



ASCCA

Foothill Chapter 5

December 2018

President's Message:

Hello everyone and happy holidays to all of you.

I want to thank everyone who attended our annual Christmas party and helped us raise almost \$2,000 for our charities. It was wonderful to see everyone having such a good time. For those of you that missed it don't worry we're going to do it again next year, same time, same place.



As the new year approaches I look forward to what is ahead. This year I will be stepping aside as your chapter president and making way for our new president Kirk Haslam of Advance Muffler. I will remain on our Chapter board of directors and will be taking a position on the State Board of Directors. This will enable me to better communicate our chapter's mission with our colleagues on the State Board.

I hope everyone has a wonderful holiday season and an excellent New Year.

Because the first Tuesday in January is on New Years Day, we have moved our meeting to January 8. Our speaker will be from RepairPal, and will follow up on the thread many of you read on Team-Talk. Come with your questions and concerns, (but let's keep it civil. ☺)

Darren L. Gilbert
Gilbert Motor Service
Alhambra, CA 91803
President, ASCCA Chapter 5

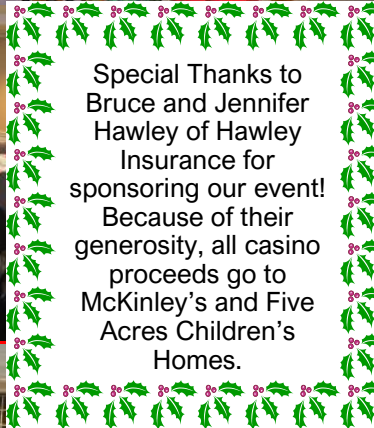
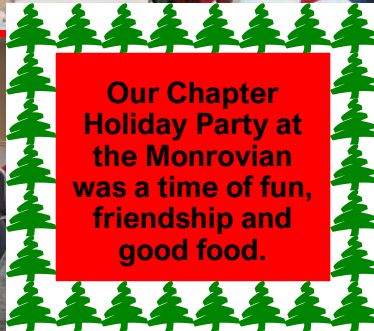
UPCOMING MEETINGS & EVENTS

January 8 – RepairPal at Mijares Mexican Restaurant
February 5 - Open Forum at Mijares

Our November Meeting with Maylan Newton moderating an “Open Forum” was filled with information that is immediately usable in your shop. Why re-invent the wheel when we have members who have “been there, done that?”



2018 Chapter 5 Christmas Party





Some
Won...
Some
Lost...



Everyone
Had a
Good
Time!



"Thank You!" to our
Ugly Sweater
Contest Winner who
donated her \$100
cash prize to the
Children's Charities!



Selling Maintenance to Millennials



Tess Collins

A 2016 study conducted by personal finance website NerdWallet found that 64 percent of millennials are surprised by the cost of car maintenance. The study also found that millennials share many of the same attitudes about vehicle ownership as other age groups. That begs the question: If millennials are shocked by the cost, and other generations share this sentiment, how can mechanical repair shops sell maintenance services?

Leah Swartz, senior content specialist at FutureCast, a department within Barkley advertising agency, has written articles on millennial trends and engagement tactics that have been featured in major publications such as *Forbes* and the *New York Times*. According to Swartz, the key to getting millennials to invest in vehicle maintenance and turn them into repeat customers is creating a personal connection and establishing trust.

What should shop owners keep in mind when it comes to marketing to millennials?

I think the automotive industry is a ripe category for personalization. When I say personalization, I'm not just talking about the fact that my mechanic knows my name when I come in. I'm talking about a surprise-and-delight feature. A shop that communicates that they know you were here six months ago and provides a reminder and a coupon for an upcoming service will do that. Millennials are all about an environment that says, "I know you, I know what you need, and I'm going to help you."

We recently conducted a study that looked at the millennial mindset. We took what we knew about millennials with the assumption that this generation is the most influential of all consumer groups. We put a survey out to the general population and we saw that there are six key drivers to the millennial mindset: innovation, purposeful, accessible, social circle, self and trusted. "Trusted" is the most important mindset for the auto industry, followed by "social circle." "Trusted" accounts for 48 percent of millennial-mindset brand preference and "social circle" accounts for 23 percent.

When it's broken down by gender, the most impactful driver for millennial men is "social circle" and for women, it's "trusted." What that means is that men are looking for a shop that people are recommending and one they can talk about with their friends. Women are looking for a shop that they can trust and that keeps its promise. Knowing this, shop owners should be working on getting customers to talk about their brand beyond social media. It's necessary to be on social media but that's not the secret—it's how you get people to talk about your brand that will get millennials to come in.

Personalization seems like something that all generations would appreciate. Is there really a huge difference in marketing to millennials than to other generations?

Yes and no. I think that different generations have a different set of needs but if you're really looking at what's impacting the general market, millennials have a huge impact. If you create a target campaign that's directed toward millennials, it's more likely to message up to other generations. I'm not saying that this is the end-all-be-all and that you can't segment and create a campaign and messaging platform based on different needs, but we have seen that when something attracts the millennial generation, it's likely to influence all.

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Why do you think millennials are hesitant to invest in maintaining their vehicles?

We like to refer to the millennial generation as a trade-up, trade-down generation. What's important to note about this generation is that this is a group that graduated college and got into their first career around 2008, which was the height of the recession. When it was their time to hit the job market, the reality of the recession hit them full force and they had to reimagine their financial capabilities. This leads to the trade-up, trade-down principle. Things that millennials have deemed valuable and necessary for their lives are what they'll trade up for. Things that they can budget, they'll trade down.

The assumption that I'll make on why a high percentage of millennials are shocked by the cost is that the automotive industry is so crowded that there are always cost-cutting ways that they can approach auto maintenance with and millennials are always looking for those deals.

What would be an effective way to market a service, such as an oil change, to a millennial?

I think an example of something that works really well goes back to personalization. Do you know me? Do you actually know what kind of car I drive? Do you know what I use my car for? Imagine getting a standard discount coupon straight to your house for \$25 off. Now, imagine getting a personalized text message that says something along the lines of, "Hey, Leah, we know you're driving every day to get your kid to school. Let us help you with that—here's \$25 off your next oil change." That approach will be much more effective.

Once a millennial has come into the shop, what can be done to keep them as a customer for life?

A great way to do this is through a customer relationship management program. This is something that's incredibly important for the automotive industry. It's all about creating multiple touch points and reminders and being involved with customers. It doesn't necessarily mean sending out a direct mailer every month. It could be as simple as sending an automated text that says, "Hey, have a great drive today." It's things like that that will keep you top of mind.

This story was originally published in Ratchet+Wrench in December 2017

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Phone Spoofing: A New ‘Robocall’ Trend May Impact Your Shop

SHOPOWNER

Kristen Criswell

Your phone rings. The caller ID displays a number you don’t know, but it’s local so you answer it. Then, a robocall commences.

Using local numbers is a new way phone scammers are hoping to get callers to answer. But, how do these automated calls get local numbers? Often, they are spoofed from businesses or individuals.

Chumbley’s Auto Care, located in Indianola, Iowa, recently fell victim to having its number spoofed.

“Around 10 a.m. we started getting an increased volume of calls....The calls were coming in by very confused people saying ‘I’m returning your call, but I don’t know why you called me,’” shares Tim Davison, owner of Chumbley’s Auto Care.

It didn’t take long for Davison and his staff to realize something wasn’t quite right. After speaking with a few callers, the shop discovered its number was being used for two different scams: one to sell extended warranties for vehicles; and the other to reduce student loan debt.

Upon discovering his number had been spoofed, Davison reached out to local police who said they couldn’t help.

Davison then reached out to his phone provider. The company shared that phone numbers can get compromised, and the only thing they can do is to terminate the phone number. Since Chumbley’s has been in business at the same number for 30-plus years, getting rid of the phone number wasn’t an option.

So, with four phones ringing off the hook, the shop decided to tie up two phones by having one call the other. Then, two people staffed the remaining phones.

“The phone would ring so much that it was just a constant ringing. It was like Chinese water torture, that gets to you after 15 to 20 minutes,” Davison says.

Worried that his number would end up on some sort of solicitor list that could negatively impact his business, Davison decided to make the best out of a bad situation and contacted the local news station.

The television broadcast helped by letting people know what was going on and also helped cut back on some of the calls to the shop, Davison says.

During the course of a few days Chumbley’s received thousands of telephone calls.

“People were very understanding, once we explained what was going on. They were like, ‘We get these calls all the time,’” Davison explains.

What Can Businesses Do?

The Federal Communications Commission (FCC) is aware of the new trend of phone spoofing, but doesn’t have ways to protect businesses and individuals from its occurrence.

“This is a tough situation for which there are, unfortunately, no easy solutions at this time. We suggest

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Maximize Your Phone Dollars



Wes Muilenburg

As increasingly more interactions become digital or automated, customers have high expectations for when it is actually necessary to reach another human being. In 2011, Gartner Research predicted that 85 percent of customer interactions will involve non-humans by 2020. While this doesn't mean that everyone will rely on chatbots in the future, software engineers believe that it does imply that many services are becoming intuitive enough to minimize person-to-person interaction.

Therefore, there is a lot riding on the employee who ends up needing to take a call. It is absolutely essential for them to possess the skills to correctly handle the customer's needs and continue the customer's relationship with the shop.

The "goal is always to get the customer in the door," Leigh Anne Best says.

Best, marketing director at Mighty Auto Pro in Medina, Ohio, knows how to do these things. She has worked with customer service for 30-plus years, and the experience shows. Mighty Auto Pro has a 90 percent appointment rate, proving that her methods work. In her many years and numerous jobs, she has taken part in a large number of customer service training courses. At Mighty Auto Pro, she has developed new ways of how to best utilize her experience to benefit the auto repair industry, and offers her insight as to how shops all across the country can implement her approach.

1. Don't use recordings.

Best's first words of advice are against recordings. She insists on guaranteeing that a live person is the first thing the customer hears after calling. A frequent customer complaint is the over-reliance on recordings; they almost always want to talk with a human right away.

2. Emphasize the greeting.

"Talk at a good pace that's understandable," Best says.

This is obviously key for the success of the conversation in total, but it is doubly important for the employee's greeting. Because these are the first words heard by the customer; they set the stage.

"We want them, just with the greeting, to know they called the right business and to know who they're speaking to," Best says.

3. Give the customer undivided attention.

The employee needs to be able to give his or her full attention to the customer. Often, if the employee is distracted, he or she doesn't listen to the customer. The ability to be attentive and to be a good listener go hand in hand. The customer must be able to feel like they are "getting [the employee's] full attention."

4. Stay in control of the call.

Whether the employee is in control of the call or not stems from their attentiveness. In order to stay on top of the customer's needs, the employee must be able to guide them to whatever service is required. Best recommends using open-ended questions to help subtly keep the customer on the same page as the employee.

5. Listen carefully and don't rush.

Let the customer speak and don't interrupt, she says. Another tip is to repeat what the customer's concern appears to be, though one must be careful not to sound like they weren't paying attention. It

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takes active effort to engage fully with what the customer is saying. It also takes deliberate thought to speak in an intelligible manner. Often, especially during busy periods, whoever answers the phone speaks at lightning speed.

According to Best, this makes the customer feel like the business he or she is calling doesn't have time for him or her and leaves a negative impression. It is essential for the employee to be patient and not to rush. Almost all customer service-related issues are rooted in communication, or the lack thereof.

"Most people aren't listening; they're waiting for their turn to talk," Best says.

6. Follow the script.

Many of the common issues found in phone-based interactions seem to have fairly intuitive solutions. However, it is often an intuition that must be, and can be, taught.

"You have to have a system and procedure in place for everything to be successful, in my opinion," Best says.

In addition to teaching all of the aforementioned ideas, Mighty Auto Pro utilizes some phone scripting and training. This does not mean that each employee is reading the same lines every time a customer calls. They are instead shown a tree chart explaining what to say next, depending on the reason for which the customer is calling.

There are three common types of callers: someone who needs to make an appointment, someone with a question, or a price-shopper. These "paths" of conversation all end with the customer scheduling an appointment, if relevant.

7. Don't be afraid to say, "I don't know."

The most common mistake made by newer employees also happens to be a top customer complaint, Best says. There is immediate pressure to know the answer to everything as a new hire, so they might guess an answer to a customer's question and risk being wrong. Best insists that it is much better to put the customer on hold (though clearly not ideal) and get the correct answer. In a worst-case scenario, it might become necessary to transfer to a service advisor. Even that is better than accidentally misleading a potential customer, she says.

This story was originally published in Ratchet+Wrench on November 8, 2018

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such businesses file a complaint with us and reach out to their phone company, in case they have any tools,” a spokesperson for the FCC told Shop Owner. “Long term, the FCC is working with the industry to improve call authentication so that consumers will better know if a call is likely spoofed, or if it is legitimate. This could help address this problem, but it will take some time to be implemented.”

The FCC also advises anyone whose number has been spoofed to not answer unknown numbers, and leave a message explaining that your telephone number was spoofed and you made no actual calls. If answering unknown numbers is unavoidable, explain to the caller that your number has been spoofed and you did not, in fact, call them.



Filing a Complaint with the FCC

There are multiple ways a business can file a complaint with the FCC:

- Online at consumercomplaints.fcc.gov
- By phone: 1-888-CALL-FCC (1-888-225-5322); TTY: 1-888-TELL-FCC (1-888-835-5322); ASL: 1-844-432-2275
- By mail (please include your name, address, contact information and as much detail about your complaint as possible): Federal Communications Commission Consumer and Governmental Affairs Bureau, Consumer Inquiries and Complaints Division, 445 12th Street, S.W. Washington, DC 20554

McKinley's and Five Acres Progress Report

Donations: \$700

Casino Night: \$1,260

Total to date: \$1,960

Goal: \$2,000 (\$1,000 to each charity)
or, better yet...

\$2,500 (\$1,250 to each charity)

Remaining needed: \$40 or \$540

Click [Here](#) to Donate

ASCCA Foothill Chapter 5 Member Benefits

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

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

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

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

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

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

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

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

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

The ASCCA Advantage

The ASCCA Advantage 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. A \$225 monthly value.
Jack Molodanof (916) 447.0313, jack@mgrco.org, www.mgrco.org.

EDUCATION PROVIDER

CP Automotive Training Institute — For 30 years, Automotive Training Institute has been helping thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses into the companies of their dreams.
ATI is the industry leader in automotive business coaching providing expert management and consulting services through one-day workshops and an all-inclusive Re-Engineering Program which includes weekly business coaching from an industry expert coupled with classes in marketing, hiring, finance, leadership and sales.
Whether you need training, coaching or a state-of-the-art business model, ATI has systems to help make the changes you want right away
Jim Silverman, (301) 575-9140, jsilverman@autotraining.net, www.autotraining.net

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! A \$400/year value.
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. Save \$55 on every seminar registration and \$800 on every Service Writer course registration.

(Space limited.) 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 Autoflow — A comprehensive, cloud-based tool that offers simple solutions for workflow management, improved communications, digital vehicle inspections, and quality control. autoflow was created by Chris Cloutier of Golden Rule Auto Care to solve communication gaps that cause workflow delays and waste valuable rack time. Because autoflow 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. autoflow 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@autoflow.com, www.autoflow.com

MB Identifix — Members receive a promotional price for online diagnostic tool and telephone diagnostic services. New Identifix members received \$40 off each of the first 3 months and \$10 off every month after for annual savings of \$210. 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

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



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 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. (Estimated new business \$48,000/year.) 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, a savings of \$108/year. (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

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 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

CP BG Products – Provides maintenance services, equipment, training & consumer education materials. BG Products have been shown to increase shop hours, parts and labor revenue, shop efficiency, and retention all while improving the customers driving experience and vehicles performance. Exact revenue estimates will vary from store to store, but the statement above is a universal truth. 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 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

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



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.
Steven Poole, (562) 320.2398, SJPoole@lkqcorp.com

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

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

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.

Updated 4/27/18

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

WWW.ASCCA.COM

Chapter 5 Associate Members

BG Products	Abe Chavira	805-857-5065	abec@petrospecsbq.com
Dorman Products	Frank Alviso	951-206-7023	falviso@dormanproducts.com
Frederick Blum Insurance	Fred Blum	626-401-1300	blum4@pacbell.net
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing / Justice Brothers	Tim Huddleston	805-584-0030	huddle5@sbcglobal.net
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Jeff Chin Diagnostics	Jeff Chin	818-929-9444	jchin.autologic@gmail.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Management Success!	Robert Spitz	818-500-9631	rspitz@managementsuccess.com
Mitchell 1 Software	Frank Joel	818-326-0602	fjoel@ix.netcom.com
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.com
RKM Insurance Agency	Ernie Arciniega	818-243-2651	ernie@rkmins.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Van de Pol Oil	Wes Powell	562-236-1000	wpowell@ineedoil.com

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

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ASCCA CODE OF ETHICS

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

Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

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

C 1 - Automotive Consultant A 1 - Automotive Engine Repair A 2 - Automotive Trans/Trans Axle A 4 - Automotive Drivetrain A 4 - Automotive Suspension/Steering A 5 - Automotive Brakes A 6 - Automotive Electrical/Electronic A 7 - Automotive Heating/Air Conditioning A 8 - Automotive Engine Performance A9 - Diesel L 1 - Advanced Engine Performance L 2 - Med/H.D Truck Electronic Diesel P 1 - Parts Specialist Med/H.D Truck Dealership P 2 - Parts Specialist Automobile P 3 - Parts Specialist Truck Brakes P 4 - Parts Specialist General Motors P 9 - Med/H.D. Truck Suspension & Steering X 1 - Car/Light Duty Truck Exhaust Systems B 2 - Auto body Collision Repair - Painting/Refinishing B 3 - Auto body Collision - Non Structural Analysis B 4 - Auto Body Collision - Structural Analysis	B 5 - Auto Body Collision - Mech/Electrical Components B 6 - Auto Body Collision - Damage Analysis/ Estimating F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas M.M. - Engine Machinist Series E 2 - Truck Equipment - Electrical/Electronic Systems S 1 - School Bus - Body/ Special Equipment S 2 - School Bus - Diesel Engine S 3 - School Bus - Drivetrain S 4 - School Bus - Brakes S 5 - School Bus - Suspension/Steering S 6 - School Bus - Electrical/ Electronic S 7 - School Bus - Air Conditioning T 1 - Med/H.D. Truck - Gasoline Engines T 2 - Med/H.D. Truck - Diesel Engines T 3 - Med/H.D. Truck - Drive Train T 4 - Med/H.D. Truck - Brakes T 5 - Med/H.D. Truck - Suspension/ Steering T 6 - Med/H.D. Truck - Electrical/Electronic Systems T 7 - Med/H.D. Truck - Heating/ A.C. Systems T 8 - Med/H. D. Truck - Preventive Maintenance
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ASCCA Chapter 5 2018 Board of Directors

Executive Board

2016

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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
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Phone..... (626) 357-8080
Email.....jim@wardservice.com

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Johanna Reichert..... (626) 792-9222
Dave Label..... (626) 963-1211
Jack Srafield (818) 769-2334
Mike Bedrossian..... (626) 765-6190

Chapter Rep

Jack Srafield(818)769-2334

Committee Chairs

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Socials..... Jack Srafield.....(818) 769-2334
Programs..... Jack Srafield.....(818) 769-2334

Associate Member Board Rep.

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

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Communications Manager
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US Senator Dianne Feinstein..... (D)
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US Rep Judy Chu..... (D-27)
Phone (626) 304-0110
US Rep Adam Schiff..... (D-28)
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CA Senator Connie M. Leyva..... (D-20)
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CA Senator Susan Rubio..... (D-22)
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CA Senator Maria Elena Durazo..... (D-24)
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CA Senator Anthony J. Portantino..... (D-25)
Phone (818) 409-0400
CA Senator Ling Ling Chang..... (R-29)
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Fax..... (202) 445-4633

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



ASCCA

Foothill Chapter 5

December 2018

Join us for our January 8 Meeting at Mijares Mexican Restaurant!!!

RepairPal, an ASCCA Corporate Partner, will be with us to follow up on the thread many of you read on TeamTalk. Bring your questions and concerns, and let's work together for the betterment of the industry.

Menu:

Taco/Tostada Buffet
Soda & Coffee
Beer & wine available

Where:

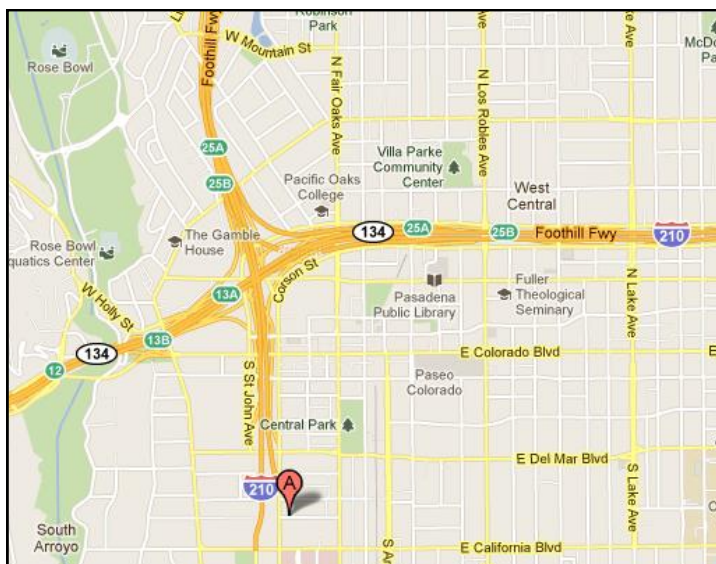
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

Tuesday, January 8, 2019
6:30 PM – Social/Networking/Dinner
7:00 PM – Program
9:00 PM – Finish

Cost:

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



Directions

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

UPCOMING MEETINGS & EVENTS

February 5 - Open Forum at Mijares