



# ASCCA Foothill Chapter 5

June 2020

## ASCCA Benefits



"Camaraderie and advice from fellow ASCCA shop owners."  
Craig, Craig Johnson Automotive



"Tim and I have taken advantage of the 30 minutes of free legal advice with Jack Molodanof at least three times."  
'ohanna, BMW PhD



"DFG rebates back to me almost half my ASCCA annual dues."  
Gene, Certified Automotive Specialists



"30 free minutes of professional business advice from Maylan Newton."  
Darren, Gilbert Motor Services



"GK, now Cintas, saved me 40% on my uniform costs with my ASCCA discount."  
Gene, Certified Automotive Specialists

### UPCOMING MEETINGS & EVENTS

June 2 - Chapter Meeting via Zoom featuring John Eppstein, ASCCA State President  
(see pg. 20 for login information)

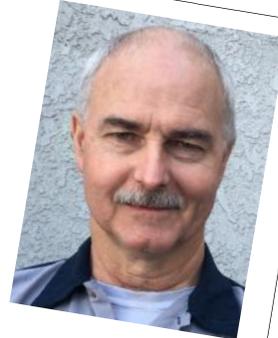
Jul 7 - TBA at Mijares or Zoom

Sep 1 - TBA at Mijares (*pending*)

Aug 4 - BAR Chief, Pat Dorais at Mijares or Zoom  
(*pending*)

Oct 6 - "Shop Night" at Gilbert Motors (*pending*)

## President's Message:



Greetings all,

I hope all is well and everybody is getting though this and back to normal (or as normal as can be.)

We at ASCCA are here to help.

If you need help, please respond and don't be afraid to ask. We will do what we can , We have some very good resources to help (and some very smart people, too.)

On Tuesday we will have our meeting on ZOOM with our State President John Eppstein who, along with other ASCCA leaders, called everybody to see what people needed and what the state can do to help. Please join us if for no other reason but to let us know you are all right, we need to stay in touch.

Thank you and hope to see or hear from you Tuesday

A handwritten signature in brown ink that reads "Kirk Haslam".

(not one of the really smart ones but listening!)

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

# *Letter from ASCCA 2020 State President*

*(Yes, this is a reprint from last month... it was that good! - ed.)*

I wanted to reach out to the members of ASCCA first to thank you all for staying calm and working within your communities to help keep people safe as well as safely on the road. I have also heard about all the shops that are going above and beyond to help those that need a little more help than just car repairs. Just remember your communities have supported you while you have been in business so now is a good time to help support them. It is also impressive how many shops have decided to keep their doors open to not only take care of the consumers but also take care of their employees.

Also, a BIG thank you to all the great partners, board members and members of ASCCA. We continue to work together to support each other and help us all to get through these challenging times. The amount of information that has flowed through our channels this past few weeks has been amazing. People stepping in and helping when they had an opportunity. Having been a member of ASCCA for over 20 years I know how important being a member of this amazing organization is. I can't begin to put a value to it. Hopefully at times like this it will be crystal clear to you as to how important this organization is.

Please remember there are a lot of volunteers that work hard for this association every day to make ASCCA the place to be. Just know that right now we are working even harder than usual to make sure that you have all the tools and information that you need to make the best decisions for your business.

If there is anything that you need help with, please don't hesitate to reach out and ask. I have spoken with many people across the state today and have received as much important information as I have shared. The more that we work together the stronger that we will be.

You can reach out to me on Team Talk, call or text me at 619-808-9315 or email me directly at [John@johnsAutomotiveCare.com](mailto:John@johnsAutomotiveCare.com)

*John Eppstein*

John's Automotive Care

2019 & 2020 ASCCA State President  
and member of Chapter 24

# Tax & Business Tips from Norm Blieden, CPA

This month's article details several reasons why you should look for other sources of cash instead of tapping into your retirement funds, along with identifying potential tax surprises if you are using any of the pandemic-related relief programs, including unemployment benefits.

There are also some tips on how you can help local businesses as they re-open their doors and an overview of changes coming to your banking experience.

Please call if you would like to discuss how this information could impact your situation. If you know someone who can benefit from this newsletter, feel free to send it to them.

## Think Before Tapping 401(k) as Emergency Fund

Do you need a quick infusion of cash?

Under the Coronavirus Aid, Relief, and Economic Security (CARES) Act, you may be able to take money out of a qualified plan, like a 401(k), or an IRA, with favorable tax consequences. But should you do it? You might view withdrawing money from a retirement account as a last resort.

### Background

Among other changes in the CARES Act relating to qualified plans and IRAs, a participant can withdraw up to \$100,000 of funds without paying the usual 10% tax penalty on distributions before age 59½. Plus, you can take as long as three years to pay the resulting tax bill, spread out evenly over the three years. If you repay the full amount within three years, you owe no tax.

To qualify for this program, you or your spouse must be diagnosed with COVID-19 or experience adverse financial consequences due to the virus such as being laid off, having work hours reduced or being quarantined or furloughed.

### What are the pitfalls?

There are several reasons why you may want to avoid taking money out of your retirement accounts unless it's an absolute emergency:

**You're diluting your retirement savings.** Although the money comes in handy now, you're chipping away at your nest egg and forfeiting growth. For example, if you withdraw the maximum amount of \$100,000 that would have earned 6% annually tax-deferred for ten years, the value would have been \$179,000.

**It may be bad timing.** Experts say it is difficult to time the markets in the current volatile environment. If you sell some holdings right now, you may be locking in losses that would miss the recovery in the next few months or years.

**You still owe income tax.** Income tax is due unless you replace the full amount within three years. Also, depending on your situation, you could end up paying tax at higher rates than you would in your retirement years.

**Better options might exist.** Arranging a hardship loan from your 401(k) might be a better alternative for your situation. You avoid the taxable event of the withdrawal and you pay back yourself with interest. Other options include refinancing a mortgage with lower interest rates, taking advantage of payment relief from mortgage,

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rent or student loan payments or deferred credit card billing.

While it is an option, retirement plan withdrawals are not always the best choice. Think through all scenarios before withdrawing from retirement funds to cover emergency expenses.

## **Be Prepared for Pandemic Tax Surprises**

Numerous new laws provide economic relief to individuals and businesses hardest hit by this year's pandemic. This much-needed financial assistance, however, comes with a few strings attached.

Here are three potential surprises if you use the available economic relief packages:

- **Getting a tax bill for unemployment benefits.** While the \$1,200 economic impact payments most Americans received does not have to be reported as taxable income on your 2020 tax return, there is currently no such luck with unemployment benefits. In addition to paying federal taxes on your unemployment compensation, more than half of states also impose a tax on unemployment benefits. ***What you need to do:** See if your unemployment compensation check withholds a portion of your pay for taxes. Even if your check does have withholding for income tax purposes, the withholding amount may not be enough. If possible, talk to your state unemployment office and try to get withholding amounts revised.*
- **Paying estimated tax payments.** If you normally receive a paycheck from your employer, you may have never needed to write a check to the IRS to pay estimated future taxes. Your employer withholds your taxes from your paychecks and sends it to the IRS for you. If you're collecting unemployment benefits, however, you may be required to pay tax on the unemployment benefits received during the first six months of 2020 by July 15, 2020. ***What you need to do:** Estimate the amount of tax you owe for all sources of income, then compare that number with the amount of money withheld from your income to pay these taxes. If necessary, send in quarterly estimated tax payments to the U.S. Treasury and, in some cases, state revenue departments. This must be done each quarter with the next payment due July 15. You may need to send money in on September 15, 2020 and January 15, 2021 as well.*
- **Reporting emergency distributions from retirement accounts:** You may withdraw up to \$100,000 in 2020 from various retirement accounts to help cover pandemic-related emergency expenses without incurring penalties. While you will not be required to pay an early withdrawal penalty, you will still be subject to income tax when filing your 2020 tax return. ***What you need to do:** If you plan to withdraw funds from your retirement account, reserve enough of the money to pay the tax! The amount you reserve depends on your potential tax situation so call for a tax review before taking money out of the account.*

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

# ADA

## YOU & THE LAW: WEBSITE ACCESSIBILITY 101

By Susan Bassford Wilson

If you're not sure if your website is accessible to disabled persons, then now is the time to figure that out.

I adore online shopping. As a consumer, the convenience of buying gifts, clothes and everyday essentials at 11 p.m. from my couch is priceless. However, being a vendor is another, more complex matter. One of the many challenges for companies conducting business online is evaluating website accessibility under the Americans with Disabilities Act (ADA).

### **ABOUT THE AMERICANS WITH DISABILITIES ACT**

Originally enacted in 1990, the ADA prohibits discrimination by employers and other covered groups on the basis of disability. Title III of the ADA specifically prohibits disability-based discrimination in places of public accommodation. What's a place of public accommodation? If you're reading this, you probably are at such a place. Businesses generally qualify as places of public accommodation under Title III if they are open to the public and sell goods or services.

In 1990, the internet as we know it today was still a twinkle in Al Gore's eye, and disability discrimination in places of public accommodation occurred mostly in person. It is unsurprising, then, that the ADA was drafted with physical barriers to entry in mind such as parking spaces, ramps and doors. However, because so many customers now interact with your business online before setting foot in your store (if they ever do!), websites and other mobile applications have become the newest frontier for litigation concerning public accommodation.

### **WHY SHOULD YOU CARE?**

Most of us spend hours online every day, so it is unsurprising that litigation concerning the ADA accessibility of websites has exploded in recent years. Many of these lawsuits allege accessibility issues for the visually impaired or allege that websites aren't coded for the use of assistive technology. Unfortunately, while many suits have been filed, the courts' guidance is conflicting, even about basic issues like whether and to what extent Title III applies to websites. Some federal courts like the First, Second and Seventh Circuit Courts of Appeals (which are over states including Maine, New York, and Illinois), have found that a website can be a place of public accommodation. The U.S. Department of Justice – the agency tasked with enforcing Title III of the ADA – also takes this position. Some courts, like the Third, Sixth and Ninth Courts of Appeals (which are over states including Pennsylvania, Tennessee and California) have found that websites fall within the ADA's protections if the website is sufficiently connected to a brick-and-mortar store. And litigation on this subject isn't evenly distributed. While some courts don't appear to have addressed the issue at all, Florida and New York courts have handled a huge number of these cases. California is also likely to become a popular venue for this type of litigation soon.

The Department of Justice has not issued any specific guidance to companies, either. As of 2018, the Department of Justice had actually withdrawn some proposed regulations on this subject and told Congress that it was evaluating whether specific web accessibility standards were necessary and appropriate to ensure compliance with the ADA. However, the department was careful to note that the lack of regulation would not serve as an excuse not to comply with the statute's requirements.

What is a company to do if neither the law nor the courts are providing helpful and consistent guidance? How can you ensure your website is accessible if the Department of Justice isn't providing direction? In 2017, the

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federal government issued a regulation stating that all federal websites had to comply with the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines (WCAG 2.0). In the wake of that regulation, as well as some court decisions referencing these guidelines, the WCAG 2.0 has become a generally accepted tool for evaluating the accessibility of a website.

## DOES YOUR WEBSITE MEASURE UP?

If you're not sure if your website is accessible to disabled persons, then now is the time to figure that out. In general, your website should be free of barriers that would prevent someone with a disability from fully using it. While a company could potentially achieve that accessibility in a number of ways, the WCAG 2.0 recommends that a website be perceivable, operable, understandable and robust. While that clear-cut guidance doubtlessly answers all your questions, if you need more tips, the WCAG 2.0 also states a website should do things like the following:

- Provide text alternatives for all non-text content;
- Be coded to work with assistive technologies like screen readers;
- Allow users to resize the text up to 200% without losing content or functionality;
- Create content that may be presented in multiple ways without losing information. For example, a website should provide captions for all live audio content;
- Allow for independent control of audio (for example, by allowing pausing or stopping);
- Avoid content designs that are known to cause seizures;
- Allow users the ability to fully navigate a website through a keyboard.

Further, keep in mind that your website should be accessible not only to potential customers but to job seekers as well. If your website is not accessible to applicants with disabilities, you could be unintentionally discriminating against a class of job seekers. If so, you may be missing some highly qualified candidates while also making your company vulnerable to a failure to hire claim.

Finally, keep in mind that this area of law is almost certainly going to evolve in the coming years. Prudent companies will pay attention to the trends in this area and reevaluate their websites regularly.

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Article courtesy [TIRE REVIEW](#) magazine and Babcox Publications

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# Cal/OSHA Expands Employer Injury and Illness Prevention Program Requirements

HR Watchdog presented by CalChamber

[MATTHEW J. ROBERTS, ESQ.](#) MAY 27, 2020



The California Division of Occupational Safety and Health, commonly known as Cal/OSHA, continues to modify rules and guidance for businesses operating during the COVID-19 pandemic. General industry and several industry-specific rules and guidelines have been modified. Recently, Cal/OSHA modified its rules and guidance on all employers' obligation to establish and implement an [Injury and Illness Prevention Program \(IIPP\)](#).

Under California law, employers must establish, implement and maintain an IIPP to protect employees from hazardous workplace conditions. The IIPP must be in writing, accessible to employees and contain several provisions including:

- Procedures for creating safe and healthful work practices;
- Procedures for identifying, evaluating and investigating workplace hazards, injuries and illnesses;
- Systems for communicating hazards to employees; and
- Employee training whenever the employer learns of a new or unrecognized hazard.

When COVID-19 infections started appearing, employers were required to determine if COVID-19 infection was a workplace hazard. Now that COVID-19 is a pandemic with widespread community exposure, employers must update their IIPPs with measures to control infection in the workplace.

Cal/OSHA instructs employers to follow applicable and relevant recommendations from the Centers for Disease Control and Prevention (CDC). Cal/OSHA references two CDC publications for employers to use when establishing infection prevention measures: [Interim Guidance for Business and Employers to Plan and Respond to Coronavirus Disease 2019](#) and [Coronavirus Disease 2019 \(COVID-19\): How to Protect Yourself & Others](#).

In addition, Cal/OSHA has provided guidance on COVID-19-related employee training which includes the following components:

- Training provided in a language readily understood by all employees.
- General description of COVID-19, symptoms, when to seek medical attention, how to prevent its spread and the employer's procedures for preventing its spread at the workplace.
- How an infected person can spread COVID-19 to others even if they are not sick.
- How to prevent the spread of COVID-19 by using cloth face covers, including:
  - CDC guidelines that everyone should use cloth face covers when around other persons.
  - How cloth face covers can help protect persons around the user when combined with physical distancing and frequent hand-washing.
  - Information that cloth face covers are not protective equipment and don't protect the person wearing a cloth face cover from COVID-19.

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# The Key to Survival



This story was originally published in Ratchet+Wrench on May 1, 2020

[Mitch Schneider](#)

Designated as an “Essential Business” or not, this is a difficult time for automotive service businesses. It’s almost impossible to market automotive repair, service or maintenance when the majority of your clients and potential customers are sequestered.

There are, of course, elements of your messaging that can help you remain relevant. Top of mind. But you have to wonder how much they are likely to help when all but a very few of your clients feel comfortable leaving the safety of their homes. Harder yet to imagine they will reach into their pockets for any non-essential services when the economic forecast is dire at best.

It’s hard to compete with the “Safer at Home” messaging that is central to the coronavirus crisis we’re all dealing with. A message that is consistent across two-thirds of our state borders as I write this.

Certainly, we can communicate the steps we’re taking to keep our clients and our team members safe. Like disinfecting contact surfaces, door handles, seats, steering wheels, and controls. Or, the use of plastic steering wheel covers, floor mats, and seat covers.

We can show them we are wearing gloves, masks, and using face shields. Or, remind them our team members are continually washing, sanitizing, and disinfecting the contact surfaces of both their environments and ours.

We can create awareness of the many services we offer safeguarding the integrity of the stay-at-home directives they have received. For example, picking up their vehicles for service and then delivering them safely when service is complete. Or, the ability to complete transactions remotely, online or over the phone. And, we can remind them that productive maintenance will ultimately save them money.

We can go the extra step and provide extraordinary services far beyond anything that was offered before, like picking up and delivering groceries or medications. We can communicate all of these things clearly, concisely, and often.

But the question that will still remain is whether or not our ability or willingness to provide any of these services is really what our clients want or need. The problem is what we may have missed. Perhaps, the most fundamental element of all successful marketing programs. A question that provides its own answer.

*“What is it that I can do for you that you are unable or unwilling to do for yourself? What do you need that only I can provide?”*

What happens if you decide you aren’t in the business of automotive repair, but shift your business model to provide freedom and mobility as your product instead. What kind of a difference would that difference make?

I would argue the difference is profound. Freedom and mobility are far more compelling as an offering than service, maintenance, or repair, no matter how well done.

Don’t misunderstand. Every one of the services described earlier are essential. Cleaning. Sanitizing. Pickup and delivery. Shopping for groceries. Or, delivering medication.

They are all powerful marketing tools. Especially, in times of crisis, disruption, challenge, and change. But it would be hard to argue that you couldn’t amplify their value if they were offered within the context of ensuring a client’s freedom.

If you aren’t sure, if you remain unconvinced, think about freedom and mobility in terms of your seniors.

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- Instructions on washing and sanitizing hands before and after using face coverings, which should be washed after each shift.
- Cough and sneeze etiquette.
- Washing hands with soap and water for at least 20 seconds, after interacting with other persons and after contacting shared surfaces or objects.
- Avoiding touching eyes, nose and mouth with unwashed hands.
- Avoiding sharing personal items with coworkers (i.e., dishes, cups, utensils, towels).
- Providing tissues, no-touch disposal trash cans and hand sanitizer for use by employees.
- Safely using cleaners and disinfectants, which includes:
  - The hazards of the cleaners and disinfectants used at the worksite.
  - Wearing personal protective equipment (PPE) (such as gloves).
  - Ensuring cleaners and disinfectants are used in a manner that does not endanger employees.

Employers may access the full general industry guidance on the [Cal/OSHA website](#). Several additional guidelines for specific industries, such as agriculture, childcare and construction, can be viewed [here](#). Employers who need to update their written IIPP should consult with legal counsel to ensure that it meets with the requirements under California law.

[Matthew J. Roberts, Esq., Employment Law Counsel Subject Matter Expert](#)

CalChamber members can read more about [Injury and Illness Prevention Program \(IIPP\)](#) in the HR Library. Not a member? See how CalChamber [can help you](#).

Access additional [COVID-19-related HRWatchdog blogs](#), including other illness prevention-related blogs.

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That segment of your customer base that needs to know that the under-utilized vehicles sitting in their driveway or parked on the street absolutely must get them where they need to go. Particularly in an emergency. Especially, when freedom and mobility translate as independence.

So, while you're considering all the services the very best shops among us are offering during the pandemic, ask yourself the one critically important question that may yet remain unanswered.

*"What can I offer that no one else is offering?"*

If it turns out to be freedom and mobility, communicate that to your customer base. Build interest. Create desire. Confirm that you and your team are their best resource. And, then, deliver.

*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.

Mitch Schneider is a fourth-generation auto repair professional and the former owner of Schneider's Auto Repair in Simi Valley, Calif. He is an industry educator, seminar facilitator, blogger, and author of the acclaimed novel *Misfire*. Contact him at: [mitch@misfirebook.com](mailto:mitch@misfirebook.com)

# ASCCA Foothill Chapter 5 Member Benefits

## **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.**

## **Shop to Shop Networking**

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.

## **Merchant Processing Digital Financial Group**

In addition to personalized 24/7 service and the most competitive rates available, you receive an annual \$350 rebate which covers almost half your ASCCA 5 membership dues.

## **Free Legal Counsel Molodanof Government Relations**

FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!

## **Uniform Discounts Cintas**

Nationally recognized supplier of customer apparel and related products. Deeply discounted services & products for ASCCA members.

## **Free CPA & Business Consults Norm Blieden**

All ASCCA Chapter 5 members are entitled to thirty (30) minutes of free telephone consultation each month.

## **Discounted or Free Training**

Our Chapter hosts management and technical seminars throughout the year with a 50% to 100% rebate of seminar fees after you attend the class.

## **TeamTalk**

Team Talk is one of ASCCA's most popular benefits. It's an open online forum for members to network, offer or seek advice on vehicle repair, find industry resources, or discuss any issues of relevance to the automotive industry.

## **Discounted or Free Training - ESI**

Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel.

- ASCCA discount for training courses.
- FREE 30 minutes of business consulting per month.

**Check out other Benefits on the  
ASCCA Advantage on pages 14-16  
in this newsletter**

# 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, Tim Chakarian of Bimmer PhD, keeps us informed on seminars on business management and technical subjects for our shop owner members and their technicians. **Cost is minimal and often free.** This is a tremendous member benefit for you and your employees! Give Tim your ideas and suggestions for seminars & we will try to schedule the seminars you want. (626) 792-9222.
- 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](mailto: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](mailto: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](mailto: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](mailto:asca.05@gmail.com) or 626-296-6961.**

# How ASCCA Dues work in Chapter 5

## Membership in ASCCA is on an annual basis.

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

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

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

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

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

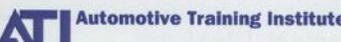
# The ASCCA Advantage

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



## Corporate Partners - Increasing Your Membership Value

BUSINESS SUPPLIES, EQUIPMENT & SERVICES		
	<p>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.</p>	<p>Carlos Menchu, 877.351.9573 info@aeswave.com www.aeswave.com</p>
	<p>AutoZone's partnership with ASCCA will get you special pricing for Platinum Level Membership, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more! Check out their electronic ordering software which can help save you time and money.</p>	<p>Jim Gray, 704.301.1500 jim.gray@autozone.com</p>
	<p>Autologic Diagnostics is changing the game in aftermarket diagnostics by going beyond the diagnosis stage. We empower technicians to meet the challenges of today's increasingly complex vehicles through a range advanced diagnostic, programming, and remote assistance services. Our fully-integrated diagnostic support system combines dealer-trained technician expertise with diagnostic technology to ensure we make our customers more profitable by finding faults faster and more accurately, as well as repair more cars, faster with fewer mistakes.</p>	<p>Kevin Fitzpatrick 631.486.3506 kevin.fitzpatrick@autologic.com</p>
	<p>Provides maintenance services, equipment training &amp; consumer education materials. Increase shop hours, parts and labor revenue, shop efficiency, and retention all while improving your customer's driving experience and vehicle performance.</p>	<p>Eric Waln, 949.337.2484 Eric Elbert, 805.490.6080, EricE@petrospecsBG.com www.petrospecsinc.com.</p>
	<p>California Employers Services has been making compliance easy since 1997. We know the laws and how they are being enforced. Everything that we provide is customized to your business' needs. Ask about our 30 day trial or our special packages and prices. ASCCA members can email or call for advice on California Labor Laws and Cal-OSHA questions!</p>	<p>Dave Fischer, 559.472.3542 cesyes@hotmail.com www.ces.today.com</p>
	<p>DFC is the leading manufacturer of award-winning automotive braking systems. They maintain a huge selection of brake parts for all domestic and foreign vehicle applications. Their engineers, product managers, and R&amp;D staff work hard to give their customers first-to-market advantage.</p>	<p>Dan Biezonsky, 951.200.0953 danb@dynamicfriction.com www.dynamicfriction.com</p>
	<p>LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.</p>	<p>Steven Poole, 562.320.2398 SJPoole@lkqcorp.com</p>
	<p>Mail Shark approaches direct mail strategically by providing penetration reports and demographic analysis to make sure you're reaching the right people. They'll make it easier for you to grow your car count, manage your budget.</p>	<p>Josh Davis, 484.648.8626 josh@themailshark.com www.themailshark.com/ascca</p>
	<p>The leader in automotive thermostats; fuel, oil and coolant caps sold to the North American automotive aftermarket. Their line of thermostats is one of the most advanced in the automotive industry, using state-of-the-art manufacturing equipment, with strict quality control and functional testing, ensuring high quality and long-lasting products.</p>	<p>Sean Ruitenber, 618.599.5196 sean.ruitenber@motoradusa.com</p>
	<p>NAPA Auto Care is the largest aftermarket repair network in the country with over 16,000 independently owned and nationally recognizes automotive, collision, and truck service centers. NAPA's mission is to help all member businesses increase their car count and sell more services.</p>	<p>John Hartman, 619.300.4910 SoCal District Sales Manager john_hartman@genpt.com</p>

 <p>DEDICATED TO THE PROFESSIONAL</p>	<p>Get access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform every day, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, early-pay discounts, electronic ordering discounts, and more.</p>	<p>Sergio Gonzales, 916.962.3270 ASCCA@oreillyauto.com www.oreillyauto.com</p>
	<p>WORLD PAC supplies automotive replacement parts directly from the most respected manufacturers in the industry. Their speedDIAL Parts Catalog and Fulfillment Ordering System can check real-time parts availability. Technical Training, Business Management Solutions, and other services for independent shops are taught by experienced professional instructors.</p>	<p>Rob Morrell, 510.755.6058 rmkroll@gmail.com www.worldpac.com</p>
<b>EDUCATION PROVIDERS</b>		
 <p>Automotive Coaching and Training</p>	<p>The ACT Group is a partnership of long time automotive industry experts. Former Technicians, Service Writers, Managers, General Managers and owners of automotive facilities offer their expertise in a strong variety of industry training classes. Discounts are available to ASCCA members, including \$200.00 off our Service Advisor Classes.</p>	<p>Ray Kunz, 916.588.0775 ray@automotivecoachingandtraining.com www.automotivecoachingandtraining.com</p>
	<p>ATI has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years.</p> <ul style="list-style-type: none"> <li>• They are the industry leader in automotive business coaching providing expert management and consulting services. Get weekly business coaching from an industry expert and classes in marketing, hiring, finance, leadership and sales.</li> </ul>	<p>Jim Silverman, 301.575.9140 jsilverman@autotraining.net www.autotraining.net</p>
 <p>Power Your Shop • Fuel Your Freedom</p>	<p>DRIVE is the premiere automotive and truck repair consulting and training company. With over 25 years of experience, their continuing aim is to provide shop owners with best-in-class training, organizational skills and management tools. The goal of DRIVE is to fully arm shop owners with every executive and management ability needed to win.</p>	<p>Carolyn Gray 818.863.1077 cgray@driveshops.com</p>
 <p>Educational Seminars Institute Automotive Management Specialists</p>	<p>Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel.</p> <ul style="list-style-type: none"> <li>• ASCCA Members have exclusive access to discounted training courses.</li> <li>• Save \$800 on every Service Writer course and \$55 on every seminar. (Space limited.)</li> <li>• <b>FREE 30 minutes of business consulting advice per month.</b></li> </ul>	<p>Maylan Newton 866.526.3039 maylan@esiseminars.com</p>
<b>INSURANCE &amp; LEGAL SERVICES</b>		
 <p>Insurance Services</p>	<p>Armstrong &amp; Associates provides ASCCA members with A+ rated property casualty company policy options and an exclusive workers' compensation program including comprehensive safety &amp; claims services. You'll receive the utmost care and service along with the most competitive insurance programs. Includes an enrollment discount of \$100</p>	<p>Customer Service, 530.668.2777 www.armstrongprofessional.com</p>
 <p>INSURANCE SERVICES, INC</p>	<p>Competitive dental &amp; vision plans exclusively available to ASCCA members.</p>	<p>Mat Nability, 916.286.0918 mnability@coremarkins.com</p>
<p><b>Molodanof Government Relations</b></p>	<p><b>FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!</b></p>	<p>Jack Molodanof, 916.447.0313 jack@mgrco.org www.mgrco.org</p>
<b>INTERNET MARKETING, WEB DESIGN &amp; SEARCH ENGINE OPTIMIZATION</b>		
 <p>BROADLY.COM</p>	<p>Through internet marketing, Broadly gets great customer reviews on Google, Facebook, and other review sites. ASCCA members get a FREE account set-up (valued at \$200).</p>	<p>Laura Nelson, 800.693.1089 marketing@broadly.com www.broadly.com</p>
	<p>The Kukui All in One Success Platform provides solutions for custom online marketing tools, website design, customer relation management, search engine marketing, email marketing and customer retention, and revenue tracking tools. Kukui will help you track stats about new clients, your customer retention rate, and will help you track areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design.</p>	<p>Todd Westerlund 925.980.8012 Todd@kukui.com or Patrick Egan 805.259.3679 Patrick@kukui.com www.kukui.com</p>

**WWW.ASCCA.COM**

 <b>MUDLICK™ MARKETING</b> <b>DATA DRIVEN DIRECT RESPONSE</b>	<p>Mudlick Marketing is proud to offer a Multi-Channel Marketing Platform where our clients have access to powerful direct mail and digital services to help grow their business. We will help you use your data to make buying decisions, offer in-house financing, and our weekly flex pay and flex mail programs make us very affordable. In addition, ASCCA Members will be offered \$250 off their first customer mailing and 10% off all our digital programs.</p>	<p>Danielle Ray, 470.299.7374  Dray@mudlick.com  http://mudlickmail.com</p>
	<p>Join the nation's largest network of elite auto repair shops. RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. RepairPal shops gets 8-10 new customer contacts per month, with an average repair order over \$500. (Estimated new business \$48,000/year)</p>	<p>Evan DeMik, 415.595.3346  evan@repairpal.com  www.repairpal.com</p>
<b>MERCHANT SERVICES</b>		
	<p>Receive up to a <b>\$350 rebate</b> on your ASCCA State dues when you use DFG to process your credit cards. Call for a free no obligation consultation.</p>	<p>Shannon Devery 877.326.2799  www.digitalfg.com/</p>
<b>SOFTWARE PROVIDERS</b>		
	<p>ALLDATA's automotive diagnostic and repair software, with OEM-direct repair information for accurate car repairs, is trusted by more than 400,000 technicians in more than 100,000 shops nationwide. Covering more than 38,000 engine-specific vehicles, ALLDATA provides auto repair shops a suite of products to help increase the daily car count, improve processes and provide quality repairs to keep customers satisfied.</p>	<p>Chuck Bennett  512.285.0307  Charles.bennett@alldata.com  www.alldata.com</p>
	<p>BOLT ON TECHNOLOGY equips the automotive repair and maintenance aftermarket with award-winning technology tools to improve customer communication. Along with ongoing training and support, BOLT ON's mobile and digital tools also reduce problems inherent in the service process, while increasing shop productivity, revenue, and customer satisfaction.</p>	<p>Tim Cifelli  610.400.1019  tcifelli@boltontechnology.com</p>
	<p>The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. <b>Ask for a special ASCCA member rate.</b></p>	<p>Matt Ellinwood,  415.890.0906 x106  matt@shop-ware.com.</p>
<b>UNIFORM SERVICES</b>		
	<p>Nationally recognized supplier of customer and employee apparel &amp; janitorial services with thier special ASCCA package. Keep your employees on brand, your bathrooms stocked, floors clean, and much more. Let Cintas take care of your shop's maintenance needs and get exclusive pricing with your ASCCA membership.</p>	<p>Jessica Essad, 775.813.8954  EssadJ@cintas.com  http://cintas.com/</p>

## ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

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

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

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

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



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

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

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



## Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	<a href="mailto:abec@petrospecsbg.com">abec@petrospecsbg.com</a>
Dorman Products	Frank Alviso	951-206-7023	<a href="mailto:falviso@dormanproducts.com">falviso@dormanproducts.com</a>
DRIVE!	Carolyn Gray	818-863-1077	<a href="mailto:cgray@driveshops.com">cgray@driveshops.com</a>
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	<a href="mailto:hansonmrktg@aol.com">hansonmrktg@aol.com</a>
Hawley Insurance Services	Bruce Hawley	714-865-2907	<a href="mailto:bruce@hawleyinsuranceservices.com">bruce@hawleyinsuranceservices.com</a>
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Jasper Engines & Transmissions	Randy Lewis	909-717-9950	<a href="mailto:rlewis@jasperengines.com">rlewis@jasperengines.com</a>
Mark Christopher Auto Center	Steve Johnson	909-975-3919	<a href="mailto:sjohnson@markchristopher.com">sjohnson@markchristopher.com</a>
Mitchell 1 Software	Frank Joel	818-326-0602	<a href="mailto:fjoel@ix.netcom.com">fjoel@ix.netcom.com</a>
Norm Blieden CPA	Norm Blieden	626-440-9511	<a href="mailto:norm@bliedencpa.com">norm@bliedencpa.com</a>
RKM Insurance Agency	Ernie Arciniega	818-243-2651	<a href="mailto:ernie@rkmins.com">ernie@rkmins.com</a>
SC Fuels & Lubes	Dennis Giardina	310-722-3357	<a href="mailto:giardinad@scfuels.com">giardinad@scfuels.com</a>
Van de Pol Petroleum	Wes Powell	562-236-1000	<a href="mailto:wpowell@ineedoil.com">wpowell@ineedoil.com</a>

***Be sure to use the evite electronic invitation to RSVP. If you didn't receive it, contact the Chapter 5 office at [asca.05@gmail.com](mailto:asca.05@gmail.com)***

## ASCCA CODE OF ETHICS

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

## Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

To use this free service, call Darren Gilbert at (626) 282-0644 or email him at [gilbertmotors@yahoo.com](mailto: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 &amp; Steering              X 1 - Car/Light Duty Truck Exhaust Systems              B 2 - Auto body Collision Repair - Painting/Refinishing            B 3 - Auto body Collision - Non Structural Analysis            B 4 - Auto Body Collision - Structural Analysis</p>	<p>B 5 - Auto Body Collision - Mech/Electrical Components            B 6 - Auto Body Collision - Damage Analysis/ Estimating              F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas              M.M. - Engine Machinist Series              E 2 - Truck Equipment - Electrical/Electronic Systems              S 1 - School Bus - Body/ Special Equipment            S 2 - School Bus - Diesel Engine            S 3 - School Bus - Drivetrain            S 4 - School Bus - Brakes            S 5 - School Bus - Suspension/Steering            S 6 - School Bus - Electrical/ Electronic            S 7 - School Bus - Air Conditioning              T 1 - Med/H.D. Truck - Gasoline Engines            T 2 - Med/H.D. Truck - Diesel Engines            T 3 - Med/H.D. Truck - Drive Train            T 4 - Med/H.D. Truck - Brakes            T 5 - Med/H.D. Truck - Suspension/ Steering            T 6 - Med/H.D. Truck - Electrical/Electronic Systems            T 7 - Med/H.D. Truck - Heating/ A.C. Systems            T 8 - Med/H. D. Truck - Preventive Maintenance</p>
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# ASCCA Chapter 5 2019 Board of Directors

## Executive Board

2016

**President.....Kirk Haslam**  
 Phone..... (626) 793-5656  
 Email.....[advancemuffler1234@gmail.com](mailto:advancemuffler1234@gmail.com)

**Vice-President.....Tim Chakarian**  
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**Secretary.....Craig Johnson**  
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**Treasurer.....Jim Ward**  
 Phone..... (626) 357-8080  
 Email.....[jim@wardservice.com](mailto:jim@wardservice.com)

## Board of Directors

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

## Chapter Rep

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

## Committee Chairs

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

## Associate Member Board Rep.

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

## Chapter Staff

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## ASCCA State Contacts

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

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

**Executive Director**  
 Gloria Peterson...(800) 810-4272 x104 or [GPeterson@amgroup.us](mailto:GPeterson@amgroup.us)

**Deputy Executive Director**  
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**Manager Digital and Social Media**  
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**Events Manager**  
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**Communications Manager**  
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**ASCCA Attorney**  
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**US Rep Judy Chu.....** (D-27)  
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**US Rep Adam Schiff.....** (D-28)  
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**CA Senator Connie M. Leyva.....** (D-20)  
 Phone..... (909) 888-5360

**CA Senator Susan Rubio.....** (D-22)  
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**CA Senator Maria Elena Durazo.....** (D-24)  
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**CA Senator Anthony J. Portantino.....** (D-25)  
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**CA Senator Ling Ling Chang.....** (R-29)  
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## Government Offices/Contacts

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

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



# ASCCA Foothill Chapter 5

June, 2020

*Join us for our monthly Chapter 5 meeting.  
June 2 at 7 pm via ZOOM.*

We need the strength of our Association now more than ever!!!  
Due to the “safe at home” restrictions we will meet virtually via our  
computers, tablets, and smart phones.

We will begin with Chapter updates, then turn the meeting over to  
ASCCA State President, John Eppstein, who will bring us up to date  
on ASCCA from a State perspective.

We will start the call at 6:45 so you can touch base with other  
members before the program begins.

Here’s the login information:

Topic: ASCCA Chapter 5 June Meeting with John Eppstein

Time: Jun 2, 2020 07:00 PM Pacific Time (US and Canada)

Click here to join the Zoom Meeting  
<https://us02web.zoom.us/j/86543709921>

Or launch your zoom app and enter this meeting I.D.

Meeting ID: 865 4370 9921

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