



ASCCA

Foothill Chapter 5

October 2017



President's Message:

Hello everyone,

It's October and fall is here. The seasons are changing and hopefully our businesses are growing and evolving.

I wanted to take a moment to remind everyone that ASCCA is here to support you and your company. ASCCA is here to help support your business, to help grow it, and most of all succeed. If you haven't been to the ASCCA.com website in a while, take a moment and look at our [Advantage Page](#), and see all the partners we have who can help you, and all the ways they can save you money and time in your business.

October as always is about blowing off steam, having a party, and enjoying the camaraderie of our fellow shop owners. So join me this Tuesday, October 3rd, for annual Oktoberfest bowling tournament at Montrose Bowl. I look forward to seeing everyone there

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

UPCOMING MEETINGS & EVENTS

Oct 3 - Oktoberfest Bowling

Nov 7 - Mitch Schneider at Mijares Restaurant Dec 2 - Christmas Party at Oak Tree Lounge

AT OUR SEPTEMBER MEETING WE ENJOYED ANOTHER GREAT TACO/TOSTADA BUFFET AND KEY TEACHING FOR SERVICE ADVISORS FROM MAYLAN NEWTON



Shop Drawing

Tony's Auto Repair was drawn in our Shop Drawing, but was not present to collect the \$220 prize! In October, the prize increases to \$220. Remember, you must be present to win!



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
Date Change: October 7	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 October 7, so register now!**

TAX AND BUSINESS TIPS FROM NORM BLIEDEN, CPA

Tax Filing Reminders

October 16 –

Filing deadline for 2016 tax returns for individuals or C corporations if you requested/received a six-month extension. Pay taxes due by this date.

Deadline to recharacterize a Roth IRA to a Traditional IRA.

Deadline to fund your Keogh or SEP plans if you requested a filing extension.

How to Ace the FAFSA

The Free Application for Federal Student Aid (FAFSA) is a tool that students use to apply for more than \$120 billion in federal funds. Unfortunately, each year many students miss out.

Even if you don't think you or your child qualify for federal aid, filling out a FAFSA is important because it could be used to determine eligibility for nonfederal aid and private funds.

FAFSA available October 1, 2017

Previously, the FAFSA was unavailable until January. A recent change makes the application available October 1, 2017. That's because the 2018-19 FAFSA can be completed with your 2016 tax info.

Avoid FAFSA mistakes

Don't forgo federal student aid by making one of the following common filing mistakes:

Mistake: Not reading the instructions or questions

Tip: Answer all questions – even if the answer is zero. If left blank, the question will be considered unanswered. Check the FAFSA website if you are unsure of definitions of key FAFSA terms.

Mistake: Incorrect, incomplete or non-matching data

Tip: Complete the FAFSA online. It takes only 3-5 days to process when submitted electronically. The online version has built-in safeguards that identify and prevent many errors.

Mistake: Not filing on time

Tip: Get the application submitted ASAP. The sooner you or your child gets started, the higher the likelihood of being awarded funds since many are distributed on a first-come, first-served basis.

Remember, students need to complete a FAFSA each year because eligibility does not carry over and can vary based on circumstances.

Renew your ITIN now

If you have an Individual Taxpayer Identification Number (ITIN) rather than a Social Security number (SSN) you may need to take action or you'll be unable to file a tax return for 2017.

What to know about ITINs

ITINs are identification numbers issued by the U.S. government for individuals who do not qualify to receive an SSN. An ITIN can be used to file tax returns and is also a form of identification often required by banks, insurance companies and other institutions. Unfortunately, ITINs are also a source of identity fraud. To combat this, the 2015 PATH Act made substantial changes to the program. Now a number of ITINs will expire if not renewed by December 31, 2017.

No ITIN, no problem. If you do not have an ITIN, but have an SSN, this expiration does not affect you.

No tax return in past three years. ITINs that have not been used when filing a tax return at least once in the past three years will automatically expire on December 31, 2017.

Middle digits of 70, 71, 72 and 80 also expire. The new law creates a rolling expiration date for all issued ITINs. The key number to look for is in this position: 9xx-XX-xxxx. If your ITIN has any of those numbers, you'll need to renew it. Last year the middle digits of 78 and 79 expired.

(Continued on page 5)

(Continued from page 4)

Renew your ITIN

Don't wait until the last minute and then discover your tax return has been rejected and your refund is delayed because of an expired ITIN. To renew, fill out Form W-7 with the required support documents. To learn more, visit the ITIN information page on the IRS website.

Business tax: time to consider Section 179 Business Depreciation Allowance ?

Section 179 expensing can be a very powerful tax-planning tool for small- and medium-sized businesses acquiring capital assets. While it doesn't change the amount of depreciation you can take over the life of a capital purchase, it can change the timing by allowing you to deduct your purchase in the first year you place it in service.

Review these details if you're considering depreciating your business assets under Section 179:

- Section 179 allows deducting the expense of up to \$510,000 of qualified business purchases.
- A Section 179 deduction cannot create a loss for the business.
- A Section 179 deduction must be for business use. If an asset is not entirely used for business, the allowance is reduced.
- If you sell a Section 179 asset prior to the full depreciation period, you will have to record any sales proceeds as taxable income.

Many states limit the use of this federal shifting of depreciation.

Taking Section 179 for capital purchases can be useful, but it's not for everyone. Using it for an immediate tax break means it'll no longer be available for future years.

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 Tel (626) 440-9511.

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The Key To Maintaining Consistency

Joe Carubba,

We recognize that our organization's ability to consistently deliver the best quality, speed and cost performance is critical to our success today and in the future. The key word here is "consistently." We can't sometimes deliver the best performance – we need to deliver it every day.

SOPs

Our strategic thinking and planning, relating to how we continuously improve our consistency across the entire end-to-end process, includes many key points.

Our documented standard operating procedures (SOPs) serve as the foundation for consistent performance. Documenting SOPs is not a one-time event.

Ben Franklin once said, "The only thing certain in life are death and taxes." That means everything else is subject to change – and continuous change means continuous improvement of our documented standards.

Before we drill down further, let me share a favorite quote from one of the best football coaches of all time, Vince Lombardi, who said to his team, "Gentlemen, we are going to relentlessly strive for perfection, knowing full-well we will not achieve it because nothing in life is perfect. Nonetheless, we will relentlessly chase perfection and catch excellence in the process." This quote by Lombardi sums up our view of the need to practice continuous improvement: being a little better every day, and consistently working on consistency.

The Top 6

Following are the top 6 areas we focus on as part of our effort to maintain consistency across our entire end-to-end process.

1. Alignment: We start at the beginning, delivering orientation training to both new and existing associates. We use the orientation training to gain alignment around the organization's vision, mission, values and much more.
2. Our standard operating procedures (SOPs) are well-documented and shared with all associates.
3. Our operations management team audits the application of SOPs and coaches our associates when SOPs are not being followed.
4. We review our key performance indicators (KPIs) with our entire management team, who then communicate our performance successes and improvement opportunities with our associates.
5. We hold our managers accountable to leading compliance of our standards.
6. We view our end-to-end processes not as a single process but as a series of mini companies with each activity being delivered to the downstream "internal customer." Our end-to-end mini company structure includes: scheduling, customer intake and vehicle check-in; disassembly; damage analysis; parts procurement; quality verification; production; paint; assembly; detail; and delivery. We develop and maintain SOPs for each supplier (the upstream process) and each internal customer (the downstream process).

We've found achieving consistency delivers many extraordinary benefits:

- Quality workmanship and customer experience improves
- Cycle time and productivity improves (speed)

(Continued on page 9)

Should You Be Open On Saturdays?

Bob Cooper,

There is no easy answer to this question, but here at Elite we can give you some points that you need to consider. We realize that you are paying rent, insurance, etc. on a 24 hours a day, 365 days a year basis, so many will argue that you should be open on Saturdays since you're already incurring many of the fixed expenses. Some will also argue that if you are closed on Saturdays, then stranded customers, or those who can't make it in during the week, will wind up at your competitors' shops. Obviously there is truth to that argument as well. But before you make a decision to open up your shop on Saturdays, or to continue to remain open on Saturdays, here are five considerations that should not be overlooked.

#1. Run the numbers and pay close attention to the details. By being open on Saturdays you'll more than likely incur the added cost of overtime, which will escalate your operating expense, as well as the expenses that are based on payroll, such as insurance. The bottom line is that you'll need to come to a conclusion as to exactly how much you'll need to generate in Saturday sales (closed RO's) to make it a worthwhile endeavor for your business. Also, in running these numbers to determine whether being open on Saturdays will be profitable for your shop, you need to make sure that when you forecast your necessary Saturday sales you're not counting work that you would have otherwise performed during the week.

#2. The consideration that is most commonly overlooked (but that can cost you a fortune) is the cost of employee morale. If you plan on having your techs and service advisors put in the extra day, there will be a hefty price that you will ultimately have to pay. You may very well experience lower productivity Monday through Friday, a decrease in the quality of customer service, or an increase in employee turnover, just to name a few. We realize that some of you may be telling yourselves that you have some young, motivated guys and gals who would love to be open on Saturdays so they can earn a higher income, but you'll more than likely find that the excitement wanes over a short period of time. Opening your doors on Saturdays may be great for short-term performance, but odds are, it will not be the best choice when it comes to long-term business building.

#3. Whatever you do, don't ask your customers if they would like to see you open on Saturdays! Far too many shop owners place value on these opinions when the overwhelming majority of them will naturally say "yes" since it's to their benefit, and there is absolutely no downside for them.

#4. Take Saturdays for a "test drive". If you feel being open on Saturdays is something you just can't pass up, then before you tell the world, you should have a skeleton staff work on Saturdays for 90 days and then measure the results. During this test drive, make certain that your entire staff understands that the Monday through Friday goals will still need to be reached, and that Saturday is not to be used as an optional "bring it in for service" day for your existing customers who contact your shop during the week. Otherwise, you're robbing Peter to pay Paul. To accurately measure the profitability of being open on Saturdays, they should be reserved for incoming Saturday calls and walk-ins.

#5. Lastly, consider this: If your intent is to drop as much money onto the bottom line as quickly as possible, then opening on Saturdays may very well be a good decision for you. And if that is the case, you may want to consider being open on Sundays and holidays, too, because the same financial logic prevails. On the other hand, if your interest is in building a profitable, successful business that will grow in value over the long-term, and in creating a great environment for your employees to call their home away from home, then closing on Saturdays, and losing some potential sales along the way, will more than likely be the perfect choice for you.

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Training Your Techs Reduces Turnover And Will Help Take Our Industry To The Next Level

Tom Palermo,

Turnover is a problem that affects every business. It is frustrating to spend time investing in employees, learning what makes them tick, and setting up an environment that is conducive to success, only to have them leave once you have taken them to the next level. While inconvenient, we have all been there and have had those sink or swim moments.

The real question is, how do we train our employees, increase their capabilities and retain them after we have invested our precious resources? In order to do that, we need to understand why we train and define how to make it work for us for the long-term.

Defining Why We Train

It is staggering to think how much this industry has changed in the last 15 years. Technology advances at an exponential rate and we have to stay on top of it all. The only way we can succeed is by constantly educating ourselves. This industry has become more of a practice and less of a trade. It is imperative that we approach our training strategies with this mentality. If we show our techs that this is more than a just a job, but a practice, a professional camaraderie can be established.

Success here will help take our industry to the next level, changing our customers' perceptions of what we do and how we do it. Not every technician will buy into this mentality, but the majority will. Remember, we all got into this profession for the same reason — we live to solve problems and conquer challenges.

There are many options today for training. Online training is very powerful and extremely convenient. I like to use this type of training to help technicians brush up on a topic or get initial exposure to new subject matter. Webinars can be helpful as well. The nice part about live webinars is that there can be some Q&A breakouts, depending on who is running the training.

Traditional classroom training is undoubtedly the most popular, and there is a good reason for that. If executed right by the instructor and embraced by students, it is highly effective. The ability to have an in-person Q&A and present real-world problems to the group on hand really emphasizes the collaborative exchange we want. In addition, the ability to network with industry peers is indispensable. Hands-on training is the most effective but also difficult to do in large groups and it is usually expensive. However, it gives us the ability to use our natural talents to learn by actually putting our hands on the subject matter. I honestly believe that we learn more effectively by “doing.”

Mentoring

Our industry has some interesting challenges facing it. There are more vehicles on the road and fewer people to service them. Couple that with a less-than-stellar “refresh rate” of qualified technicians entering the workforce and we end up in a situation where we need to think outside of the box.

Oddly enough, the method of training that was used for most of us is starting to regain traction, and that is the mentoring/apprenticeship model. To me, with the right candidate, this is the most effective form of training and educating. There is an added bonus to it as well. The relationships you can create during this process can be lasting and very fruitful. Most of us operate in a “family business” atmosphere, which means when you train someone as a mentor you are bringing that person into the “family.”

Never underestimate the power of loyalty that comes from that bond. When the “mentoring” process is complete, you end up with someone who knows exactly what your business needs and recognizes the path to get there. In addition, they feel like they have a home so it becomes more of passion rather than just another job.

(Continued on page 9)

(Continued from page 8)

From there, continuing education as described above will only strengthen that bond. Yes, it takes more time. Yes, you have to have the right candidate. However, if done correctly, it can be a game changer.

Team Spirit

You cannot expect your techs to be the only ones who are participating in training. As a shop owner, you need to participate in the training you require for your technicians, whether you pick up a wrench or not. By training with your techs, you will be setting the example of leading from the front. This will help to eliminate the “us against them” mentality that seems to be pervasive in our industry between technicians and management. Use training as a team-building opportunity to help get everyone on the same page and moving in the same direction. When I train with my techs, I make sure to relate the subject matter back to the vehicles we have seen recently that may have given us some trouble. Remember, a shop that trains together, stays together.

Sense of Ownership

Most of today’s training organizations welcome input directly from the shops they train. This is a perfect opportunity to get your techs involved in choosing the training they would like to see. When you involve them in the process of choosing, you are giving them a sense of ownership in their own improvement. Subliminally, they are also getting the message that you care about them and what they think. This may seem like a simple concept, but do not underestimate its power when it comes to loyalty. You would be surprised how many techs will step out of their comfort zone to learn something new when it is their idea rather than it being forced upon them.

More than ever, training is and will always be a critical part of our success. We as an industry need to be proactive. The advancement of technology and the constant change in this business require immediate action, but one size does not fit all.

No matter how hard you try, turnover is an unpleasant reality in our business. However, if you take a proactive approach and apply some basic people skills to the problem you can expand the capabilities of your people, make them feel like an integral part of your team and increase your shop’s bottom line in the process.

(Continued from page 6)

- Waste is eliminated, lowering costs
- Earning potential increases as productivity and throughput improve
- Workplace stress is reduced as everyone knows what’s expected of them and what they expect of their upstream internal supplier
- Associate morale improves
- On-boarding new associates is more effective and efficient

While we have improved our consistency and relative performance year over year, we’re still chasing perfection in our attempt to catch excellence. A few ideas we’re pursuing include:

- Developing SOP signage for key processes to further improve communication of our standards 24/7/365 to our associates, who are asked to execute the SOPs
- Including review of SOPs in our planned internal monthly newsletter
- Exploring a monthly reward system for best consistency

I hope sharing our thought processes about the importance of consistency stimulates your thinking and actions.

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Marketing To Women: From Curb Appeal To Cleanliness – Catering To A Target Market That Makes Vehicle Repair Decisions

Erin Shrout

Curb appeal is an essential element of marketing. When a customer drives up and glances at the exterior of L&M Auto Repair, I want them to see our warmth and authenticity. This is the impression before their first impression, so it's important that they feel invited.

My husband, Caleb, and I run a six-bay shop in Wichita, KS. The population here is just under 400,000 people and nearly half are families. This is our typical customer to whom we market. More often than not, it's the woman who is bringing the family car in for service, with children in tow, and we want to make her feel comfortable.

Knowing she is our target market, I like to think of myself as the customer: "If I needed to have my vehicle repaired, what would my expectations be?" As a mom, I want an environment that is clean and safe for my children, as well as one that provides quality and service that I can trust. So, this is exactly how I create my promotional campaigns.

Honesty is Always Our Best Policy

In the marketing and management classes we've taken, we are taught to implement "buttons." This is a term used to signify a trigger that will help attract your ideal customer. For us, the "button" is trust. And while some shops may prefer an image of a handshake to convey their message of trust, we use our family. Honesty is the foundation of trust and, let's face it, there is no one more honest than a child.

We have two girls, Olivia (age 5) and Madelyn (age 7). Recently, we had a family photo shoot and we thought that it would be fun to take pictures of the girls in a mechanic's jumpsuit. We use these images on our website and we feature them in marketing campaigns. I had a new customer come into our shop, holding one of our postcards, and he said, "I want her to fix my car." This technique works extremely well in our area because it helps them feel connected to us.

There's also something to be said about a shop that stands by its word. I market L&M as honest and trustworthy and we often use slogans like, "We've got you covered," and "Quality repairs you can count on." But we also practice what we promise. We offer a warranty, we use quality parts and we are running a 50-year-old business. We take pride in the longevity of the shop. It's a sign of stability, which is also important to our customers.

Designed With Our Customers in Mind

Within the last year, we remodeled our shop's physical appearance, as well as its brand. When we first bought the shop, you had to walk through three big bays and pass lifts with elevated cars to check out. One day, we had a woman come through nervously with her children, holding them tightly as she paid. That's when Caleb decided to change the entire layout of our shop's interior.

Shortly after that, he pointed to the "barn red" paint on the exterior and asked, "Do you think I need to paint this?" I quickly replied, "If I wasn't married to you and I were a single mom, I may question this appearance." Again, positioning my thoughts as our target audience helped. We receive so many compliments now that I'm almost embarrassed to think about how our shop looked before we remodeled it.

Another big change we made is that we went from eight parking spots to 29. We also added two beautiful signs, we incorporated a lot of bright colors and I hung colorful pictures, that I painted, on the waiting room walls.

The Three C's: Comfort, Convenience and Coffee

A woman's world can't stop while her car is being serviced. Our waiting area is quiet and comfortable and it has all of the essentials that any modern mom (or non-mom) may need. We have a coffee machine, a variety of snacks, a television, Wi-Fi and lots of kid-friendly books.

L&M has four loaner cars available as well, so if she needs to pick the kids up from school or make a quick trip to the grocery store, we have a minivan, an SUV and two sedans ready to go when needed. We once had a family of seven drive through our town and they needed immediate service. So, they borrowed our minivan, checked in at the local hotel and we had them out and back on the road by 9 a.m. the following day.

Whether I am marketing to women or to anyone else, honesty is first and foremost. I would never sell someone a service that they don't need and I would never deliver quality that isn't good enough for my own family. Sure, our girls are cute. But that's not why we use them in our marketing campaigns. We want our shop to be known for its integrity and family is the purest form.

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ASCCA Foothill Chapter 5 Member Benefits

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

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

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

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

- CP & MB CompuTrek** – Automotive Coaching & Training with PROVEN automotive system solutions coupled with implementation & accountability coaching, of individuals & teams, typically yields \$200,000+ in NEW GP Dollars in 12 months! ASCCA Members will receive a complimentary, Level 1 Business Evaluation. Purchase of a full Stage One Training Package includes your next year's annual ASCCA Dues! Dave Schedin, (800) 385.0724, dave@computreksystems.com
- CP & MB Educational Seminars Institute (ESI)** – Since 1984 ESI has been the forerunner in providing the independent repair shop with up-to-date full-facility training for the management team and personnel. ASCCA Members have exclusive access to discounted training courses as well as 30 minutes free business consulting advice per month. ESI services include personal coaching and consulting, service writer's school of America, educational programs and temporary fill-in service writer services. Contact Maylan Newton (866) 526.3039, maylan@esiseminars.com. Proud ASCCA members for over 30 years.
- MB Motor Age Training** – 25% discount on all ASE exam study guides. James Hwang (310) 857.7633

MERCHANT SERVICES

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

SOFTWARE PROVIDERS

- CP Autotextme** – A comprehensive, cloud-based tool that offers simple solutions for workflow management, improved communications, digital vehicle inspections, and quality control. autotext.me was created by Chris Cloutier of Golden Rule Auto Care to solve communication gaps that cause workflow delays and waste valuable rack time. Because autotext.me is created and developed by a shop owner, the company is uniquely positioned to understand what owners and shops go through and their need for continual process improvement. autotext.me has been proven to be an easy-to-implement, timesaving solution to common industry problems and is available to benefit all shop owners. Chris Cloutier (469) 546.5725, chris@autotextme.com

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

- CP & MB Shop-Ware** – The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. Scott Alton at (415) 890.0906 x106, contact_us@shop-ware.com. Ask for a special ASCCA member rate.

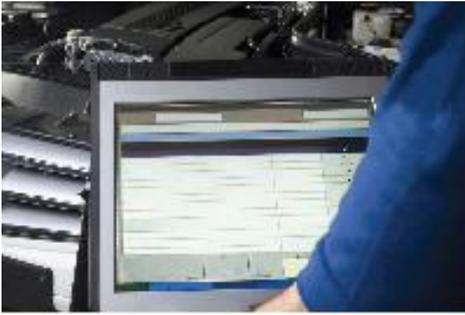
UNIFORM SERVICES

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

INTERNET MARKETING, WEBSITE DESIGN & SEARCH ENGINE OPTIMIZATION SERVICES

- CP & MB Broadly** – Through internet marketing, Broadly gets great customer reviews on Google, Facebook, and other review sites. ASCCA members get a FREE account set-up (valued at \$200). Call (800) 693.1089, write marketing@broadly.com or visit www.broadly.com
- CP & MB Kukui Corporation** – The Kukui All in One Success Platform is combined solution of custom online marketing tools, websites designed for higher conversion rates, customer relation management, search engine marketing, email marketing and customer retention, and revenue tracking tools. The Kukui solution empowers each of Kukui's clients with quantitative data showing their return on investment, the number of new clients based on their POS system, statistics revealing their customer retention rate, and areas to improve their business through the tracking of phone

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calls, appointment forms, and feedback from customer reviews. ASCCA members receive special pricing on custom website designs.

Todd Westerlund (925) 980.8012, Todd@kukui.com,
Patrick Egan (805) 259.3679, Patrick@kukui.com, www.kukui.com

CP & MB Repair Pal – Join the nation’s largest network of elite auto repair shops. RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. Our website gets millions of visitors each month from Google searching for “car repair estimate” and other phrases. In turn, each of our shops gets 8-10 new customer contacts per month, with an average repair order over \$500. We also get shops additional business through our partner program, CarMax, The Warranty Group, and USAA.

Russell Miller, rmiller@repairpal.com, www.repairpal.com

INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS

MB IATN – The International Automotive Technicians Network (IATN) is the world’s first and largest online network of automotive service industry professionals providing resources to members worldwide. ASCCA members enjoy a \$9-per-month discount off of the regular price of IATN Business+ premium membership. (Regularly \$45-per-month, ASCCA members \$36/month). This membership provides your shop with up to 5 premium access accounts, free job ad postings, a private forum for your shop and unlimited access to the IATN Knowledge Base allowing one to perform research within IATN’s databases of in-use industry knowledge collected over the past 20+ years. Scott Brown, (714) 257.1335 x3807 or cell (909) 257-9497, scott@iatn.net, www.iatn.net

CUSTOMER COMMUNICATIONS PROGRAMS

CP & 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

CP & MB Automotive Electronics Services, Inc (AESwave) specializes in sales and support of automotive diagnostic equipment. Each day, thousands of technicians, educators, trainers, engineers, and technical writers use products and strategies developed at AESwave.

Carlos Menchu, Toll Free (877) 351.9573, info@aeswave.com,
www.aeswave.com

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

Jim Gray, (704) 301.1500, jim.gray@autozone.com

MB BG Products – Provides maintenance services, equipment, training & consumer education materials. Eric Waln (949) 337.2484 / Eric Elbert (805) 490.6080, EricE@petrospecsBG.com, www.petrospecsinc.com.

CP & MB BP/Castrol – An innovative company that markets high-performance engine oils and business-building programs directly to independent workshop owners. For over 23 years, Castrol has been the only major marketer to manufacture its own premium, custom-made additives for its leading passenger car motor oils. They use the best combination of components rather than rely on commercial engine oil additive packages. Their patented, multi-functional additives combat against engine deposit build-up. Contact Castrol at (310) 699.5212 or Mackenzie.Merz@BP.com, <http://bit.ly/2qsuKiQ>.

MB 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

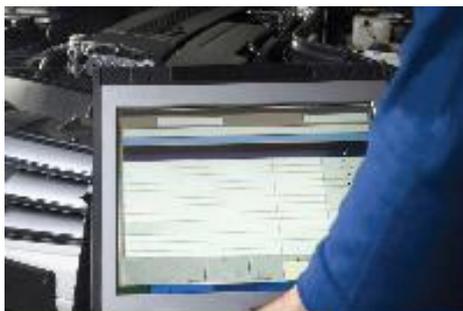
MB HotelStorm – Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit hotelstorm.com/ascca and use password Auto 1234 to get your discount.

concierge@hotelstorm.com, www.hotelstorm.com/ascca

CP & MB LKQ Corporation – LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.

Sean Lawson, (661) 301.6014, SLawson@LKQCORP.com

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CP Motul – A recognized specialist in synthetic lubricants, having been the first lubricant manufacturer to pioneer the formulation of a 100% synthetic lubricant for automotive engines, the 300V, making use of Esters technology and issued from the aeronautical industry. Motul's 8100 line of 100% synthetic oils have OE approvals from manufacturers such as Porsche, Audi, BMW, Mercedes-Benz, and VW. **Nicholas Bagley**, (909) 538.2042, n.bagley@us.motul.com

CP NAPA Auto Care – An integrated banner program that unites everything an independent repair business needs to prosper. Since 1984, the NAPA AutoCare family has grown to over 16,000-plus independently owned and nationally recognized automotive, collision, and truck service centers, making it the largest single aftermarket repair network in the country. NAPA's mission is to help all member businesses increase car count and sell more services. **John Hartman**, NAPA SoCal District Sales Manager, cell: (619) 300.4910, john_hartman@genpt.com

MB Office Depot – Streamlined business supply ordering process. Free delivery over \$50. Custom pricing and discounts for ASCCA members. **Michael Nitz**, 855-337-6811 Ext. 12809, Michael.nitz@officedepot.com, <https://business.officedepot.com/>

CP & MB O'Reilly Auto Parts – O'Reilly has been dedicated to the Professional since 1957. ASCCA members that choose to partner with O'Reilly have access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform everyday, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, early-pay discounts, electronic ordering discounts, and more. ASCCA@oreillyauto.com

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

Updated 9/8/17

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.

EE = Exclusive Endorsed Vendor CP = Corporate Partner MB = Member Benefit Provider

WWW.ASCCA.COM

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.)

Chapter 5 Associate Members

BG Products	Abe Chavira	805-857-5065	abec@petrospecsbg.com
Dorman Products	Frank Alviso	951-206-7023	falviso@dormanproducts.com
Frederick Blum Insurance	Fred Blum	626-401-1300	blum4@pacbell.net
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing / Justice Brothers	Tim Huddleston	805-584-0030	huddle5@sbcglobal.net
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Jeff Chin Diagnostics	Jeff Chin	818-929-9444	jchin.autologic@gmail.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Management Success!	Robert Spitz	818-500-9631	rspitz@managementsuccess.com
Mitchell 1 Software	Frank Joel	818-326-0602	fjoel@ix.netcom.com
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	gjardinad@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
asca.05@gmail.com***



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Get the Word Out!

ASCCA is

"The Sign you can Trust!"

Your Association has produced a marketing tool that you can implement immediately. The goal is to make ASCCA synonymous with "TRUST".

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.

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

ASCCA Shops ARE the BEST!

Add-on signs are \$15 each.

Complete new signs are \$35 each.

A small investment for Brand Identification!

Call Joseph at 626-296-6961 or

email to asca.05@gmail.com

for your sign.

*Chapter 5 Members get 30
minutes of free tax consultation!*



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How You Can Improve
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**Full-color Ad Prices for photo-ready ads
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Full page	\$300/\$900
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Business Card	\$40/\$120

**Call: 626-296-6961 or email:
asca.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

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 Gene Morrill.....(626) 963-0814
 Raul Salgado.....(626) 339-7566
 Dave Label.....(626) 963-1211
 Jack Scrafield(818)769-2334

Chapter Rep

Jack Scrafield(818)769-2334

Committee Chairs

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

Associate Member Board Rep.

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

Chapter Staff

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

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 Pasadena, CA 91104-2650

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

ASCCA State Contacts

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

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

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

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

Manager Digital and Social Media
 Sarah Austin.....(800) 810-4272 x110 or SSpencer@amgroup.us

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

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

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

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

Team Weekend Event Planner
 Lauren Stoddard...(800) 810-4272 x131 or LStoddard@amgroup.us

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

ASCCA Attorney
 Jack Molodanof(916) 447-0313 or Jack@mgro.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)
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CA Senator Ed Hernandez.....(D-22)
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CA Assembly Raul Bocanegra.....(D-39)
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 Email Assemblymember.Bocanegra@assembly.ca.gov

CA Assembly Chris Holden.....(D-41)
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 Email Assemblymember.Holden@assembly.ca.gov

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President Donald Trump.....(R)
 Phone(202) 456-1111
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OKTOBERFEST! ASCCA 5 Style!



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Montrose Bowl - 2334 Honolulu Ave.; Montrose, CA 91020

Sponsored by BG Products, Van de Pol & Motul

For many years, ASCCA Chapter 5 has celebrated "Oktoberfest" together at the Montrose Bowl. After all, it can't all be about business, can it?

We will have an abbreviated program, and our sponsors will be on hand to show us how their products can help us better serve our customers.

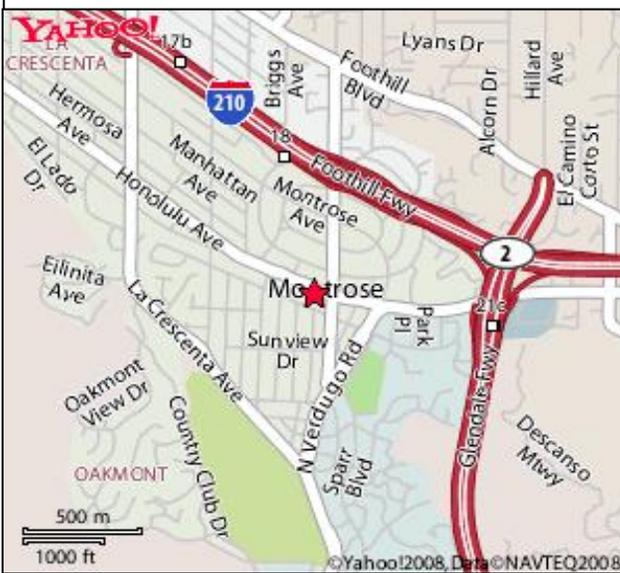
Enjoy bowling in a private 50's style bowling alley.

Bring the Family - Feast at the German Buffet
See if you can win one of these trophies:
(High Score Male & Female; Best Backwards Bowler; Best Opposite Hand Bowler)

This is a great opportunity to bring a potential member to meet members of our chapter, and to get a taste of who we are!

Bring your employees, too!

RSVP via Anyvite or asca.05@gmail.com
to reserve your place.



Directions

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