



ASCCA

Foothill Chapter 5

July-August 2017

President's Message:

There is a very special upcoming event that I want to invite you to, in addition of course, to our regular monthly meetings.

On September 9th and 10th, we have the opportunity to attend an ASCCA Team Weekend, right here in our own back yard. Team Weekends are when our various state committees meet to review what has taken place and plan for future events and programs. They usually take place in Sacramento, and our chapter offers a \$100 rebate for any first-time attendees to help with the cost of getting there. Of course, the money isn't the only cost; the other cost is the time it takes to travel to Sacramento and back. That's why this September meeting is so important.

Team Weekend has come to us!!!

On Saturday, the committees will meet and we can all listen in and learn... even make suggestions. (On page 6 of this newsletter is a report from the last team weekend committee meetings.) Then, on Sunday, the ASCCA State board of directors meets, and we can sit in on that meeting, as well.

What a timely opportunity to see and learn about the inner workings of this great Association!

Also, if you've never been to Gustafson Brothers in Huntington Beach, you are in for a treat. We will also get a look at driverless car technology from an industry insider. Check out the flyer on page 3.

At the bottom of this page is a list of all our upcoming events. I hope to see you there!



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

UPCOMING MEETINGS & EVENTS

August 1 – David Fischer of California Employer's Services

Aug 1– David Fischer	Oct 3 - Oktoberfest Bowling
Sep 5 - Maylan Newton	Nov 7 - Mitch Schneider
Sept 9 & 10– Team Weekend at Gustafson Brothers in Huntington Beach	Dec 2 - Christmas Party at Oak Tree Lounge

**OUR JUNE MEETING WAS FULL WITH PATRICK DORAIS OF CA BAR ADDRESSING US.
WE ALSO WELCOMED OUR ASCCA STATE BOARD PRESIDENT AND
VICE-PRESIDENT.
AND, WE PRESENTED TWO MEMBERS WITH HONORARY CHAPTER 5 LIFETIME
MEMBERSHIPS!
IT WAS A FULL NIGHT!!!**



ASCCA State President David Kusa bringing greetings and encouragement from the State Association.



ASCCA State Vice-President Rocky Khamenian joined us as well. And in case you didn't know, our own Jack Scrafield serves on the State Association Board as Secretary.



Pat Dorais, graciously keeping the connection between ASCCA and CA BAR alive and well by visiting our chapter. Thanks, Pat!



Seminars chair, Raul Salgado, making sure we know of the training opportunities available to our members.



Longtime Chapter 5 member and board member, Dave Label, receiving Lifetime Honorary Chapter 5 Membership after he retired this year.



Former Chapter 5 member and board member and former State President Glenn Davis receiving an Honorary Lifetime Membership in Chapter 5.

Shop Drawings

United Alignment and Tire was drawn in our June Drawing, and was not present to collect the \$240 prize!

In July, Mark Christopher Chevrolet was drawn, and Joe Gomez was present to win the \$260 prize. Congratulations Joe! In August, the prize resets to \$200.

Remember, you must be present to win!



presents

The Future is NOW. Are YOU Along for the Ride?

Join US! A truly unique opportunity to get an inside look at **DRIVERLESS CAR TECHNOLOGY**. Understand where we really are. The direction we are heading.

What is the future of YOUR SHOP?



Saturday,
September 9, 2017

with **Fred Gruner**

- Principal Hardware Engineer at NVIDIA, in charge of functional safety for CPUs for Driverless Car Technology
- Masters in Computer Engineering
- 23+ years experience in high speed computer chip design
- Worked in Blue Chip and Fortune 500 Companies, including Intel
- Fred holds over 50 patents
- ASCCA Chapter 48 Board Member
- 2nd Lieutenant Civil Air Patrol



RSVP TODAY!

stay for the

Paul Frech

Memorial Luncheon

11:30am-1:30pm

ASCCA will remember Paul Frech, a long standing member, Chapter 50 President and industry advocate with family members and longtime friends.

Lunch buffet is complimentary as an ASCCA member benefit. Please register.



ASCCA TEAM WEEKEND

at

Gustafson Brothers Automotive

19161 Gothard St, Huntington Beach, CA 92648

Breakfast: 7:30am

Presentation: 8:00am

Cost: \$0 for ASCCA Members

REGISTER

Online: <https://www.ascca.com/events>

Phone: ASCCA Office (800) 810-4272

Email: Mary at MPuttermann@amgroup.us

TAX AND BUSINESS TIPS FROM NORM BLIEDEN, CPA

Tax-free income

Yes, that's correct, there are some forms of income you receive that may be tax-free. Here is a list of eight common sources of tax-free income.

- 1. Gifts.** Gifts you receive are not taxable income to you. In fact, they are not subject to gift tax to the person giving the gift as long as the gifts received in one year from one person do not exceed \$14,000.
- 2. Rental income.** If you rent your home or vacation cottage for up to **14 days**, that rental income does not need to be reported. Homeowners often can earn some tax-free income by renting out a home while a large sporting event (Superbowl or a golf event) is in town.
- 3. Child's income.** Up to the standard deduction amount (\$6,350 in 2017) in earned income (wages) and \$1,050 in unearned income (interest) for children is not taxed. Excess earnings above these amounts could be taxed and \$2,100 in unearned income is taxed at the parent's higher tax rate.
- 4. Roth IRA earnings.** As long as you meet this retirement account type's rules, earnings in a Roth IRA are not taxed.
- 5. Child support revenue.** Income you receive as child support is not deemed to be taxable income. On the other hand alimony received is taxable income.
- 6. Home sales gains.** Up to \$250,000 (\$500,000 for married filing jointly) in gains on the sale of a qualified principal residence is not taxable.
- 7. Scholarships/fellowships.** Money received to cover tuition, fees, and books for degree candidates is generally not taxable.
- 8. Refunds.** Federal refunds (technically you've already accounted for this income) and most state refunds for non-itemizers are also tax-free.

This is by no means a complete list of tax-free income, but it's nice to know that some areas of tax law still benefit taxpayers.

Reap the benefits of hiring your child for the summer

Hiring your children to work in your business can be a win-win situation for everyone. Your kids will earn money, gain real-life experience in the workplace, and learn what you do every day. And you will reap a few tax benefits in the process. The following guidelines will help you determine if the arrangement will work in your situation.

Make sure your child works a real job that he or she can reasonably handle, no matter how basic or simple. Consider tasks like office filing, packing orders, or customer service.

Treat your child like any other employee. Expect regular hours and appropriate behavior. If you are lenient with your child, you risk upsetting other employees.

To avoid questions from the IRS, make sure the pay is reasonable for the duties performed. It's not a bad idea to prepare a written job description for your files. Include a W-2 at year-end.

Record hours worked just as you would for any employee. If possible, pay your child using the normal payroll system and procedures your other employees use.

Hiring your children works best if you are a sole proprietor. It has additional tax benefits not available if your business is organized as a C corporation or an S corporation.

If you have questions, give us a call. Together we can determine if hiring your child is the right course of action for your business and your family.

Three actions to save for retirement

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If you haven't started saving for retirement or you haven't saved *enough*, here are three actions you can take to put you in a better position during your golden years:

Contribute as much as possible every year to a 401(k) pretax retirement plan, up to the \$18,000 maximum, or \$24,000 if you are age 50 or older.

Contribute as much as possible to a Traditional or Roth IRA every year, up to the \$5,500 maximum, or \$6,500 if you are age 50 or older.

Contribute as much as possible to a health savings account (HSA), which can be used to offset medical expenses, up to \$3,400 a year, or \$4,400 if you are age 55 or older.

Five home office deduction mistakes

Here are five common mistakes of those who deduct home office expenses.

1. Not taking it. Some believe the home office deduction is too complicated, while others believe taking the deduction increases your chance of being audited.

2. Not exclusive or regular. The space you use must be used *exclusively* and *regularly* for your business.

Exclusively: Your home office cannot be used for another purpose.

Regularly: It should be the primary place for conducting regular business activities, such as record-keeping and ordering.

3. Mixing up your other work. If you are an employee for someone else in addition to running your own business, be careful in using your home office to do work for your employer. Generally, IRS rules state you can only use a home office deduction as an employee if your employer doesn't provide you with a local office.

4. The recapture problem. When selling your home you will need to account for any home office depreciation. This depreciation recapture rule creates a possible tax liability for many unsuspecting home office users.

5. Not getting help. The home office deduction can be tricky, so ask for help, especially if you fall under one of these cases.

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 at tel (626) 440-9511

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ASCCA State Association Committees and Chapter Reps Report

ASCCA Committees... What are They Up To?

The Government Affairs Committee, chaired by Tracy Renee, working with ASCCA lobbyist Jack Molodanof, is working diligently to track Assembly Bill 1274 and keep ASCCA members updated as it moves through the legislative process. Please continue to share the updates on AB 1274 within your chapter, and if you have any questions, contact ASCCA Executive Director at (800) 810-4272 ext. 104.

ASCCA's Public Relations Committee, chaired by Jerry Kubitsky, has officially rolled out the 2017 countertop display contest, featuring the new interchangeable countertop display. Responses have already been pouring in, and right now the tally is NorCal (32) and SoCal (20). To submit your countertop display photo, send it to Ryan King at rking@amgroup.us.

The Revenue and Benefits Committee, chaired by John Eppstein, is continuing to work on securing new corporate partners and endorsed vendors, and is proud to announce ASCCA's new corporate partner, Motul motor oils and lubricants. Welcome Motul! The committee will also be sending out Member Benefit Survey to all of ASCCA members to get their feedback on the member benefits that ASCCA provides.

The Membership Committee, chaired by Mitch Mendenhall, discussed the development of materials to be provided to ASCCA's membership liaisons, as part of the new membership growth campaign. The committee is also working to develop an exit survey, to be given to members leaving the association to identify ways that ASCCA can boost membership retention.

The Chapter Representatives Committee meeting, chaired by Rich Lezcano discussed important Chapter reminders, including the Chapter audit of records and the legislative update on AB 1274. As a reminder, ASCCA has a responsibility to confirm each Chapter's compliance with state and federal 501 (c) 6 guidelines, such as following generally accepted accounting practices and filing state and federal taxes. To ensure this compliance, ASCCA is requesting copies of several documents. The deadline to submit these documents is July 31, 2017. If you have any questions, please direct them to ASCCA Executive Director Gloria Peterson at (800) 810-4272 ext. 104.

Join us for a special conversation about autonomous vehicles at our September team weekend!

Attendees at our September Team Weekend will enjoy a truly unique opportunity to get an inside look at driverless car technology. Understand where we are, the direction we are heading, and gain insights into the future of your shop with speaker Fred Gruner, Principal Hardware Engineer at NVIDIA, in charge of functional safety for CPUs and driverless car technologies.

ASCCA's Corporate Partners- We couldn't do it without them!

Welcome to our newest corporate partner - Motul! A slide show of all corporate sponsors has been distributed to display at your Chapter meetings to say THANK YOU!

Upcoming Events

September 9 & 10

ASCCA Team Weekend at Gustafson Brothers in Huntington Beach, California.
Join us for committee meetings, ASCCA board meeting, and more!

Honesty, Service And Integrity: The Details That Matter Most To Customers During The Vehicle Service Process

David Rogers

This probably doesn't come as news to you, but every new customer who walks through your doors comes preloaded with trust issues. They have already been betrayed by their car and probably also by the dealer at one time or another, and they expect you to be the latest one to disappoint them.

It doesn't have to be this way. Showing customers that they're getting more value out of their service experience can be a game-changer for your shop. Customer service doesn't hinge on the loaner car or the free WiFi. And, it's not all about the hot chocolate and warm cookies, or even the way you text your customer with details about the repair.

The details that matter most during the service and repair process are probably the reasons that prompted you to open your own shop in the first place: honesty, service and integrity. If that's hard to believe, it might help to understand where I'm coming from before we dig in to how we run our shop.

My background is in hospitality. I've run restaurants, been a maître d' at a five-star hotel, owned nightclubs and worked as a service writer for many years. I consistently wrote more than \$1,000,000 in service back in the 1990s when our labor rates were closer to \$50-\$60 per hour, and have been running a shop and helping turn around other shops every day since.

I don't tell you these things for any other reason than to explain that time and again — across industries, services and customer bases — that being honest, ethical and straightforward is the most direct path to success. Instilling these core beliefs into our business was a critical part of our shop growing from \$1.5 million to \$3.5 million in about three years.

For the purposes of this article, here's how you boil honesty, ethics and being straightforward down to the details to be the shop customers are looking for.



Hold Your Technicians Accountable to do a Complete Inspection

What if I told you there was something your shop could do today that would build trust with every customer, raise your average repair order and dramatically increase sales? What if it also didn't cost a cent to implement?

That something is the vehicle inspection — the detail that matters most during the service and repair process. Beyond your ethical and legal responsibility, it is the secret to growing your business sustainably and profitably.

But better inspections aren't all about the forms, workflow systems or process you use. Better inspections start with accountability. Every technician must inspect every vehicle, every time. And this means two things for you, the owner. It means the technician must understand the importance of doing a complete inspection, every time, while also understanding the value it brings to customers. They must see how the inspection leads directly to a larger paycheck and, where possible, their pay plan should encourage doing thorough inspections.

Along with the incentive, there must be measurement. You must track how thoroughly the technician is inspecting every vehicle, how they're doing compared to their benchmarks every day and what they must do to improve that number.

When you hold your technicians accountable to do an honest assessment of the condition of your customers' vehicles every time, you can work on the other most critical detail that distinguishes top shops.

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Hold Your Service Writers Accountable to do a Complete Advisement

The second most important detail during the service and repair process is doing a complete advisement. The technician has already done a complete inspection, so now the service writer must be willing to present everything to the customer.

The order in which things are presented is also important. Helping the customer prioritize is critical.

But all that is meaningless unless the service writer is willing and able to present that inspection to the customer. The percentage of service writers who present only what they think they can sell is astronomical, which means two things for your shop.

The service writer must understand the importance of presenting every recommendation, every time. And, where possible, their pay plan should encourage the same. If they don't see the value, the service writer will pencil-whip the advisement.

And just as with technicians, measurement, accountability and incentives go hand in hand. If you're not tracking your service advisors' effectiveness at closing recommendations, you can't hold them accountable to perform.

Pay plans need to be synchronized across all employees and designed to remove disincentives. Otherwise, a plan can ruin employees' morale and cost a shop hundreds of thousands of dollars.

Do It For Every Car, Every Day

If this sounds incredibly basic, that's good, because it means that you understand the importance of measurement and accountability for getting your team to perform.



But, I'd counter by asking: "Does your shop do this even when there's a line out the door in the summer?"; "Do you always inspect every car, even when you're backed up?"; "Do you present every recommendation, even when there's a service writer who's out sick?" or does your measurement show that inspection and advisement both take a dip when things get hectic?

We don't just measure our shop. We measure hundreds of other shops across the country, and have been for almost 20 years. I can tell you from a data standpoint that the overwhelming majority of shops don't get this process right.

This leads to shops leaving an incredible amount of money on the table. But instead of getting the basic details right, some turn to unethical means to make up those lost profits — making it harder for every shop owner to win trust and build loyalty.

The secret to running a successful, profitable shop is simple: it's about being ethical, honest, caring and trustworthy.

The details that matter most are the inspection and advising process. Your shop should care enough about your customers to do these steps thoroughly — on every car, every day. To execute on this, you must be engaged in constant training, and even more constant measurement and adjustment with the proper data and tools.

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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. As a Chapter 5 member, you also qualify for a \$50 rebate after you complete the class, making your final cost only \$45! **The next class is September 30, so register now!**

Anatomy Of A Lawsuit Not ‘As Seen On TV’

Susan Bassford Wilson

Some of you have been sued, and some of you have not. For employers new to the litigation arena, one of the most common questions I’m asked is, “What happens next?” However, by the time you are sued, the battle has already been partially fought. So let’s talk about best practices leading up to being served with a suit that may help you avoid costly litigation or limit its impact, as well as what to expect when you’re expecting a claim.

Pre-Litigation Strategies

It may be cliché, but the best offense often is a good defense. The first step in avoiding a Charge of Discrimination (Charge) or lawsuit is ensuring you have lawful practices and policies in place. As we have discussed in previous articles, a good employee handbook records the company’s rules and communicates them to your employees in an easy, understandable way. If a handbook is well drafted, it provides helpful information on what’s expected from employees and what they can expect from their employer. It can also provide the foundation for any employment decisions you need to make and – if the situation arises – forms the backbone for the defense of many lawsuits brought against you by employees. However, if it’s drafted poorly, it can be the foundation for an action against you.

Similarly, a good hiring process is beneficial in several ways. Ensure that you create and maintain an accurate job description and job application. During the interview, be mindful of the questions you ask and the information you are trying to obtain. Well-designed interview questions are an effective tool in evaluating an applicant’s qualifications, experience and personality, but bad interview questions can set a company up for civil liability. Finally, keep the documents related to not only the applicant you hired, but also the applicant pool in case a failure-to-hire claim is made.

While a current employee will sometimes file a Charge or suit, typically it is employees who have been or are about to be terminated who bring claims. In most situations, progressive discipline is the best path. While some incidents do warrant immediate termination (things like threatening a co-worker with a weapon or sexual assault), many issues are not that severe. In those situations, you may want to start with a verbal warning (which you write down). The next step is a written warning, and then a final written warning that may be coupled with a short suspension without pay.

Finally, management training is priceless in avoiding or preempting employment claims. However, even if you do everything right, chances are good that you will still face a disgruntled employee at some point.

The Charge of Discrimination

Many claims an employee can bring against an employer require administrative exhaustion, which is a fancy way of saying an employee must first file a “Charge of Discrimination” before filing a lawsuit. The Equal Employment Opportunity Commission (EEOC) launched a pilot program in March that allows individuals near select metropolitan areas to file an inquiry and schedule an appointment with the EEOC online. Since employees can now get the ball rolling without having to wait on hold, we may see an upturn in the number of charges filed.

And that brings us to a pressing question: What should you do if you receive a Charge of Discrimination?

First, don’t ignore it. A Charge will often be sent to the location where the employee worked instead of to a registered agent. Thus, your designated mail sorter at every location needs to understand that a Charge must be forward to you immediately so that you can respond in a timely manner.

Second, call your insurance company promptly. If your company has Employment Practices Liability Insurance (EPLI), the expenses incurred in responding to the Charge may be covered or counted toward your deductible. Keep in mind you have a limited amount of time to notify the insurer of a claim, and a Charge is definitely a claim.

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Third, call your lawyer! If you do not have an employment attorney, seriously consider retaining one. You can represent yourself at the EEOC stage or you can be represented by an attorney who is not an employment lawyer; but it is best to have the help of someone who is familiar with the applicable law and the agency processes. Further, the strategic decisions you make at the Charge stage are key to the course of future litigation, so your response should be the result of thoughtful analysis of the allegations and the known facts.

Fourth, don't throw anything away. The duty to preserve generally arises when litigation is reasonably anticipated, which certainly occurs when a lawsuit or Charge is served or a governmental investigation initiated. The failure to preserve potentially relevant information is called spoliation, and a court can order sanctions for this type of conduct. Plus, your attorney will want to review everything related to the employee who filed a Charge, so it doesn't hurt to go ahead and get it together for her.

Once you have taken these initial steps, you will then typically submit a Position Statement in which you can explain your response to the allegations. In rare cases the EEOC or state agency will file a claim on behalf of an employee. However, the agency will usually issue a Notice of Right to Sue to the employee, which allows the employee to file suit in court.

The Lawsuit

Any day that you learn you've been sued is a bad day. As when you receive a Charge, notify your insurer and your attorney immediately when you are served with a Complaint (sometimes called a "Petition") – you do not want to miss certain deadlines to Answer or challenge the Complaint. The Complaint sets forth the ways the employee thinks he or she was treated illegally, and your Answer sets forth whether you agree or disagree with each claim in the Complaint.

And then comes discovery. Discovery is often the most time-consuming part of litigation because the employee can ask you for documents and information in an attempt to support his or her claims. And you get to do the same. Both sides also get to depose witnesses, which means you may ask witnesses questions under oath to learn what information they may know.

Once discovery is complete, often one or both parties will file a motion asking the court to find for them. If neither side succeeds on that motion, then the case will proceed to trial. And after the trial, one or both parties could appeal the verdict to a higher court. Thus, depending on the claims and the court you are before, the process could take one year or it could take five. It is rarely as clean and quick as depicted on some TV legal dramas.

Option B: Settlement

Few cases proceed to trial. The costs associated with litigation are high for both sides, as is the time and energy expended in litigation. At any point in this series of events, the parties could decide to settle a case for monetary damages, reemployment or any other consideration.

Conclusion

While there is no way to guarantee that you will not receive a Charge or a lawsuit, knowing some best practices to avoid them and what to expect once they arrive may help you to navigate a challenging situation.

This column is made available by the lawyer and publisher for educational purposes only, to give you general information and a general understanding of the law, not to provide specific legal advice or to establish an attorney-client relationship. This column should not be used as a substitute for competent legal advice from a licensed professional attorney in your state.

Susan Bassford Wilson is an employment attorney in the Midwest with the nationwide firm of Constangy, Brooks, Smith & Prophete, LLP. She can be reached at swilson@constangy.com or on Twitter at [@bassfordwilson](https://twitter.com/bassfordwilson).

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The ASCCA Advantage

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

Endorsed Vendors and the Value They Bring to Us

INSURANCE & LEGAL SERVICES

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

EE & MB CoreMark Insurance Services – Competitive dental & vision plans exclusively available to ASCCA members. Mat 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, CS & 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 & MB 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 Repair Pal – Independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000-mile warranty. Millions of visitors monthly to our website. Get certified and meet new customers through our optional partner programs such as USAA and Cars.com. Customer Service (800) 969.9204, www.repairpal.com, repairpal-shops.com

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

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

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



writers use products and strategies developed at AESwave.
Mario Vejar, Toll Free 877-351-9573, info@aeswave.com
www.aeswave.com

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

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

MB HotelStorm – Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit hotelstorm.com/ascca and use password Auto 1234 to get your discount.
hotelstorm.com/ascca

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

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 O'Reilly Auto Parts – O'Reilly has been dedicated to the Professional since 1957. ASCCA members that choose to partner



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with O'Reilly have access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform everyday, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, early-pay discounts, electronic ordering discounts, and more. ASCCA@oreillyauto.com

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

ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

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

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

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

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

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

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

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 ascca.05@gmail.com with questions or suggestions for the chapter web site.
- 7. CHAPTER JOB BANK.** The Foothill Chapter has established its own Job Bank Network for member shops. If you have a qualified applicant you can't use, or if you need to hire someone, send a summary email to ascca.05@gmail.com & your information will be forwarded to the entire Chapter 5 membership.
- 8. CHAPTER ASE LENDING LIBRARY** Call Darren Gilbert at (626-282-0644) or email him at gilbertmotors@yahoo.com for more information.
- 9. CHAPTER SOCIALS.** Our Socials Chairman, Jack Scrafield (818) 769-2334, arranges outstanding social events for us throughout the year. We've visited JPL, the J. Paul Getty Museum, had many "Day at the Races" at Santa Anita Race Track, toured the Autry Museum of Western Heritage, taken a murder mystery train ride including a delicious dinner, attended the races at Irwindale Speedway, had bowling dinner parties at Montrose Bowl, had several excellent parties, and toured the J. P. Nethercutt Collection of beautiful classic automobiles. Jack would like to hear from you with your suggestions for future social events.
- 10. ASCCA NET PRESENCE.** ASCCA has established a home page at <http://www.ascca.com/> The ASC web page has three target audiences: 1) ASC members now have a quick, easy reference on their computer to keep them abreast of what is occurring in the state association and within the automotive repair industry; 2) California shops that are not ASC members can learn more about the advantages of being an ASC member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASC members quickly and easily on the ASC web pages. All ASC members statewide are listed. Soon, your shop website will be able to have a link on the State site.
- 11. FREE CPA CONSULTS.** All ASCCA Chapter 5 members are entitled to a half-hour of free telephone consultation each month from chapter member Norm Blieden, CPA. The service is not limited to shop business though Norm has extensive experience in shop-related matters. This member benefit can save you a ton of money and a lot of headaches. Call Norm at 626-440-9511.

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

Chapter 5 Associate Members

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

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

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The sign will fit perfectly under or over the ASCCA sign. If you haven't upgraded your old ASC sign, it's time to do so. We want people to recognize who we are at a glance.

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

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Complete new signs are \$35 each.

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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

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
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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

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

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

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

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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)
Phone..... (213) 483-9300

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

CA Senator Josh Newman..... (R-29)
Phone..... (714) 671-9474

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

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



ASCCA

Foothill Chapter 5

August 1, 2017

JOIN US FOR OUR AUGUST 1 DINNER PROGRAM AT MIJARES MEXICAN RESTAURANT

David Fischer of California Employer's Services
Update on OSHA changes and enforcement. How to avoid employee law suits. How to KNOW that you are in compliance as an employer.

Menu:

Taco/Tostada Buffet
Soda & Coffee
Beer & wine available

Where:

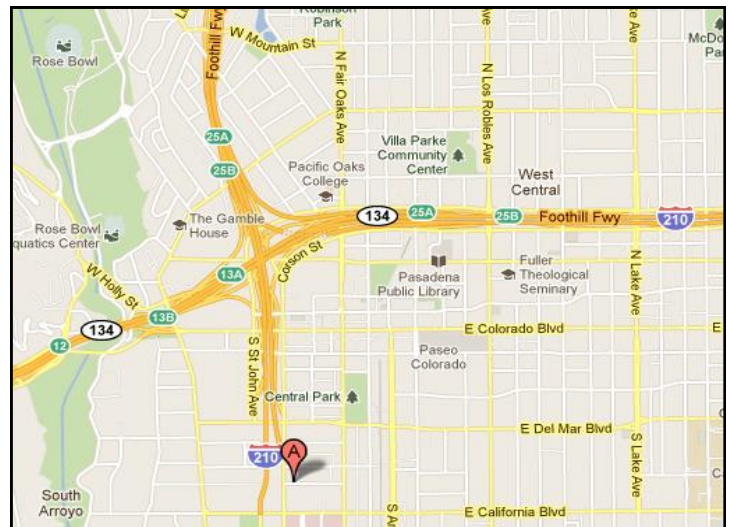
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

Tuesday, Aug 1, 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, there is more parking in the marked spaces across the alley or in an additional lot at the north end of the alley. You can also park on the street.

UPCOMING MEETINGS & EVENTS

August 1 – David Fischer of California Employer's Services

Aug 1– David Fischer
Sep 5 - Maylan Newton
Sept 9 & 10– Team Weekend at Gustafson
Brothers in Huntington Beach

Oct 3 - Oktoberfest Bowling
Nov 7 - Mitch Schneider
Dec 2 - Christmas Party at Oak Tree Lounge