



ASCCA Foothill Chapter 5
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President's Message:

July, 2021

Greetings,

We miss your happy faces.

We miss the TACO BAR!

We will be having an open forum night to talk about:

- What we need to survive
- How we can help each other, and
- What challenges we have had to overcome

Hopefully, we are now on the swing moving forward .

With the decline in new car sales and the high price of used cars, we have a golden opportunity to thrive. Our time has come again! Let's be prepared.

I hope to see you on Tuesday, but remember, we are not over this yet. Please be safe; we don't want to go backwards again.

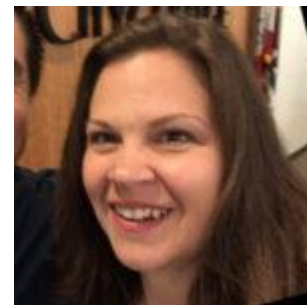
Thanks for caring.

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



Women in ASCCA Chapter 5

This month we highlight Wendy Lucko, recent past-president of CAT and current ASCEF board member.



I always loved puzzles and what better than a car! I was formally introduced to cars when I had to put on a spare and check my oil before I was allowed to apply for my learner's permit! DAD, thank you! You would be proud of me now. I grew up in a time of NO cell phones and it was necessary for me to be fully independent on the road. AAA was only for emergencies, IF you found an emergency or pay phone.

"Why depend on someone else to do what you can do?" was what dad instilled in me. I worked several unfulfilling jobs like medical billing, oh, and yes, a hostess at Margaritas Mexican Restaurant. This no doubt taught me responsibility and organization, but it was not at all fulfilling and I was not excited to go to work. I did not really think about being a tech until I was living in Jalisco, Mexico after graduation, trying to figure out what to do with my life. I was working afternoons and weekends on friends' cars and I thought..."I can do this...FOR A LIVING!" I returned to LA after 2 years away and enrolled in the PCC Auto Tech program in 1998. My mentors, Tom McEntire and Dave Cantrell, were outstanding and tough! They expected 150% so I gave them that, and it helped with overcoming all the "hiccups" of being a female in this field.

I worked at Allied Auto Supply with Berng Yeh, and yes, it was pleasant and not as bad as some may think. I learned a lot. This job opportunity also helped me scope out my next job to hopefully apply as a tech after my PCC graduation. When the opportunity lent itself, and I was able to work full day time hours, I applied at Hull Automotive (a long-time ASCCA member.) I was taken under their wing and toughened up but flourished as a tech. We were a family that laughed and yelled, but I think that is every independent shop; we have to choose what we take to heart. This is when I was introduced to ASCCA formally and did any training they offered. I met many local shop owners. It was a perfect time to network and learn at the same time. During this time at Hull's I was getting a divorce and needed time to readjust my life. I worked odd jobs on cars and time to time in a friend's shop, but then the shop Foreman at PCC called because they needed him replaced because he was going to teach full time. I jumped at the chance to now work for my alma mater. This was in 2005...and I am still there only now as tenured full-time faculty with 2 new faculty members under me. We have grown a lot as a program and Tom McEntire is still very much a part of our lives and program. He visits regularly and mentors my new faculty.

During my time as a shop Foreman at PCC is when I met my current partner and we now have 2 kids, 11 yr old Adrian, an avid fisher and camper, and 8 yr old Sophia, a do it all!

As a faculty member I made sure PCC kept their ASCCA membership active and started attending when I was not teaching. I then joined the California Auto Teachers (CAT) and after a few years, they asked my to serve on the Board which is a 10 year term. I just stepped down from my 2-year Presidential term, which was very tiring in getting schools across the state reopened, and teachers trained in digital teaching. I now will be trying to serve ASCCA on various state seats like the Education Foundation and Training, I hope to help give back to the association that has opened it's doors to me: a little time tech! I am very proud to say I have been an ASCCA Chapter 5 member for as long as I can remember...at least 20 years, can someone correct me or remember?



Chapter 5 Is Here to Help!

This is a great time to be a member of ASCCA, Foothills Chapter 5!

Now that lockdowns are over, people are starting to drive and resume their normal lives. It's good to see so many of our members busy.

Your Chapter Board of Directors hasn't stopped working on your behalf throughout this whole ordeal. I thought I would give you an update on what's going on in Chapter 5.

By now you have noticed the new logo and tagline for the Chapter: "Shop Owners Helping Shop Owners." This year, your Board wanted to create a culture within our chapter that helps address what our members' needs really are.

Your Chapter President, Kirk Haslam, tasked all committees to focus on this purpose and I'm really excited to tell you about some of the things we are doing.

We are fortunate to have Gene Morrill working as our Government Affairs Committee Chair. Gene keeps us up-to-date on all of the latest rules and regulations coming from Sacramento and LA County. Because of this Committee's hard work, you get information first to help you run your business.

Tim Chakarian, our Chapter Rep, continues to do a great job representing our Chapter at the State level, passing information to and from our chapter to the State Board of Directors and showing the rest of the chapters how we roll!

Craig Johnson keeps us informed about the National Automotive Task Force (NASTF) which helps us get the information we need to perform the repairs on our clients' vehicles. If you haven't accessed the NASTF web site, you are missing out on a FREE crucial resource for your shop.

Your Board is actively working on new, informative dinner meetings to help you get information you need to run a more profitable business. We will be ramping up cutting edge training seminars for Chapter 5 members and your employees.

The membership committee is working on a new consumer campaign for motorists that highlights our great Chapter 5 members and drives customers to your shops.

Your Board is constantly looking for new vendors to partner with Chapter 5 to bring goods and services to your shop.

"Shop Owners helping Shop Owners." Since 1940, ASCCA Chapter 5 and its members have been leading the way to help shop owners thrive and become more profitable.

Your continued support and participation is what drives your Board of Directors.

Thank you for making a difference!

Glenn Davis,
Chapter 5 Membership Chair and former ASCCA State President

Tax and Business Tips from Norm Blieden, CPA

Small Business IRS Audit Mistakes

In late 2020, the **IRS announced that it will increase tax audits of small businesses by 50 percent in 2021**. Here are several mistakes to avoid if you do get audited by Uncle Sam.

- **Mistake: Missing income.** A long history of investigating has led IRS auditors to focus on under-reported income. If you're a business that handles cash, expect greater scrutiny from the IRS. The same is true if you generate miscellaneous income that's reported to the IRS on 1099 forms. Be proactive by tracking and documenting all income from whatever source. Invoices, sales receipts, profit and loss statements, bank records—all can be used to substantiate income amounts.
- **Mistake: Higher than normal business losses.** Some small businesses struggle in the early years before becoming profitable. If your company's bottom line **never improves**, the IRS may view your enterprise as a **hobby** and subsequently disallow certain deductions. As a general rule, you must earn a profit in three of the past five years to be considered a legitimate business.
- **Mistake: Deductions lacking substantiation.** Do you really use your home office exclusively for business? Does your company earn only \$50,000 a year but claim charitable donations of \$10,000? Do you write off auto expenses for your only car? The key to satisfying auditors is having clear and unequivocal documentation. They want source documents such as mileage logs that match the amount claimed on your tax return and clearly show a business purpose. If you can't locate a specific record, look for alternative ways to support your tax return filings. In some cases, a vendor or landlord might have copies of pertinent records.
- **Mistake: No expense reports.** If you use your credit card for business, create an expense report with account numbers and attach it to each statement. Then attach copies of the bills that support the charges. This is an easy place to blend in personal expenses with business expenses and auditors know it.
- **Mistake: No separate books, bank accounts or statements.** Never run personal expenses through business accounts and vice versa. Have separate bank accounts and credit cards. A sure sign of asking for trouble is not keeping the business separate from personal accounts and activities.
- **Mistake: Treat the auditor as an enemy.** Auditors have a job to do, and it's in your best interest to make their task as painless as possible. Try to maintain an attitude of professional courtesy. If you're called to their office, show up on time and dress professionally. If they come to your place of business, instruct staff to answer questions honestly and completely.

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

Marconi: The Tunnel Vision Trap



Joe Marconi

This story was originally published in Ratchet+Wrench on June 3, 2021. Click [HERE](#) for original article.

There was once a time when you needed a device called a "camera" to take a photo. This camera was loaded with what was called "film." You took a series of photos by pushing a button and the desired images were imprinted onto the film. The film was then removed and mailed to a company (most likely Kodak) or you took the film to a drug store to have it developed (where they most likely used a process developed by Kodak). When you received the film, those photos were printed on Kodak paper. I'm having a little fun here, but bear with me. The story of Kodak is an important lesson for us all.

The Kodak Company was founded in 1888 by George Eastman. Eastman disrupted the industry by putting the ability to take photos in the hands of the average consumer. His strategy was to sell inexpensive cameras, which would use his film. The profits would be made on the film purchase, the film-developing process, and all the related materials needed to produce the finished photos.

Kodak dominated the film and camera industry in the 20th century. In 1969, Kodak produced the camera that was used by astronauts on the Apollo 11 moon mission. The first ever photo of Earth taken from deep space was taken by equipment manufactured by Kodak. By 1996, Kodak was rated as the most valuable business in the world with revenue hitting \$16 billion. That same year, Kodak was valued at \$31 billion. In spite of all its success and fortune, on Jan. 19, 2012, Kodak filed for bankruptcy.

How could Kodak fail? Kodak didn't know what business it was in. Kodak thought it was in the film business and stuck firmly to its old strategies. By the early 2000s, the digital camera became the dominant player in photography, and we all know how the cell phone has taken over. While Kodak tried to reinvent itself in the early 2000s, the company never seriously invested in new technology. Kodak's biggest mistake was that it never realized its greatest asset was not film, the camera, or any of its physical attributes. Kodak's greatest asset was its customers.

What happened to Kodak should send a strong message. If we look at our own industry, we are in the midst of perhaps the biggest revolution since the internal combustion engine car replaced the horse and buggy. However, unlike Kodak, I am confident that with an open mind, the typical independent repair shop will make the transition into the future.

Understand what business you're truly in. You may think you're in the business of repairing cars. That's what you do. It's not the reason why you do what you do. You're in the business of taking care of people and building strong relationships within your community. It's crucial that you realize this, because no matter what, your customers will be driving in the future. If you gain their trust and loyalty, they will continue to think of you.

Don't get tunnel vision on what you are doing now. Keep investing in your future and embrace change. Bump up your training budget and keep everyone in your shop updated on the latest technology. And don't worry about training someone only to have them leave you. We have all heard the expression, "There's only one thing worse than training someone and having them quit on you. And that's, not training them and having them stay!"

The future will require a larger investment in technology. Which means profits must go up in order to have the financial horsepower to operate the shop of the future. It will also be essential that you understand the numbers of your business. There is no way you will be able to transition unless you are profitable.

Finally, you will need to employ the best people to remain competitive, which means you'll need to attract the best of the best by creating an amazing work environment and creating an attractive pay program. Putting all this aside, it will be your roots in your community, your brand, and the customers you have built strong relationships with that will continue to be your greatest asset.

Ratchet+Wrench is the leading progressive media brand exclusively serving auto care center owners and operators through examining in-depth real world struggles, successes and solutions from the industry. It provides our readers and users the inspiration, tools and motivation to help them succeed in the auto care center industry.

Planning For Profit Sharing

Paul Hodowanic



This story was originally published in Ratchet+Wrench on June 3, 2021. Click [HERE](#) for original article.

On the top of every shop owner's mind is hiring. Are there enough qualified technicians, service advisors and shop managers? And how do I get them to come to my shop?

Shop owners increasingly need to find ways to get the best candidates interested in their shop. Vacation and sick days are becoming a basic necessity. Roughly 88 percent of shops offering vacation and nearly two-thirds provide sick days, according to the 2020 Ratchet+Wrench Industry Survey.

So to stand out, shops may need to go beyond that. Having a good work environment and committed workforce is a start, but there are increasingly popular ways to get more money into the pockets of your employees.

Ratchet+Wrench spoke with a pair of shop owners who have different philosophies on profit-sharing incentives to understand why they offer what they do.

What is profit-sharing?

Profit-sharing is an incentivized compensation program that awards employees a percentage of the company's profits. The amount awarded is based on the company's earnings over a set period of time, usually once a year. Unlike employee bonuses, profit sharing is only applied when the company sees a profit.

Tiers to succeed

Ramy Nazim's background is in the software industry. That's where he saw the basic outline of the profit-sharing system that he's now implemented as marketing director for the Texas-based Integrity 1st Automotive.

He looked around the organization, which had a traditional linear bonus structure across its six shops and sought to create something more dynamic. The idea was to create a meritocracy of sorts.

"I wanted to allow shop managers to reap the benefits of their merit," he says.

What he came up with was a tiered system that would award shop managers exponentially as profits increased. Nazim was reluctant to share the specific details of his plan for competitive reasons, but outlined an example of the structure.

First the company identifies the average monthly break-even point for the store. Once the shop goes above that and has a cash flow positive month, the benefits start to kick in. Nazim suggests tiers based on consistent increments that are reasonable for the specific business. In his example, that was \$10,000. In that first tier the shop manager gets 5 percent of the profits. For every \$10,000 increment that the shop passed after that increases the managers percentage by 3 percent.

Nazim says it's rare for a shop manager not to receive any profits. It has also helped in recruiting. In Integrity's latest round of hiring, the system peaked the interest of many.

The benefits have gone beyond just putting more money in the shop managers' pockets. Nazim says the program was designed to give shop managers more accountability, autonomy and ownership

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over the business. With just a guaranteed salary or hourly wage, the incentive to grow and maximize profits isn't there. With this system, it is.

The shop managers are more engaged in understanding the business' financials, where the break-even point is and how to maximize the company's profits and losses.

However, Nazim warns that maintaining the integrity of the company is vital. If managers get their sights solely set on maximizing profits, it risks customer service and competitive pricing. Nazim says the company is very transparent in telling the shop managers that it has to maintain competitive pricing. They frequently audit invoices to make sure that is being followed.

Before a shop implements the program, Nazim recommends having a strong understanding of the financials. The foundation of the program rests on knowing the breakeven points, which may fluctuate during different times of the year. Shops need to establish that before a system is in place.

Long-term approach

Greg Skolnik, an industry coach and owner of Motor Works auto repair in Rockville, Md., has a different take on profit-sharing, one that's much more focused on the long-term than on short term benefits.

He believes the future of incentivizing is in retirement plans. In fact, he's had a retirement plan established at his business for more than 20 years.

But according to the 2020 Ratchet+Wrench Industry Survey, only 44 percent of repair shops offer a retirement plan or 401(k).

"It's not common enough," Skolnik says.

Skolnik said he has floated the idea of a system like Nazim's in the past, but his workers preferred a retirement plan, which benefits all employees and doesn't pit anyone against each other for sales. It also benefits the business owners, who can put profits from the company into their own retirement and also receive tax breaks.

Skolnik's 401(k) program mirrors many of the plans that are becoming standard in society today. After accruing a year of work for the company, a 401(k) is opened for workers. Skolnik contributes three percent of the employees salary to the fund whether the employee contributes individually or not. That way, even employees who believe "savings is for the birds," are receiving money towards retirement.

For many technicians, especially younger ones, thinking about retirement often isn't a priority. That doesn't mean businesses should follow suit. Educating and encouraging employees to begin saving is important, Skolnik says. He remembers receiving some pushback after initially putting the plan in place. His response?

"Trust me."

Skolnik asked his employees to just watch it happen. After a year the employees saw the savings and came to the realization that they barely knew the money was coming out of the paycheck. Since then, if Skolnik gets any pushback, he relates it to a car payment. Just get in the habit of paying it every month and understanding it's of benefit to you.

Then at the end of the year, if the company turned a profit, Skolnik will reinvest the remaining money

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back into the retirement fund. Some years that has amounted to roughly 10 percent of the employees yearly salary that is reinvested into their individual plan. The only year Skolnik did not reinvest profits was following the 2008 economic crisis.

Implementing a retirement plan comes with a necessity to educate. Both shop owners and entry-level employees often struggle to see the benefits of a retirement plan as there are immediate earnings that are being sacrificed for long-term financial success.

In that way, retirement plans don't seem like the obvious definition of a profit-sharing incentive. Skolnik brings in an accountant yearly to talk through the plans and educate the staff about the benefits.

Skolnik expects retirement plans will continue to become more popular as the industry tries to attract talent.

"If you don't have (retirement) benefits in place, you're going to be left out in the cold," he says.

The bottom line

Nazim's profit-sharing system and Skolnik's retirement plan are just two of many ways to get more money to your employees and further incentivize talent to choose a shop. Not every plan may make sense for every business. Understand the shop's finances and what it has the room to do. Nazim recognizes his plan might not make sense for franchises. In his mind, MSO's would receive the greatest benefit. But whether it's one of these plans, or a simple bonus structure, shops need to do something.

"You want to have a way to provide obviously a guaranteed salary that your employees can reach but also you want to create additional incentives, whether it's a bonus, commission or whatever," Nazim says.

SHOP STATS: Integrity 1st Automotive Location: **Six locations in Dallas-Fort Worth Metroplex** Owner(s): **Kevin Syed** Average Monthly Car Count: **230-380** Staff Size: **5+** Shop Size: **4,000-6500 sq. ft.** Number of Lifts/Bays: **10+** ARO: **\$300-450** Annual Revenue: **\$630,000 - 1.2 million**

SHOP STATS: Motor Works, Inc. Location: **Rockville, Md.** Owner(s): **Greg Skolnik** Average Monthly Car Count: **170** Staff Size: **7** Shop Size: **3,000 sq. ft.** Number of Lifts/Bays: **7** ARO: **\$615** Annual Revenue: **\$1.25 million**

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ASCCA

Keeping California Independent Shop Owners in Business Since 1940



The Automotive Service Councils of California has been the foremost advocate for the aftermarket auto repair industry since its inception. Whether you have been a member for a long time or you are just getting started, ASCCA has your back.

As a member of ASCCA you are on the forefront of issues that keep you informed about regulations and legislation affecting your business. ASCCA members have successfully, through our grassroots campaigns, been an active voice for the future of auto repair in California.

Some of our Accomplishments:

- ASCCA members were part of the design team that created the OBDII connector simplifying modern vehicle diagnostics.

- ASCCA members successfully fought for and won legislation (SB1146) that created the first in the nation "Right to Repair" act.

- ASCCA members successfully fought for and won the elimination of damaging, frivolous lawsuits (Trevor Law Group) which tried to extort money from shop owners.

- ASCCA Members fought and won against the California Air Resources Board, squashing the vehicle super-warranty.

- ASCCA is the only state organization that sits on the national board of NASTF (National Automotive Service Task Force) which provides factory repair information to the automotive aftermarket.

- ASCCA members fought and defeated SB 750 (the key code lock-out bill) which would have excluded independent shop owners' access to vehicle communications.

- ASCCA fought and defeated legislation (SB 993) which would have extended sales tax to vehicle repair labor services, and unnecessarily increased repair costs.

- ASCCA defeated legislation (AB 2825) which would have treated auto repair dealers as "debt collectors," making all communications with customers subject to fines and frivolous lawsuits.

- ASCCA opposed and defeated legislation (AB 755) which would have increased the current \$1.75 tire tax fee to \$3.25 per tire.

- ASCCA supported and helped pass legislation (AB 3141) which included all unlicensed automotive maintenance service providers and other previously exempted repairers under BAR jurisdiction, creating a level playing field.

- ASCCA supported and helped pass BAR regulations that allow auto repair dealers to provide customers with electronic estimates and authorizations (e.g., text messages).

- ASCCA opposed legislation (AB 2454) which would have created a state mandated "grading system" similar to restaurants.

ASCCA maintains a seat on the Bureau of Automotive Repair Advisory Group Committee which meets on a quarterly basis in Sacramento and has a voice on regulatory matters impacting the industry.

ASCCA members believe in "raising all boats," and actively help each other to achieve success.

This is just a partial list of legislative accomplishments ASCCA has done for your business. The question should not be, "How can I afford membership?" but rather, "How can I do without ASCCA for my business?"

ASCCA Chapter 5; Voice Call: (626) 296-6961; Text: (818) 482-0590;
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What we do for you:

ASCCA monitors and fights harmful laws and regulations that cost you money and time away from your business.

Examples:

A legislator proposed a bill to use a grading system (ABCDF) like the restaurants. We fought this and stopped it.

Another legislator tried to change us into being debt collectors because we receive money from customers. That would mean if a customer did not pay and we called them, the customer could sue us for harassment. We fought and won this also.

We also stopped a bill that would keep us from being able to program security systems in cars. The manufacturers wanted to lock us out! Again, we fought and won.

Our state legislatures can produce 5600 bills every two years. Our dues help us watch and fight these bills, saving you a ton of dollars.

ASCCA has great benefit programs:

Low credit card rates and a \$350 rebate at the end of the year.

Free legal advice for you, your business, or your employees.

Free accounting review of profit and loss statement.

Free review of any current or prior year's taxes.

Super discounts on uniforms.

Discounts on Alldata and Identifix.

Camaraderie, fellowship, and life-long friends.

Network with top shops.

Get advice with business structure, policies, and profit ideas.

Get second opinions on cars that are giving you fits.

Education opportunities:

We periodically have free training for service advisors and technicians.

ASCCA awards scholarships to young people to help fill the technician shortage.

Why we need you:

Meet and network with top shops.

Monitor and fight harmful legislation.

Support our great partners and save money.

Support and give back to our industry.

All this for \$70.83 per month!

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The Impact of Positive Feedback



Paul Hodowanic- This story was originally published in Ratchet+Wrench on June 3, 2021

Everyone likes to hear they are doing a good job. No matter if you're a mechanic, a chef, or a teacher, receiving positive feedback increases moral and motivation.

Charles Sujansky—CEO for KeyGroup, a consulting firm focused on leadership development and coaching—believes giving both positive affirmation and constructive criticism is essential for any business.

Sujansky spoke with Ratchet and Wrench about why positive feedback is pivotal and gave steps every business owner can take in recognizing good work from employees.

AS TOLD TO PAUL HODOWANIC

Set expectations.

Providing positive feedback is really a form of performance appraisal; like a supervisor or manager giving positive reinforcement to an employee who's done a good job or has gone above and beyond expectations. But to do that, expectations need to be established.

Employees need to know what their job is, what they're responsible for and how success is measured. If clear expectations aren't set, how do they know if they're doing a good job or not?

That should start from the first day, but continue past that day as well. When an employee is hired, they need to go through an onboarding process in which the manager sits down with them and goes over the job description. From there, goals should be established. We call that SMART goal setting:

Specific
Measurable
Achievable
Relevant
Time-based

Set those goals within the first few weeks of employment. Or if you haven't done this in the past, set up meetings with all your employees to establish them. Monitor them and make sure to recognize when they've achieved their goals. A good place to check-in with these is during an annual review meeting.

You want employees to do a good job and most employees want to do a good job. It's about communicating your expectations for what the employee is supposed to do. That's the bottom line.

Make it timely.

An annual review meeting should be your starting point. But you shouldn't wait until then to recognize good work. Positive recognition should be timely. If an employee hits a goal, or shows great customer service working with a tough customer, don't wait for a formal setting. Show the employee you are paying attention to their work and recognize it as quickly as possible.

The longer you wait, the less weight it holds. Same thing goes for constructive criticism, correct behavior right away, don't wait.

Then after that, I'd also recommend doing it in front of the other employees. If you have daily or weekly meetings with your staff, segment off time to go through all the positives since the last meeting. When employees see their co-workers doing good work and getting recognition, it motivated them to work hard as well.

Verbal communication is just fine.

Recognizing positive achievements doesn't have to be a difficult and complicated process. The most effective and efficient way is through verbal affirmation.

"You did that in less time than what was allotted. It looks great. We got good feedback from the customer. That was a really nice touch that you made sure the car was very clean on the outside and inside before delivering it." (to the employee.)

It makes the employee feel good about themselves and helps them understand what's expected and how to do their job in a better way.

The bottom line is it increases morale, employees feel good about themselves, they become engaged and when they're engaged they're better performers. It just helps the business overall.

There are other ways to recognize positive achievements, such as bonuses. If the company has the resources to give them, it's a good strategy and a good recruiting tool. However, a simple verbal affirmation will suffice in almost any scenario and it's no extra money out of the pocket for business owners.

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$850/yr. Associate membership dues are \$945/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 \$300/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 Advantage

ASCCA is the vehicle to help you improve your repair shop operations today, saving you time AND money – while positioning your shop and the industry for long-term growth and success tomorrow.

The ASCCA Advantage is:

-  Business management coaching
-  Education and training opportunities
-  Free legal consultation
-  Free HR services and resources
-  Access to discounts and rebates
-  Networking events with local chapters
-  Statewide association events and lobby days
-  Information on CA laws impacting shop owners
-  Political representation with the state
-  Updates on industry news
-  Access to TeamTalk – an online forum for peer-to-peer advice on vehicle repair, business issues, and more!



Automotive Service Councils of California, HQ
One Capitol Mall, Suite 800, Sacramento, CA 95816
P: (800) 810-4272
info@ascca.com | www.ascca.com



ASCCA Members Get Access to Corporate Partner Discounts and Benefits

Business Supplies, Equipment & Services



AESWave specializes in sales and support of automotive diagnostic equipment.

Carlos Menchu (877) 351-9573
info@aeswave.com



ASCCA members get special pricing for Auto Zone's Platinum Level Membership, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, access to electronic ordering software, and more. ☀

Jim Gray (704) 301-1500
jim.gray@autozone.com



Opus IVS empowers technicians to meet the challenges of today's increasingly complex vehicles through a range advanced diagnostic, programming, and remote assistance services. Our fully-integrated diagnostic support system combines dealer-trained technician expertise with diagnostic technology to ensure we make our customers more profitable, more accurate, and more efficient.

Kevin Fitzpatrick (631) 486-3506
kevin.fitzpatrick@opusivs.com



Provides maintenance services, equipment training & consumer education materials. Increase shop hours, parts and labor revenue, shop efficiency, and retention all while improving your customer's driving experience and vehicle performance.

Eric Elbert (805) 490-6080
EricE@petrospecsBG.com
Eric Waln (949) 337-2484



California Employers Services has been making compliance easy since 1997. ASCCA members can email or call for advice on California Labor Laws and Cal-OSHA questions! We know the laws and how they are being enforced. Ask about our 30-day trial or our special packages and prices. ☀

Dave Fischer (559) 472-3542
cesyes@hotmail.com



Mail Shark approaches direct mail strategically by providing penetration reports and demographic analysis to make sure you're reaching the right people They'll make it easier for you to grow your car count and manage your budget.

Josh Davis (484) 648-8626
josh@themailshark.com



NAPA Auto Care is the largest aftermarket repair network in the country with over 16,000 independently owned and nationally recognized automotive, collision, and truck service centers. NAPA's mission is to help all member businesses increase their car count and sell more services.

John Hartman (619) 300-4910
john_hartman@genpt.com



Get access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform every day, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, early-pay discounts, electronic ordering discounts, and more.

Sergio Gonzales (916) 962-3270
ASCCA@oreillyauto.com



WORLD PAC supplies automotive replacement parts directly from the most respected manufacturers in the industry. Their speedDIAL Parts Catalog and Fulfillment Ordering System can check real-time parts availability. Technical training, business management solutions, and other services for independent shops are provided by experienced professional instructors.

Rob Morrell (510) 755-6058
rmkroll@gmail.com



Mechanics Marketplace offers the Automotive industry 3 staffing solutions!

1. Turnkey Recruiting
2. A Unique Hiring Service Using an Automated Web Portal
3. An Easy to Use Temporary Staffing Service

Elie Massabkli (800) 989-8094
info@mechanicsmarketplace.com

Education, Training & Business Coaching



ATI is an industry leader in automotive business coaching and has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years. ATI provides expert management and consulting services, weekly business coaching from an industry expert, and classes in marketing, hiring, finance, leadership, and sales.

Jim Silverman (301) 575-9140
jsilverman@autotraining.net



DRIVE is the premiere automotive and truck repair consulting and training company. With over 25 years of experience, their continuing aim is to provide shop owners with best-in-class training, organizational skills and management tools. The goal of DRIVE is to fully arm shop owners with every executive and management ability needed to win.

Carolyn Gray (818) 863-1077
cgray@driveshops.com



ESI provides repair shops with up-to-date full facility training for management and personnel. ASCCA Members get: exclusive access to discounted training courses; \$800 cost savings on every Service Writer course and \$55 on every seminar (space limited); and FREE 30 minutes of business consulting advice per month. ☀

Maylan Newton (866) 526-3039
maylan@esiseminars.com

Insurance & Legal Services



Armstrong & Associates provides ASCCA members with A+ rated property casualty company policy options and an exclusive workers' compensation program including comprehensive safety & claims services. You'll receive the utmost care and service along with the most competitive insurance programs. ASCCA members get a \$100 enrollment discount. ☀

Customer Service (530) 668-2777



Competitive dental & vision plans exclusively available to ASCCA members.

Mat Nabity (916) 286-0918
mnabity@coremarkins.com



ASCCA members 30 minutes of free legal advice each month – a \$225 monthly value! ☀

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

Internet Marketing, Web Design & Search Engine Optimization



Broadly uses internet marketing to get great customer reviews on Google, Facebook, and other review sites to help drive more business. ASCCA members get a FREE account setup (valued at \$200). ☀

Laura Nelson (800) 693-1089
marketing@broadly.com



The Kukui All in One Success Platform provides solutions for custom online marketing tools, website design, customer relation management, search engine marketing, email marketing, and revenue tracking. Kukui will help you manage details about new clients and your customer retention rate, and will help you monitor areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design. ☀

Greg Waters (415) 516-4948
greg@kukui.com



RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. RepairPal shops gets 8-10 new customer contacts per month, with an average repair order over \$500. This creates estimated new business of \$48,000/year.

Evan DeMik (415) 595-3346
evan@repairpal.com

Merchant Service/Payment Platform



ASCCA members get access to \$350 rebate on ASCCA State association dues when you use DFG to process your credit card payments. ☀

Shannon Devery (877) 326-2799



Facepay's disruptive technology allows business owners to adopt a modern payment structure with a low-cost, fixed monthly subscription instead of paying 2.5% of their revenues to credit card processors. ASCCA members get a free 30 day trial. ☀

Todd Westerlund (925) 980-8012
todd@facepay.io

☀ MEMBERDISCOUNTS

Software Providers



A comprehensive cloud-based tool that offers simple solutions to workflow management, communication, digital vehicle inspections, and quality control. Developed by a shop owner, designed specifically for the challenges faced by shop owners.

Chris Cloutier (469) 456-5725
chris@autotextme.com



Take your shop fully digital and 100% paperless. Shop-Ware is the new standard in shop management and its software is 100% cloud-based on any device. Ask for a special ASCCA member rate. 🌟

Matt Ellinwood (415) 890-0906 x106
matt@shop-ware.com



Tekmetric's features make it easy to monitor and manage your auto repair business. We know what it takes to run a successful shop and that's why our features focus on improving the interactions between your customers, service writers, and technicians. Leverage your business data and grow profitably.

Sunil Patel (832) 930-9400
sales@tekmetric.com

Uniform Services



Nationally recognized supplier of customer and employee apparel & janitorial services. Let Cintas take care of your shop's maintenance needs and get exclusive pricing with your ASCCA membership. Keep your employees on brand, your bathrooms stocked, floors clean, and much more. 🌟

Jessica Essad (775) 813.8954
EssadJ@cintas.com

🌟 MEMBER DISCOUNTS

Additional Benefits of ASCCA Membership

Government Affairs & Political Representation

ASCCA's lobbyist tracks bills (new proposed laws), provides members with updates on any proposed legislation that will impact the auto service industry or independent shop owners, and provides representation at government meetings.

Member-to-Member Communications

Access to ASCCA's highly-valued resource, TeamTalk, offers members an online forum to communicate and share tips on a broad range of topics facing shop owners throughout California.

Local Chapter Events

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

ASCCA Communications

Stay up to date with the latest industry information through the ASCCA Independent newsletter, email broadcasts, news alerts, member benefit flyers, website and social media updates.

ASCCA Branding

Members are able to display their association affiliation with ASCCA signage, its code of ethics, and logo for use on invoices, customer forms, and more.

Educational Foundation

Members can participate in the association's educational foundation that raises funds for scholarships that are awarded to students entering the automotive aftermarket.

The ASCCA "Business Acceleration Team" (BAT) is a small group of shop owners who have joined together to provide free, short-term business coaching, consulting, and mentoring to their ASCCA peers. Get connected today!
www.ascca.com/BAT

To learn more about ASCCA member benefits visit
www.ascca.com/memberbenefits

Follow ASCCA on Facebook (@AutomotiveServiceCouncilsofCalifornia) and Twitter (@ASCCA1)

June 2021

Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	abec@petrospecsbg.com
DRIVE!	Carolyn Gray	818-863-1077	cgray@driveshops.com
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing	Tim Huddleston	805-584-0030	huddle5@sbcglobal.net
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Mitchell 1 Software	John Rodriguez	951-840-7995	johnrod.mitchell1@gmail.com
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.com
Provence Financial and Insurance	Steve Kopstein	818-606-7903	steve.kopstein@providenceinc.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Van de Pol Petroleum	Wes Powell	562-236-1000	wpowell@ineedoil.com

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

ASCCA CODE OF ETHICS

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

Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

To use this free service, call Darren Gilbert at (626) 282-0644 or email him at gilbertmotors@yahoo.com 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 2021 Board of Directors

Executive Board

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

Vice-President.....Tim Chakarian
Phone..... (626) 792-9222
Email.....tim@bmwphd.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
Darren Gilbert..... (626) 282-0644
Johanna Reichert..... (626) 792-9222
Mike Bedrossian..... (626) 765-6190
Glenn Davis..... (909) 946-2282

Chapter Rep

Tim Chakarian(626)792-9222

Committee Chairs

Seminars & Programs

Tim Chakarian.....(626) 792-9222

Government Affairs

Gene Morrill.....(626) 963-0814

Associate Member Board Rep.

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

Membership

Glenn Davis..... (909) 946-2282

Chapter Staff

Membership & Administration.....Joseph Appler
Phone.....(626) 296-6961
Text.....(818)482-0590
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Chapter Contact Information

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Text: (818)482-0590
email: ascca.05@gmail.com
Website: <http://www.ascca5.com>

ASCCA State Contacts

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

President

Rory Balmer..... (909) 337-0082

Executive Director

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

Deputy Executive Director

Anne Mullinax.....(800) 810-4272 x116 or AMullinax@amgroup.us

Membership Services

Benjamin Ichimaru.(800) 810-4272 x137 or Blchimaru@amgroup.us

Accounting Executive

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

Manager Digital and Social Media

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

Events Manager

Becky McGuire.....(800) 810-4272 x118 or BMcguire@amgroup.us

Communications Manager

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

ASCCA Attorney

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

Government Offices/Contacts

US Senator Alex Padilla (D)
Phone (202) 224-3553
Email www.padilla.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 Susan Rubio..... (D-22)
Phone (626) 430-2499

CA Senator Maria Elena Durazo..... (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

CA Assembly Luz Rivas..... (D-39)
Phone (818) 504-3911
Email Assemblymember.Rivas@assembly.ca.gov

CA Assembly Chris Holden..... (D-41)
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CA Assembly Laura Friedman..... (D-43)
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CA Assembly Jessie Gabriel..... (D-45)
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CA Assembly Adrin Nazarian..... (D-46)
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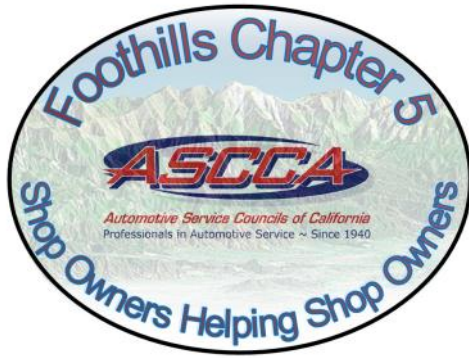
CA Assembly Blanca E. Rubio..... (D-48)
Phone (626) 940-4457
Email Assemblymember.Rubio@assembly.ca.gov

CA Assembly Ed Chau..... (D-49)
Phone (323) 264-4949
Email Assemblymember.Chau@assembly.ca.gov

Government Offices/Contacts

President Joe Biden.....(D)
Phone (202) 456-1111
Fax..... (202) 445-4633

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



For the first time in over a year we are back at Mijares!!!!

July 6, 2021

Buffet opens at 6:15

Join us as we discuss how we handled the COVID quarantine and how we will navigate the “re-opening” of California!

Menu:

Taco/Tostada Buffet
Soda & Coffee
Beer & wine available

Where:

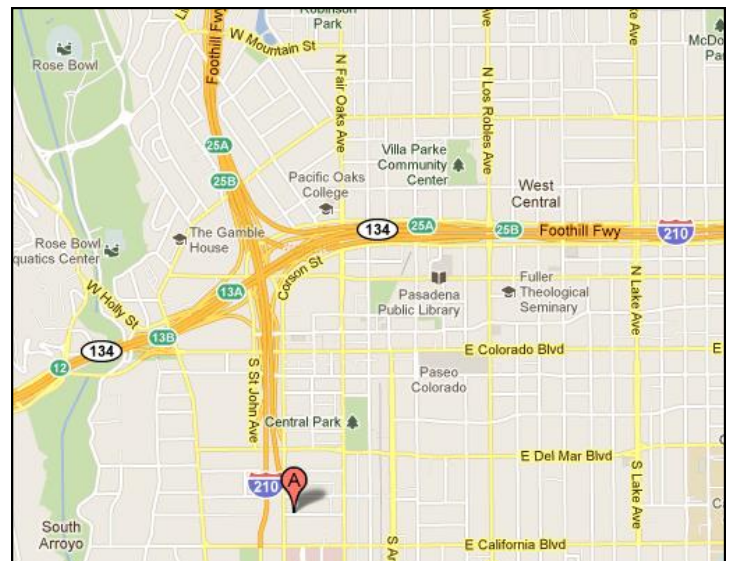
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

Tuesday, July 6, 2021
6:00 PM – Social/Networking/Dinner
6:45 PM – Program
8:45 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
- **\$30/ea.** for all others



Directions

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

UPCOMING MEETINGS & EVENTS

Aug 3—TBA

Sep 7—TBA

Oct 5— Shop Night/ / Vendor Fair at Hanson's Distributing in Azusa

Nov 9—TBA

Dec ? - Christmas Party