month, at Mijares Restaurant, with Jeremy O'Neal of Advisorfix.com, he will be speaking about the future of the auto industry and how to keep up. He's here to help us with ideas to keep us motivated, growing, and exceeding our goals for the future.



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

UPCOMING MEETINGS & EVENTS

Feb 7 - Jeremy O'Neal of Advisorfix.com

Mar 7 - Marion Miller of CMR
Apr 4 - TBA
May 2 - Shop Night
Jun 6 - Pat Dorais of BAR

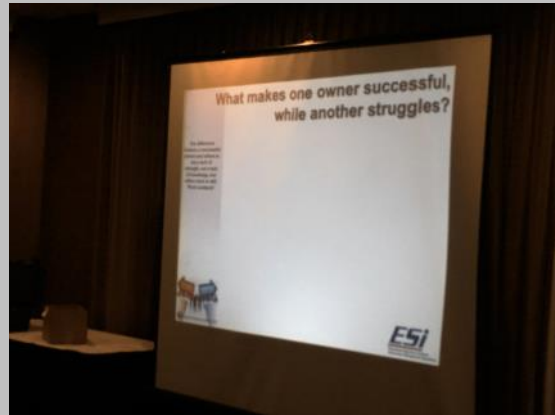
Jul-Sep - TBA
Oct 3 - Oktoberfest Bowling
Nov 7 - Maylan Newton

OUR OPEN FORUM FOCUSED ON SERVICE WRITING. THE GREAT THING ABOUT OPEN FORUMS IS THAT WE ALL GET THE BENEFIT OF DECADES OF EXPERIENCE AS OUR MEMBERS SHARE WHAT THEY HAVE LEARNED OVER THEIR YEARS IN THE AUTO-REPAIR BUSINESS.



United Alignment Tire Center was drawn in our Shop Drawing, but was not present to collect the \$200 prize! In February, the prize increases to \$220. Remember, you must be present to win!

YOUR RAFFLE PROCEEDS AT WORK!
**FROM OUR EDUCATION FUND WE SUBSIDIZED THE
ALREADY DISCOUNTED COSTS OF A SEMINAR BY
MAYLAN NEWTON.**





Educational Seminars Institute
Automotive Management Specialists

Professional Business Development

2017 Southern California Schedule

9 am to 12 pm unless noted otherwise

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

Court Yard Marriott

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

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

*Remember, as a member of ASCCA, you pay only \$95 instead of the regular price of \$149.95 per class. To register with your discount, click [HERE](#), click on the class you are registering for and enter promo code **ASCCAESI** for your member discount. The next class is February 11, so register now!*

TAX & BUSINESS TIPS FROM NORM BLIEDEN, CPA

FEBRUARY 2017

February 28

Payers must file information returns (except certain Forms 1099-MISC with non-employee compensation payments in box 7, which are due before January 31) with the IRS. (Except for certain Forms 1099-MISC outlined earlier, the deadline is March 31 if filing electronically.)

March 15

2016 calendar-year corporation Form 1120 tax returns are due.

2016 calendar-year S corporation Form 1120S income tax returns are due.

2016 calendar-year partnerships Form 1065 income tax returns are due.

Deadline for calendar-year corporations to contribute to certain retirement accounts and still receive a tax deduction for 2016.

Time to plan for inflation-adjusted 2017 tax numbers

Each year, certain tax figures are adjusted for inflation. While most figures are unchanged versus 2016, there is more than a 7% increase to the maximum earnings subject to social security tax. Take note of these numbers to use in your 2017 planning.

The maximum earnings subject to social security tax in 2017 is \$127,200. The earnings limit for those under full retirement age increases to \$16,920 for 2017.

The “nanny tax” threshold remains \$2,000 in 2017. If you pay household employees \$2,000 or more during the year, you’re generally responsible for payroll taxes.

The “kiddie tax” threshold remains \$2,100 for 2017. If you have a child under the age of 19 (under age 24 for full-time students) who has more than \$2,100 of unearned income, such as dividends and interest income, the excess could be taxed at your highest rate in 2017.

The maximum individual retirement account (IRA) contribution you can make in 2017 remains unchanged at \$5,500 if you are under age 50 and \$6,500 if you are 50 or older.

The maximum amount of wages employees can contribute to a 401(k) plan remains at \$18,000, with an additional \$6,000 if you are 50 or older. The 2017 maximum contribution for SIMPLE plans is \$12,500 and an additional \$3,000 if you are 50 or older.

The maximum you can contribute to a health savings account remains unchanged in 2017 at \$3,350 for individuals and \$6,750 for families. The catch-up contribution if you’re age 55 or older is \$1,000.

Making the most of your tax refund

If you are expecting a tax refund, you might consider investing your refund or using it to increase your financial security. While everyone’s needs are different, here are some optional uses of your refund that may work for you.

Contribute your refund to your employer’s 401(k) plan. If your employer offers a matching contribution, that’s an immediate return on your money in addition to deferring taxes on your contribution. And, funds in the plan grow free of tax until withdrawal.

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Use your refund to pay down credit card balances – you'll earn a guaranteed double-digit return.

Consider investing your refund in your child's education. Both Section 529 college savings plans and education savings accounts offer tax-advantaged ways to save for college costs.

Take full advantage of your IRA options for retirement savings. Both Traditional and Roth IRAs are great ways to save for retirement.

If you've maximized your retirement and education savings, and your credit cards are under control, put your refund in diversified investments that make sense for your age and financial situation.

Ask yourself if getting a big refund every year is a smart idea. Would you rather invest your money during the year instead of making an interest-free loan to the government? If so, consider filing an updated Form W-4 with your employer.

Contact our office if you have questions about getting more out of your tax refund.

Can bartering be an effective business strategy?

Have you ever thought about bartering as a way to get the goods and services you need for your business? A growing number of businesses are finding ways to use the bartering system as a means to avoid using up their company's cash.

A simple bartering arrangement involves two parties trading items of similar value. For example, let's say your business owns a building located next to a telephone company. An internet service provider might be interested in storing its services in an unused portion of your basement. Instead of paying rent, they offer to provide you with a high-speed internet connection and website.

Complicated bartering may now take place through bartering clubs that give members credits for items or services they contribute. Members can then use the credits to pay for goods or services offered by other club members. This service offers a convenience to businesses, as it can be difficult to find the businesses that offer what you are looking for when searching on your own.

It's important to note that there are income tax consequences to bartering. To be safe, view your trades as if cash changed hands, since the goods and services are valued for tax purposes at their fair market values and taxed accordingly. Also, a bartering arrangement does not always result in a deduction immediately equal to the income you recognized. You might provide a service and recognize income immediately in exchange for some equipment you will end up depreciating over several years.

Please call us if you need more information about implementing bartering as a strategy to help your business.

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

DISCLAIMER

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MERCHANT SERVICES TIPS

**FROM SHANNON DEVERY OF DIGITAL FINANCIAL GROUP:
EXCLUSIVE MERCHANT SERVICES PROVIDER FOR ASCCA.**

Chargeback is a dirty word for merchants. A chargeback is a customer or bank initiated reversal of an electronic payment. Basically, the customer wants their money back from you. No one wants chargebacks. They take a lot of time to fight whether you win or lose so the best thing to do is try to avoid them. Here are a few tips on how to avoid them:

- If you get a retrieval request from your credit card processor, respond to it. This is a request for documentation. If you ignore this step and then you get a chargeback, you will not be able to reverse it.
- Give good customer service. If the customer likes you, they are more likely to complain to you than to their bank.
- Don't take cards over the phone. If you get a chargeback saying fraudulent, you have no way to dispute it.
- Be careful taking credit cards from someone other than the owner of the car. If they dispute the charge, you have little to fight with.
- If a credit declines on your terminal once, do not force it. It means it is declined. You may be able to force it through by running it several times but even if it approves, the bank will charge that back.
- Make sure you have a terminal that takes the EMV chip cards. If someone reports to their bank that they had a chip card, and you did not run the chip, you will lose that chargeback.

I am always available to answer any questions or explain this more thoroughly to you. Feel free to call me. Shannon Devery 626-476-9016

Busting Digital Myths

[Denise Koeth](#), Senior editor of Tire Review Magazine [VIEW BIO](#)

Today's consumers are more informed than ever before. They seek information throughout the purchase process and this, in turn, drives their use of smartphones and their consumption of online information. While this comes as no surprise, there is a deeper connection: opportunities exist for savvy business owners who find ways to take advantage of this behavior.



According to "Digital Impact on In-Store Shopping: Research Debunks Common Myths," a study conducted by Google, Ipsos and Sterling Brands that polled smartphone users ages 18-54 found that:

- 87% of consumers looked for information before visiting a store;
- 79% looked while visiting a store; and
- 35% sought information after visiting a store.

The study also found that consumers used the following online sources to seek information about products or services.

Two out of three consumers polled did not find the information they were looking for in-store. When this happened, 43% said they felt frustrated; 41% were more likely to shop elsewhere; and 22% said they were less likely to buy from that retailer. That's roughly 20-25% of your customers not buying from you because you did not provide the level of detail they wanted in order to make a purchase. Clearly, a lack of information should be avoided at all costs.

Lastly, among those surveyed, 71% of in-store shoppers who use smartphones for online research said their device has become more important to their in-store experience.

So, how exactly can businesses tap into this quest for information and the increased use of mobile phones in-store? The study answers these questions by debunking three common myths, but we took it one step further to get advice from marketing professionals within the tire industry.

Myth #1: Search results only send consumers to e-commerce sites.

Fact: Search – especially by phone – is a powerful way to drive consumers to stores.

Of the consumers polled, three out of four who find local information in online search results are more likely to visit those stores. Shoppers reported the following information as "extremely helpful":

- The price of an item at a nearby store (75%);
- Whether the item is in stock at a nearby store (74%);
- The location of the closest store that has the item in stock (66%);
- Operations details – hours, phone number, etc. – about local stores (63%);
- Maps showing which stores carry the item searched for (59%); and
- Other products available at the store that carries the items searched for (56%).

Businesses can provide helpful information online to drive consumers to stores. Offering local information – like item availability and store location, hours and contact information – fills the infor-

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mation gap that otherwise may keep consumers away.

According to John Taylor, president of Nashville-based agency JTMarCom, when it comes to optimizing search engine results, one of the most important things dealers can do is to evaluate their website through the free website grader provided by Hubspot (website.grader.com).

"You simply enter your website address and Hubspot provides a wealth of specific information within seconds on how to improve your website's performance," he explains.

"Right away, you will learn how your website stacks up against millions of other websites through a percentile score. Our experience is that if you score 70% or higher, you are in pretty good shape. You will likely have a few issues to improve, but considering how many great websites there are out there, you should feel pretty good about yourself at 70% or higher."

Taylor adds the Hubspot website grader also shows exactly where a website is falling short and how to fix it. Users receive specific analysis in four key areas:

1. Performance – Hubspot evaluates page size, page requests and page speed. The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB. Concerning page speed, best-in-class webpages should load within three seconds; any slower than that and visitors will abandon your site, according to Taylor.

2. Mobile – If your website is not optimized for mobile, you'll miss out on valuable traffic, leads and revenue, he adds. Hubspot will give you a specific score on whether your website has responsive design for mobile devices and whether the viewport lets you control your page width and scale on different devices.

3. SEO – Make sure your website is easy for users to discover and easy for search bots to understand with better page titles, page headings and meta descriptions. For instance, page titles should be no longer than 70 characters and should not repeat keywords. Meta descriptions should be no longer than 155 characters and should be relevant to the page. Hubspot will not only tell you where you stand, but also how to fix things, Taylor notes.

4. Security – Is your SSL certificate in order? SSL certificates protect websites from attacks and give visitors confidence that your site is authentic and trustworthy, he adds.

Myth #2: Once in-store shoppers begin looking at their smartphone, the store has lost their attention.

Fact: Stores can grab consumers' attention through search results and a retailer's mobile site or app.

Consumers look at competitor sites, but a greater percentage look at search-engine results and the retailer's website/app. Forty-two percent of in-store consumers conduct research online while on location via:

- 64% search engines;
- 46% retailer's website/app;



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- 30% a different retailer's website/app; and
- 26% another type of website/app (coupon site, review site, etc.)

This means stores should optimize their online presence (including search results, website, app, and mobile ads) to engage consumers while they're inside the store. According to Brad Timofeev, director of digital marketing for WebArt, a digital marketing agency with locations in Ohio and Virginia, this involves putting together a strategy with a deep understanding of the customer journey and how you can move them through it more smoothly.

"Potential customers look to your website during more stages of the buying cycle than any other touch point," he says. "They might visit you online during the discovery, evaluation, conviction and action stages, so the website is where you should invest the most dollars and time."

Timofeev recommends content marketing to attract visitors at the initial stages, as dealers can craft content based on consumers' specific search intent. (For example, "What's the best oil for my type of driving?" or "How to know when you need new brakes.")

"However, before creating content, you should perform a basic search query for your topics to see which types of content show in the search results," he notes.

"Mobile apps are a great tool for existing customers to use and for you to retain them," Timofeev adds. "Your app really only needs to provide service reminders and a way to schedule appointments. The app should push those reminders to your customers' mobile devices, along with information about why certain services are so important."

Myth #3: Online research has limited what consumers expect from stores; they really just go to stores to complete a transaction.

Fact: Consumers still visit stores for more than just transactions, but they now expect more out of any place they shop; they want informed, customized experiences.

According to the study, 69% of consumers used physical stores for information during different phases of the purchase process:

- 32% found inspiration – the time they realized they wanted or needed a particular product.
- 33% did research – the time they actively looked and researched the purchase.
- 55% bought – the time they purchased the product.
- 14% post-purchase – any behavior they participated in after the purchase.

Consumers polled said they would be more likely to shop in stores that offer personalized coupons and exclusive in-store offers (85%) as well as recommendations for specific products to purchase (64%).

Tire dealers can take advantage of these tendencies by delivering customized offers and recommendations right to consumers as they search on their phone or by integrating them into the in-store experience.

"It's important to realize that not all of your customers are at the same stage in the buying cycle, so they're going to have different tendencies when shopping in-store," Timofeev says. "For instance, if a customer comes in for scheduled maintenance or to buy tires, he's already chosen to do business with you. At that point, it's your job to retain that customer by providing a great experience and adding any value you can. But there's also this possibility: A customer comes in for scheduled maintenance and, after inspecting his vehicle, you tell him that his car requires more work than he expected. He might pull out his smartphone and start shopping around for that additional service

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while he's in your store."

He adds that while the in-store experience includes everything from the shop's appearance, cleanliness and aroma to colors, signage, displays, furniture and the music or TV, so much of customer retention is dependent upon your staff and each customer interaction.

"They should be trained extensively in communication of your brand promise," Timofeev says. "They also need to drive customers to specific actions: using the mobile app; signing up for your monthly email flyer or social media pages, and taking advantage of the resources on your website, such as coupons and tire selectors. Your waiting areas should reinforce those messages, too, through digital signage, in-store audio, table stands, pull-down banners and geo-fencing notifications."

Rather than marginalizing the value of in-store shopping, Google's research shows that smartphones and online information offer an opportunity for stores to enhance consumers' shopping experience.

"It's important to make it easy for customers to find the information they want and need, whether it's on a well-designed mobile website that's intuitive and easy to navigate, or an uncluttered store that features helpful POP displays, audio and video," Timofeev says.

"At every point of contact, make it easy for customers to choose you," he adds.

Article courtesy [Tire Review](#).

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New Member Benefit - Shop-Ware

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

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

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

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

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

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

EE & MB INSURANCE & LEGAL SERVICES

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

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

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

EDUCATION PROVIDER

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

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

MERCHANT SERVICES

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

SOFTWARE PROVIDERS

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

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

UNIFORM SERVICES

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

INTERNET MARKETING, WEBSITE DESIGN & SEARCH ENGINE OPTIMIZATION SERVICES

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

INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS

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

CUSTOMER COMMUNICATIONS PROGRAMS

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

BUSINESS SUPPLIES, EQUIPMENT & SERVICES

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

CS & MB Automotive Electronics Services, Inc (AESwave) specializes in sales and support of automotive diagnostic equipment. Each day, thousands of technicians, educators, trainers, engineers, and technical writers use products and strategies developed at AESwave. Mario Vejar, Toll Free 877-351-9573, info@aeswave.com www.aeswave.com

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



CS & MB AutoZone – This partnership provides Platinum level membership pricing, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more!

Jon Beck, National Accounts, (704) 989-1009

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

MB Hertz Rental – A 10% discount off Hertz Daily Member Benefit Rates, a 10% discount off Hertz U.S. Standard Rates, and 5% or greater discount off Hertz Leisure Rates.

Customer Relations (888) 777.6095, www.hertz.com

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

CS & MB Office Depot – Streamlined business supply ordering process. Free delivery over \$50. Custom pricing and discounts for ASCCA members.

Michael Nitz, 855-337-6811 Ext.12809, Michael.nitz@officedepot.com, <https://business.officedepot.com/>

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



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

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.

ASC Educational Foundation – To support automotive repair industry students and offer annual scholarships.

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

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

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

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

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

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

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

ASCCA Foothill Chapter 5 Member Benefits

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

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

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

Chapter 5 Associate Members

AutoLogic	Jeff Chin	818-929-9444	jchin.autologic@gmail.com
AutoZone	Ana Diaz	650-716-9504	ana.diaz@autozone.com
BG Products	Abe Chavira	805-857-5065	abec@petrospecsbq.com
Dorman Products	Frank Alviso	951-206-7023	falviso@dormanproducts.com
Frank Joel	Frank Joel	818-326-0602	fjoel@ix.netcom.com
Frederick Blum Insurance	Fred Blum	626-401-1300	blum4@pacbell.net
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
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
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Management Success!	Robert Spitz	818-500-9631	rspitz@managementsuccess.com
NAPA Pasadena Store 039	Tony Diaz Gerry Santillan	626-798-1151 323-712-8133	Antonio_Diaz@napastore.com Gerry_Santillan@napasalesteam.com
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.com
Van de Pol Oil	Wes Powell	562-236-1000	wpowell@ineedoil.com

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

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

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

ASCCA Shops ARE the BEST!

Add-on signs are \$15 each.

Complete new signs are \$35 each.

A small investment for Brand Identification!

Call Joseph at 626-296-6961 or

email to ascca.05@gmail.com

for your sign.



Chapter 5 Members get 30
minutes of free tax consultation!

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(Set-up extra, at reasonable costs)

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Full page	\$300/\$900
Half Page	\$160/\$480
Quarter Page	\$75/\$225
Business Card	\$40/\$120

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

ASCCA CODE OF ETHICS

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

Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

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

C 1 - Automotive Consultant A 1 - Automotive Engine Repair A 2 - Automotive Trans/Trans Axle A 4 - Automotive Drivetrain A 4 - Automotive Suspension/Steering A 5 - Automotive Brakes A 6 - Automotive Electrical/Electronic A 7 - Automotive Heating/Air Conditioning A 8 - Automotive Engine Performance A9 - Diesel L 1 - Advanced Engine Performance L 2 - Med/H.D Truck Electronic Diesel P 1 - Parts Specialist Med/H.D Truck Dealership P 2 - Parts Specialist Automobile P 3 - Parts Specialist Truck Brakes P 4 - Parts Specialist General Motors P 9 - Med/H.D. Truck Suspension & Steering X 1 - Car/Light Duty Truck Exhaust Systems B 2 - Auto body Collision Repair - Painting/Refinishing B 3 - Auto body Collision - Non Structural Analysis B 4 - Auto Body Collision - Structural Analysis	B 5 - Auto Body Collision - Mech/Electrical Components B 6 - Auto Body Collision - Damage Analysis/ Estimating F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas M.M. - Engine Machinist Series E 2 - Truck Equipment - Electrical/Electronic Systems S 1 - School Bus - Body/ Special Equipment S 2 - School Bus - Diesel Engine S 3 - School Bus - Drivetrain S 4 - School Bus - Brakes S 5 - School Bus - Suspension/Steering S 6 - School Bus - Electrical/ Electronic S 7 - School Bus - Air Conditioning T 1 - Med/H.D. Truck - Gasoline Engines T 2 - Med/H.D. Truck - Diesel Engines T 3 - Med/H.D. Truck - Drive Train T 4 - Med/H.D. Truck - Brakes T 5 - Med/H.D. Truck - Suspension/ Steering T 6 - Med/H.D. Truck - Electrical/Electronic Systems T 7 - Med/H.D. Truck - Heating/ A.C. Systems T 8 - Med/H. D. Truck - Preventive Maintenance
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ASCCA Chapter 5 2016-17 Board of Directors

Executive Board

2016

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

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

Secretary.....Craig Johnson
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
Raul Salgado.....(626) 339-7566
Dave Label.....(626) 963-1211
Jack Scrafield.....(818) 769-2334

Chapter Rep

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

Committee Chairs

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

Associate Member Board Rep.

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

Chapter Staff

Membership & Administration.....Joseph Appler
Phone.....(626) 296-6961
Text.....(818) 482-0590
Email.....asca.05@gmail.com

Chapter Contact Information

Mailing Address:
1443 E. Washington Blvd. #653
Pasadena, CA 91104-2650

Phone: (626) 296-6961
Text: (818) 482-0590
email: asca.05@gmail.com
Website: <http://www.asc5.com>

ASCCA State Contacts

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

President

David Kusa..... (408) 866-5140

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

Manager Digital and Social Media

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

Membership Services

Mary Putterman.(800) 810-4272 x133 or MPutterman@amgroup.us

Accounting Executive

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

Events Manager

Rachel Hickerson.(800) 810-4272 x109 or rhickerson@amgroup.us

Communications Manager

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

Team Weekend Event Planner

Lauren Stoddard....(800) 810-4272 x131 or LStoddard@amgroup.us

Vendor Relations Manager

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

ASCCA Attorney

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

Government Offices/Contacts

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

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

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

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

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

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

Phone.....(714) 671-9474

CA Assembly Raul Bocanegra.....(D-39)

Phone.....(818) 365-2464

Email.....Assemblymember.Bocanegra@assembly.ca.gov

CA Assembly Chris Holden.....(D-41)

Phone.....(626) 351-1917

Email.....Assemblymember.Holden@assembly.ca.gov

CA Assembly Laura Friedman.....(D-43)

Phone.....(818) 558-3043

Email.....Assemblymember.Friedman@assembly.ca.gov

CA Assembly Matthew Dababneh.....(D-45)

Phone.....(818) 904-3840

Email.....Assemblymember.Dababneh@assembly.ca.gov

CA Assembly Adrin Nazarian.....(D-46)

Phone.....(818) 376-4246

Email.....Assemblymember.Nazarian@assembly.ca.gov

CA Assembly Blanca E. Rubio.....(D-48)

Phone.....(626) 940-4457

Email.....Assemblymember.Rubio@assembly.ca.gov

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 Jerry Brown.....(D)
Phone.....(916) 445-2841
Web.....<http://www.govmail.ca.gov>



ASCCA Foothill Chapter 5

JOIN US FOR OUR FEBRUARY 7 DINNER PROGRAM AT MIJARES MEXICAN RESTAURANT

Jeremy O'Neal of Advisorfix.com

Change is certain. Will you be able to adapt? Will you be resilient to the changes coming our way?

Menu:

Taco/Tostada Buffet
Soda & Coffee
Beer & Wine Available

Where:

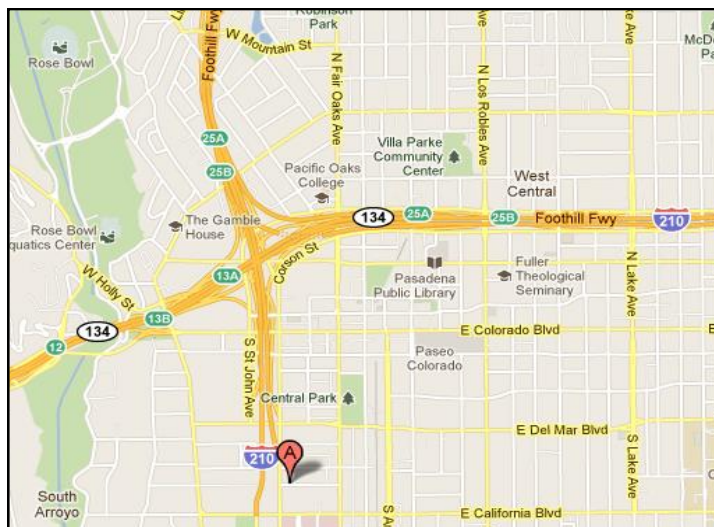
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

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

Cost:

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



Directions

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

UPCOMING MEETINGS & EVENTS

Will you be able to adapt? Will you be resilient to the changes coming our way?

Mar 7 - Marion Miller of CMR
Apr 4 - TBA
May 2 - Shop Night
Jun 6 - Pat Dorais of BAR

Jul-Sep - TBA
Oct 3 - Oktoberfest Bowling
Nov 7 - Maylan Newton