



ASCCA Foothills Chapter 5

October, 2020

*Join us for our monthly Chapter 5 meeting
October 6 at 6:30 pm via ZOOM.*

We need the strength of our Association now more than ever!!!
Due to the COVID-19 restrictions, we continue to meet virtually via our
computers, tablets, and smart phones.

We will begin with Chapter updates, then turn the meeting over to
Bob Cooper of Elite Worldwide, Inc. for his presentation on
“The 5 Steps Every Shop Owner Needs to Take to Become an Effective Leader.”



During these uncertain times, now more than ever before you'll need to follow through on your responsibilities of leadership. Your employees, your customers, your family members and the industry is depending on you doing so.

It's during these uncertain times your employees can easily lose their focus, as well as their passion in what they do. Being an effective leader isn't difficult, as long as you know what you'll need to do and how to do it. Join us at this powerful and inspirational session and Bob Cooper will share with you the 5 easy steps you'll need to take in order to bring out the best in yourself as a leader, and take your company right to the top.

Bob Cooper -

- Has owned and operated some of the most successful shops in America
- Has grown Elite from a startup company to an organization that now helps shop owners worldwide
- Has presented over 500 seminars through North America and Europe
- Has been a member of the prestigious National Speakers Association for over 20 years

Has spoken worldwide to Fortune 100 companies, universities, and to the United States Army

We are pleased to also say industry polls show that 97% of his course attendees rank his sessions as “Excellent.” We are confident this is based in good part on all of Bob's messaging being based on the principle of ethics and transparency in all that we do.

To learn more about Elite, and how they can help you reach your goals, call (800) 204-3548 or visit us online at EliteWorldwide.com

At the end of the meeting we will draw 4 numbers for our "Shop Drawing."

**The winners will have a choice of \$50 cash or
\$100 Chapter Dues credit. Your choice!**

You must be a member in good standing and present for the full meeting to qualify.

The easiest way to join the ZOOM meeting is to click [HERE](#) between 6:15 and 6:30 pm.

The details of the meeting are below:

<https://us02web.zoom.us/j/82773324590>

Meeting ID: 827 7332 4590

If you have questions, email us at ascca.05@gmail.com or call 626-296-6961

President's Message:

Greetings,

Well here we are in October... fall season with record heat.

The year is almost over, so lets start defining next year; and ASCCA is a great way to help each other with training, compliance and discounts.

We have a new program to get others involved; please pass the word on our new offer ([pg 3](#)).

We can do great things with increased membership and also help get other shops to where they want to be. Invite a fellow shop to our Zoom meeting Tuesday, Oct. 6 with Bob Cooper of Elite. He will give helpful advice for our businesses to stay on track.

Pat Dorais from Bar has been giving much of his time to help us on the state level. Those who haven't been involved have missed out on good information. Each meeting different topics are discussed. Be watching for upcoming Zoom meetings announced on TeamTalk.



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



Recruit a new member and get a \$175 reward!

ASCCA Chapter 5 Believes



Check us out:

We are offering you FREE dues for the rest of 2020

When you join now, and pay your dues for 2021, we will give you the remainder of 2020 for free *and* deduct an additional **\$100.00** from your 2021 dues. That's only \$700 for the remainder of 2020 and all of 2021.

Our Member shops have increased profits by 5% without breaking a sweat, others have increased by 25% by getting involved.

How can you afford not to at least check us out?

Ask yourself these questions:

- DO you want to be the best?
- DO you want more profit?
- DO you want less stress?
- DO you want friends in the auto industry to share your thoughts and to network with?
- DO you want more car count?
- DO you want your company to grow?
- DO you want free and low-cost training?
- DO you want more free time with the family?

If yes, ASCCA is the path to success.

Call today to get connected with a successful and profitable shop owner who was in your shoes before they joined ASCCA.

626-296-6961

ASCCA Chapter 5 Business Owner's Checklist for Success

Our chapter has many resources to ensure top shop success

If you have some or all of these concerns, Chapter 5 membership can help you

We have many shops that applied this checklist to their business and are rock stars

Time and commitment is required by the owner and the staff to travel the road to a healthy, happy and profitable business you will be proud of.

- Have goals for the company (financial, technician hour production, gross and net profit)
- Have a mission statement, Motto and culture for your shop and share with all employees weekly at your shop meeting
- Have a budget
- Build a financial and staff model to be profitable
- Have policies and procedures for all tasks in your shop (example might be a check list for opening/closing the shop, test drive route, when to pull wheels to check brakes or how to inspect every car)
- Have a mentor shop or shops or a business coach
- Have monthly P&L's and financials
- Read and understand your financials monthly
- Build an customer avatar (meaning the perfect customer and year, make , model of cars, as well as the type of services you want to work on)
- Market to your existing data base every 3 months
- Call existing customers to get feedback on how you and your staff is doing
- Make at least 10% net profit (take home dollars for you) 20% should be goal
- Have weekly shop meetings
- Raise labor rate every month (at least \$00.25 per hour) absolutely should and could be more)
- Review and audit your RO's and technician inspections
- Charge testing time for everything
- Advertise for staff when you don't need them to have a bull pen to go to if and when you need it
- Owner should not work on cars, if you choose to, find a superstar manager to watch the business
- Train, train, train every person in your company, especially yourself

Biggest mistakes that are performed by many business owners

- Leading by fear
- Not praising staff
- Hiring and keeping the wrong staff
- Lack of training (especially the owner)
- Poor financial understanding of the company
- Blaming your customers for your business issues
- Worse, blaming your staff for your business issues
- Not charging enough (usually due to the wrong customers, staff and type of cars in the shop)
- Not charging for inspections

You, the owner, can make a difference. You just have to want to.

Submitted by Gene Morrill

Average Age of U.S. Vehicles Rises as Pandemic Forces Americans to Hang on to Their Cars

Published in [Market Watch](#), July 28, 2020



The average age of U.S. car increased by a month this year.

Drivers are holding on to cars and trucks longer during the coronavirus pandemic.

The average age of a vehicle on U.S. roads rose by a month this year to a record 11.9 years.

The IHS Markit consulting firm says the pandemic has caused consumers to put the brakes on spending and hold onto their current vehicles for a longer period. As a result, fewer new vehicles are coming onto the roads, pushing up the average age.

IHS said Tuesday that it expects the shift will create opportunities for repair shops and parts sellers because older vehicles need more service. It “anticipates significant upward pressure on average age in 2020 and subsequent years as consumers work toward a new normal both economically and in how they use personal vehicles in a post-COVID-19 era,” said Todd Campau, IHS associate director of aftermarket solutions.

Before the pandemic, U.S. new vehicle sales were expected to be a little under 17 million in 2020, short of the record 17.55 million in 2016, but still at a healthy level. Now most analysts are expecting sales to be around 14 million for the full year.

The average vehicle age has been inching toward 12 years for several years now, and the pandemic is likely to raise it by four to six months in the coming years, IHS said. A decade ago, the average age was 10.6 years.

IHS says that new vehicle sales were trending down even before the pandemic. New vehicles accounted for 6.1% of the vehicles in use last year, compared with 6.7% in 2016. This year, IHS Markit expects the percentage to fall to 5% or less. “Declining new vehicle share in the overall population means fewer younger vehicles to temper average age growth,” the company said in a statement.

There are about 280 million vehicles registered in the U.S., up 1% from 2019.

Article submitted by Kirk Haslam of Advance Muffler

The Big Picture



By [Joe Marconi](#) This story was originally published in Ratchet+Wrench on June 18, 2019

Roughly a month ago, two events happened on the same day that reminded me that there are things that are so precious, you cannot put a price on them. Those events also reminded me that some of the things we stress over, really aren't as important as we think. And in the end, it all comes down to the importance of life itself.

I got a call that day from Paul, the person who picks up our scrap metal. He asked if he could speak to me in private. Now, being a seasoned business owner, that's usually not a good sign. But, this had nothing to do with business. I met Paul in my office a few hours later. He appeared very uncomfortable and upset. After exchanging a few words about business and the weather, he told me that his brother died last year. He was one of three other brothers that died within the past five years. He went on to tell me that none of his brothers had any savings or insurance, so it was up to him to take care of all the burial expenses for all the brothers. As Paul spoke, I could see that he was emotionally drained. Then he said to me, "Joe, I really hate to ask you this. I am tapped out. I cannot support all my financial obligations at this time. Would it be possible to lend me the money to purchase the gravestone for my brother? You can make the check out directly to the gravestone company, not to me."

I have known Paul a long time. He's one of those hard-working, tough-talking guys that you would never imagine asking for a handout. I didn't hesitate and wrote out the check and handed it to him. He held back the tears as he shook my hand and told me, "Joe, I will never forget this, and I will pay you back."

About an hour later, the owner of a local tow company walked into my office manager's office to pick up a check we owed him for last month's tows. I wasn't paying much attention until I overheard my office manager say, "Oh, my God, I am sorry, Dave. I didn't even know you were sick." Dave is 42 years old, married with kids, and has brain cancer that is not responding to treatment.

Dave has a great attitude, but understands the reality of his illness. He's doing his best while on the treatment, but admitted that, some days, he finds it hard to function. He told us how he started his tow company right out of high school and has worked hard his entire life. As he was leaving, I told him to reach out to us if he needs anything. He told me prayer might help. I told him I would do that.

Before the two events that day, I was dealing with a few business problems. And I need to be honest: I was not in the best of moods. After speaking to Paul and Dave, those issues that seemed so daunting before, didn't seem all that important anymore. I sat back in my chair, looked over at a photo of my grandkids on my desk, and told myself that I need to do a better job at arranging life's priorities.

As shop owners, we get caught up in the day-to-day struggles of running a business—sometimes at a cost to our families, friends and ourselves. We anguish over bad online reviews, disgruntled employees, slow days and declining car counts. We sometimes find it hard to sleep at night, reflecting over and over again in our minds, the problems of the day. And we repeat this cycle over and over, year after year. Let me tell you, no business issue is ever all that serious that it cannot be overcome. But, when life throws you a curveball, as in the case with Paul and Dave, those problems are not so easily overcome.

There are many reasons why each of us go into business. For many of us, it's the passion for the work we do. For others, it's the burning desire to improve the automotive industry. While I cannot say that we are in perfect alignment in every area of business, I do know one thing with certainty: We all need to stop and reflect from time to time on all the things that have nothing to do with business, but everything to do with life itself. Those are the things that no amount of money can ever buy. Those are the things that are priceless.

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.

Tax and Business Tips from Norm Blieden, CPA

October 15 - Extension deadline for individual and C corporation tax returns

Is a Tax Trap Lurking in Your Paycheck?

Does your paycheck look a little higher than normal? If so, it could be a tax trap.

The Problem

A payroll tax holiday effective September 1 was recently signed via a presidential executive order. Payroll tax holidays typically provide forgiveness of Social Security and Medicare taxes that are normally withheld from your paycheck. This year's tax holiday, however, is NOT necessarily a forgiveness of Social Security and Medicare taxes because the order is not yet supported by an underlying legislative action. So even if your employer removes your Social Security and Medicare tax from recent paychecks, there is a possibility you will need to pay it back at a later date. That could mean a pretty large tax bill for you in early 2021!

What you need to do

- **Compare paychecks.** Get your last paycheck from August and your first paycheck from September. Compare the amount of Social Security and Medicare taxes withheld from your August paycheck to your September paycheck. If the amounts are the same, then your Social Security and Medicare taxes are still being withheld. If you notice that the amounts are different, or that no Social Security or Medicare taxes are withheld from your September paycheck, then that's a signal you may have a tax repayment bill in early 2021.
- **Remember to keep checking each paycheck.** Companies are struggling to figure out if they are required to comply with the presidential executive order, payroll providers are trying to figure out how to comply, and everyone is wondering whether the tax obligation will be permanently forgiven.
- **Be prepared to pay it back.** If no Social Security or Medicare taxes have been withheld from your paycheck through the end of 2020, be prepared to write Uncle Sam a check to pay these taxes in early 2021. If possible, open a savings account to set aside the Social Security and Medicare taxes that were not withheld from your paychecks. When it comes time to pay your taxes, the money will be ready to go.
- **Check back here for updates.** There's a chance Congress passes a law that forgives the Social Security and Medicare taxes not withheld from your paychecks. If this happens, you will have a nice start on an emergency savings fund should you need it.

Don't Make These Business Website Mistakes

Your company's online presence leaves a lasting impression—positive or negative. When people check out your homepage, will they stick around? Will they buy? Will they return? Make your website easy to use and current, and new orders may be just a click away. Annoy visitors and they'll flee to a competitor.

Steer clear of the following website mistakes:

Designing the website for you—not the customer. Studies have shown that online visitors form an opinion of a company's brand in about three seconds. If your home page is well designed, they may stick around for another ten to twenty seconds. Don't waste these precious moments spouting details about the firm's stellar history and the owner's credentials. Consumers are visiting your website to get answers. Provide these answers quickly or they'll click elsewhere.

Heavy graphics, poor load time. Many consumers are surfing the web from smart phones and tablets. Don't make them waste valuable time waiting for a fancy webpage to load. Consider projecting a professional image with text-based content that answers the most pressing questions about your products and services. Graphics can work well, but only if size and load times are fully vetted to ensure a seamless load experience.

Unfriendly navigation. If your homepage looks cluttered, potential customers will become frustrated. Make it easy for users to navigate your site from home page to supplemental pages and back again. Use a handful of clearly labeled tabs in a top level menu. Deliberately design each page to have the same look and feel.

Stale data. When you visit a webpage and note that it was last updated five years ago, do you sense a vibrant, cutting-edge enterprise? Keep your site up to date. Consider subscribing to content services that will keep your information fresh. Remember, developing a web presence is not an event, it is an ongoing journey. Your site must display current prices, merchandise that's available right now, with up-to-date details about new product offerings.

Sloppy content. A website riddled with typos, grammatical mistakes and industry jargon will turn customers away. Visitors may ask themselves if your business doesn't care about the quality of its website, how can they trust your products and services?

A carefully crafted website can draw customers in, enhance their buying experience and leave a lasting impression of professionalism and quality.

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Generate Business Buzz With a Press Release

When crafting your business's marketing strategy, don't forget about developing a relationship with the press. Although newspapers and magazine circulation has drastically decreased over the past 20 years, the demand for content still exists via online platforms.

Here are several suggestions for crafting a press release to tell your business's story and how to best connect with local, regional or national reporters.

Forget the hard sell. Think like a reporter with a deadline. Pitch a story, not your company. Ask yourself why would this publication's readers care about your story. Your press release must deliver actual news or interesting information. It should read like a news story with a catchy headline.

Do your homework. Read the publication that you'd like to see your story appear in to learn about its writing style and what types of stories it prefers to publish. Focus on articles that overlap with your company's offerings. Identify the common interests of the publication's readers and tailor your press release to their needs. Consider how your idea might extend the subject matter further or offer an alternative solution to a problem.

Send story ideas to the right person. Larger publications and broadcasting outlets often have various departments, each of which may be inundated with press releases from governments, businesses and non-profit organizations. So it's important to identify the reporter or editor who normally handles stories related to your industry, and send your press release to that specific person.

Follow a standard news story outline. For most newspaper, magazine or internet venues, you'll want to follow a tried-and-true story format. Start with a catchy headline followed by an introductory paragraph that answers who, what, when, where and so what. Follow-up with paragraphs that include quotations from interesting people, statistics, a brief company history or newsworthy trends.

Keep it short and simple. A standard press release typically runs 400 to 500 words, just enough to grab the reader's interest. Don't include exaggerations or claims that can't be readily supported or make readers reach for a dictionary with complicated jargon.

Follow up. After you've sent the press release, reach out to the reporter or editor to see if they have any questions. If your story is picked for publication, a reporter will reach out to you for additional information.

How to Build Your Emergency Fund - When You Have No Money

This year's pandemic highlights the importance of having enough money set aside in an emergency fund to cover six to nine months of key expenses should you lose your job.

But how do you build an emergency fund if you don't have any extra money? The easiest way to accomplish this is by reducing your expenses. Here are some creative ways to increase your cash flow by cutting your spending.

How much you need

First, determine how much of an emergency fund you need. Identify the essential monthly bills and multiply by the number of months of funds you'll need. At minimum include the following:

- Food, Housing costs, including rent or mortgage payments
- Medical insurance, Transportation, Phone service and other utilities

Ideas to fund your emergency account

- **Temporarily suspend nonessential monthly expenses.** Ditch your \$150 cable bill for a \$20 streaming service. Cook your meals from scratch instead of purchasing pre-packaged food. Eliminate or re-think your entertainment spending. Until you get your emergency fund fully funded, consider less expensive alternatives for items you normally purchase.
- **Radical cutbacks for a set period of time.** Can your family live with one car instead of two? Instead of downsizing from cable to a streaming service, what about getting rid of television subscription fees altogether? Consider if there are areas you'd be willing to make a radical (and temporary) change to free up some cash.
- **Track your spending.** When you go on a diet, nutritionists often recommend counting calories. When going on a spending diet, consider tracking your purchases. You will quickly see items that are not essential. Spending at coffee shops, paying for multiple streaming services and paying for extra cell phone services are just a few examples. You may discover problem areas you didn't know about once you start writing down your spending in a notebook or on a spreadsheet.

Stick to a shopping list. Avoid impulse purchases by making a list of items you need to purchase, then sticking to the list. At the beginning of every month, write down the household items you need to purchase that month and do your best not to deviate from it. You can use this strategy with both in-person and online shopping. Remember, merchants are scientists when it comes to tempting you with impulse purchases.

You may need to get creative with your approach, but finding the money to build your emergency fund is essential, now more than ever.

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.

5 TIPS FOR SELLING PREVENTIVE MAINTENANCE

SHOPOWNER

By [Vic Tarasik](#) on Sep 22, 2020

Here's 5 ways to improve the effectiveness of selling preventive maintenance.

Ben Franklin wrote, "An ounce of prevention is worth a pound of cure." Though he was referring to fire safety at the time, this same axiom applies to the needs of our customer today.

Imagine the following scenario: It's family vacation time, the car is all packed up, with mom, the kids, the dog and every essential need to have a wonderful time creating family memories crammed inside. Those memories that will last a lifetime, should not start with dreaded breakdown in the middle of Nowhere, USA .

You can almost picture it, the summer sun beating down on a hot, non-functioning car loaded to the roof. "But we just had the car in for an oil change? Shouldn't the tech have seen something was wrong?"

Of course, the repair industry has changed a lot of over the last few years. Reliability has skyrocketed, service intervals are extended and we have seen a huge technological shift in the way shops do business. There can still be opportunities to do better.

Here are five ways you can improve the effectiveness of selling preventive maintenance and help your customers avoid uncomfortable roadside situations.

DIGITAL VEHICLE INSPECTIONS

The advent of DVI has been a huge game-changer. A well-performed inspection with good pictures and annotations can assist the customer by showing them exactly what your technician is seeing. A quality picture is worth a thousand words! You should treat your inspection process like any other fundamental process, one that needs to be trained, monitored for effectiveness, and always seeking to improve efficiency and adding value.

Keep in mind that the shops that are most successful in implementing digital inspection have the process built into their culture. If you or the leaders in your shop value and understand the impact the process will have, then the team will naturally follow your lead.

USING VISUAL AIDS

Using a color-coded brake pad thickness gauge or fluid comparison charts/trays in photos or live video can help the customer make better-informed decisions. You can find fluid testing report cards for vital fluids and I know of a number of shops who are on this program to show their customer the state of the fluid based on science. Using objective (measurable) data gives both the advisor and customers solid ground to base their recommendations and subsequent buying decisions.

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WALK AROUND

We train the customers we coach to add a walk-around inspection as a part of their vehicle intake process. Though it isn't always possible when the customer is present, a walk-around inspection can be especially impactful. Not only can you look at the car together you also have an opportunity to hear directly from the customer any concerns they have.

You can gain additional insight about how the vehicle will be used in the coming months and with that information the service advisor can set up a plan to ensure the vehicle is in peak running condition based on the customer's driving habits.

ASK FOR THE SALE!

It might seem too simple but asking for the sale is one of the most important parts of the sales process. I have reviewed too many phone calls where the service advisor reports the technician's findings to the customer and then just stops. No estimate, no request to have the shop perform the required work, just dead air on the phone line.

The bewildered customer might ask a couple of clarifying questions but in most cases the only question the customer will ask is "When can I pick up my car?" All the effort that you, the owner, put into the shop process, the technician's careful examination of the car and the advisor's time putting the details in the work order has been for nothing. Listening to your incoming and outgoing phone calls will go a long way to closing the loop in the sales process, along with training and on-going role-play exercises.

You're The Professional

Consider your shop to be the expert. You have made a commitment to information systems and training to stay current on what is required to service and maintain the complex vehicles that hit your doors. Your customers come to you because of this knowledge and skill – they're looking for you to recommend the best course of action regarding maintenance processes and intervals. Don't be afraid to let them know what they need, and trust and expect them to say yes!

Here is the bottom line: your customers come to you because you are a professional, and they trust you to take care of their automotive needs. They rely on you and your team to provide the best service value and experience, and that includes the reliability and longevity of their vehicle. By reviewing and putting these simple tips into practice, you and your customers will benefit.

***Vic Tarasik** has been an independent auto repair professional for more than three decades and is the former owner of **Vic's Precision Automotive** in The Woodlands, Texas. He is the founder of **Shop Owner Coach**, a coaching and training organization that is committed to helping independent repair shop owners achieve their dreams through the intentional application of best business practices. Vic can be reached at vic@ShopOwnerCoach.com.*

ASCCA Benefits

ASCCA BENEFITS



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



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



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



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



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

DISCLAIMER

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ASCCA Foothill Chapter 5 Member Benefits

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

- 1. A VERY LOUD POLITICAL VOICE.** Individually, there isn't much we can do to shape legislation which will affect our industry, but collectively, our united voices are STRONG, LOUD AND FOCUSED. Politicians and elected officials in state, county and city governments listen to ASCCA when we talk, because we represent hundreds of members (& thousands of voters!) statewide. Often, the Bureau of Automotive Repair discusses with ASCCA rules and regulations under consideration to see how they will fit in the real world of automotive repair.
- 2. SHOP TO SHOP NETWORKING.** Our members don't see each other as competition but as comrades in the industry, helping each other to succeed. If you have a problem you can't figure out, call one of our members who specializes in that area. They'll be glad to help you out.
- 3. INFORMATIVE MEETINGS.** We hold Dinner Meetings on the first Tuesday evening of each month. Our meetings offer great speakers, camaraderie, valuable information, and the latest news on what's happening in the automotive repair industry. You also get to network with other shop owners and exchange ideas, tips, techniques and short cuts. The monthly meal is included in your dues, plus we have a long-standing special where you can bring your spouse or business partner at no charge! Our Chapter Board of Directors schedules our programs and welcomes any suggestions you have on good speakers! Contact the chapter office with your suggestions. For the location and current speaker, look on the last page of this newsletter.
- 4. CHAPTER SEMINARS.** The Foothill Chapter Board of Directors and our Seminar Committee Chair, Tim Chakarian of Bimmer PhD, keeps us informed on seminars on business management and technical subjects for our shop owner members and their technicians. **Cost is minimal and often free.** This is a tremendous member benefit for you and your employees! Give Tim your ideas and suggestions for seminars & we will try to schedule the seminars you want. (626) 792-9222.
- 5. MONTHLY & QUARTERLY NEWSLETTERS.** We send out an environmentally-friendly monthly email newsletter with helpful and informative articles, tech tips, contact lists and information, upcoming events, reports on recent events and vendor ads & information. Once a quarter you'll receive the newsletter from the State Association Office.
- 6. THE FOOTHILL CHAPTER WEBSITE.** This Foothill Chapter website at <http://www.asc5.com/> lists members by city. It also lists upcoming seminars and meetings. Contact Joseph Appler at 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.)

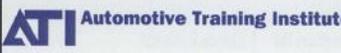
The ASCCA Advantage

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



Corporate Partners - Increasing Your Membership Value

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

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

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

ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

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

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

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

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



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

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

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



Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	abec@petrospecsbg.com
Dorman Products	Frank Alviso	951-206-7023	falviso@dormanproducts.com
DRIVE!	Carolyn Gray	818-863-1077	cgray@driveshops.com
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Highpoint Distributing	Tim Huddleston	805-584-0030	huddle5@sbcglobal.net
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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 asca.05@gmail.com

ASCCA CODE OF ETHICS

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

Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

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

<p>C 1 - Automotive Consultant A 1 - Automotive Engine Repair A 2 - Automotive Trans/Trans Axle A 4 - Automotive Drivetrain A 4 - Automotive Suspension/Steering A 5 - Automotive Brakes A 6 - Automotive Electrical/Electronic A 7 - Automotive Heating/Air Conditioning A 8 - Automotive Engine Performance A9 - Diesel L 1 - Advanced Engine Performance L 2 - Med/H.D Truck Electronic Diesel P 1 - Parts Specialist Med/H.D Truck Dealership P 2 - Parts Specialist Automobile P 3 - Parts Specialist Truck Brakes P 4 - Parts Specialist General Motors P 9 - Med/H.D. Truck Suspension & Steering X 1 - Car/Light Duty Truck Exhaust Systems B 2 - Auto body Collision Repair - Painting/Refinishing B 3 - Auto body Collision - Non Structural Analysis B 4 - Auto Body Collision - Structural Analysis</p>	<p>B 5 - Auto Body Collision - Mech/Electrical Components B 6 - Auto Body Collision - Damage Analysis/ Estimating F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas M.M. - Engine Machinist Series E 2 - Truck Equipment - Electrical/Electronic Systems S 1 - School Bus - Body/ Special Equipment S 2 - School Bus - Diesel Engine S 3 - School Bus - Drivetrain S 4 - School Bus - Brakes S 5 - School Bus - Suspension/Steering S 6 - School Bus - Electrical/ Electronic S 7 - School Bus - Air Conditioning T 1 - Med/H.D. Truck - Gasoline Engines T 2 - Med/H.D. Truck - Diesel Engines T 3 - Med/H.D. Truck - Drive Train T 4 - Med/H.D. Truck - Brakes T 5 - Med/H.D. Truck - Suspension/ Steering T 6 - Med/H.D. Truck - Electrical/Electronic Systems T 7 - Med/H.D. Truck - Heating/ A.C. Systems T 8 - Med/H. D. Truck - Preventive Maintenance</p>
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ASCCA Chapter 5 2020 Board of Directors

Executive Board

2016

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 Phone (626) 304-0110
 US Rep Adam Schiff..... (D-28)
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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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Governor Gavin Newsom..... (D)
 Phone(916) 445-2841
 Web.....<http://www.govmail.ca.gov>

We had 24 online at our September 1 Zoom meeting with Maylan Newton. His presentation was “Don’t just sit there. Do something!”

All the knowledge in the world cannot make it happen. You must get up and take the 1st step, write the 1st word drive the 1st nail. Our world is paralyzed by great ideas but not the discipline to implement them. Knowledge is not the power we seek, implementation of the knowledge we already have is the key to success. The most successful business owners have had the discipline to take the 1st step.



We will continue with our monthly Zoom calls until we have the green light to resume our meetings at Mijares Mexican Restaurant. Four shops were drawn to win \$50 cash or \$100 Chapter dues credit.

However, none were present to win!!!

In October, four more shops will be drawn.

You must be present and in good standing to win!

Join us on October 6 for our ASCCA Chapter 5 meeting with special guest speaker, *Bob Cooper of Elite!*