



ASCCA

Foothill Chapter 5

March 2017

President's Message:

I hope you're all doing well, and your businesses are thriving. We have some great meetings coming up in the next couple of months, and a really great seminar everyone needs to attend.

Coming up in just a couple of weeks on Saturday March 18th Bogi Latiener, from 180 Degrees Automotive, will be presenting a workshop for us. She's putting on a great presentation that everyone, including your employees will benefit from. I look forward to seeing all of you there.

I also hope to see you at Mijares this month at our regular dinner meeting.



Darren L. Gilbert
Gilbert Motor Service
626-282-0644

UPCOMING MEETINGS & EVENTS

Mar 7 - Marion Miller of CMR

Apr 4—Shannon Devery of DFG regarding
chip vs. swipe transactions
Apr 25 - Legislative Fly-In Day
May 2 - Shop Night at Hanson's
Jun 6 - Pat Dorais of BAR

Jul-Sep - TBA
Oct 3 - Oktoberfest Bowling
Nov 7 - Maylan Newton
Dec ? - Christmas Party

JEREMY O'NEAL GAVE US A GLIMPSE INTO THE FUTURE OF AUTO REPAIR AS HE EXPLAINED SOME SCENARIOS WITH SELF-DRIVING CARS AND OTHER NEW AND EMERGING TECHNOLOGIES



We were honored by the visit of seven retired members of Chapter 5. Together, they have over 300 years of experience in auto repair and involvement with ASCCA.



Frank Joel was drawn in our Shop Drawing, but was not present to collect the \$220 prize! In February, the prize increases to \$240. Remember, you must be present to win!



Educational Seminars Institute
Automotive Management Specialists

Professional Business Development

2017 Southern California Schedule

9 am to 12 pm unless noted otherwise

January 28	Monrovia	Success or Struggle You Decide!	Ever wonder why some businesses are always packed, and making money while others seem to struggle? This class will outline the 4 major differences in owner/manager thought process or stages in business and how they affect the business! THIS IS NOT JUST FOR SHOP OWNERS, this class applies to everyone in leadership roles!	ENTIRE STAFF
February 11	Monrovia	Profit Structuring and Business Analysis	This Seminar will be covering these important topics: Reading & Understanding your Profit & Loss Statements. How to Determine Your True Cost of Being Open. We'll show you how to determine your Labor Rate. Determine what you are actually Charging Per Hour. Production and how it Affects Profit.	OWNERS/ Managers
April 1	Monrovia	Extreme Communication *New for 2017	Maylan will discuss having those conversations you dread with employees, partners, vendors and family members. Although these conversations need to take place most of us avoid them! Gain some new tools to help you deal with these difficult conversations, turn confrontations into conversations that improve your business and lower your stress and make you a better leader.	ENTIRE STAFF
June 3	Monrovia	Convert the Price Driven Customer	This is one of our most popular classes adapted and rewritten to better look at what it takes to change the price or commodity driven customer into a value driven one. This class will look at the differences and why most customers need to be better educated to be able to understand the difference.	OWNERS/ MANAGERS/ SALES STAFF
July 22	Monrovia	Successful Self-Managing Teams	You don't want to be an integral daily part of your business? Tired of being the "Shell answer man" or woman? Then a self-managing team is the way to go. Join us as we look at what makes a good team develop, and what can give you better results with your self-managing team.	ENTIRE Staff
September 30	Monrovia	Planning Your Businesses Future- It Pays to Plan Ahead!!	If you're not planning for tomorrow, how do you know what you'll need to succeed in business? Join us for a high powered planning session that will include how to build, how to track, and monitor a good plan for your business.	ENTIRE STAFF
November 4	Monrovia	10 Critical Steps to Financial Freedom	Where has all the money gone? "Good question" you say? This is that one ABSOLUTELY, POSITIVELY WITHOUT A DOUBT, MUST HAVE class of the year. Without this class you may be making financial decisions without correct information. Or more simply put...winging it! Follow along as we look at Budgets, Financial Structuring and Hourly Rates based on your successes.	ENTIRE STAFF
December 2	Monrovia	What is Good Leadership?	Join Maylan and Team ESi as we take you through the steps to becoming a good leader while avoiding the pitfalls of the wrong moves.	OWNERS/ MANAGERS/ SALES STAFF

Court Yard Marriott

700 West Huntington Drive, Monrovia, CA 91016
(626) 357-5211

Educational Seminars Institute 805-526-3039 www.esiseminars.com Maylan@esiseminars.com

Remember, as a member of ASCCA, you pay only \$95 instead of the regular price of \$149.95 per class. To register with your discount, click [HERE](#), click on the class you are registering for and enter promo code ASCCAESI for your member discount. The next class is April 1, so register now!

9 THINGS WE'VE LEARNED AFTER INVITING 4.3 MILLION PEOPLE TO LEAVE A REVIEW



by [JON EYRE](#) of Podium

At Podium, we live and breathe reviews. We are constantly striving to find ways to improve customer engagement. We know from experience the best ways to approach customers and ask them for valuable feedback that helps businesses grow and get better. Over time, we've compiled a running list of best practices and lessons that have worked for our customers. That knowledge is distilled the list below.

1. KNOW WHEN TO ASK

The timing of a review invitation matters. This is probably the most important lesson we've learned over the years. The longer you wait to ask a customer for feedback, the less likely it is for a customer to respond and leave a review.

The key is to build the ask into your sales process, so the invite occurs when the experience is still top of mind. It's important to identify a place where there is some downtime where you can explain why reviews are important; when they will receive the invite; and where they will receive it (by text or email).

Our customers who have adopted this process into their online review program have seen significant gains both in the number of reviews received as well as the quality of content in those reviews. Both of which are important in helping your business get found and get chosen by consumers.

2. CUSTOMERS ARE WILLING

One thing that might surprise businesses is [how willing](#) your customers are to leave a review. The problem is getting them to follow through. That's why you need to make it as easy as possible for your customers to provide feedback.

Old tactics like cards with instructions on how to leave a review or long, cumbersome surveys just won't get the job done. You need to focus on directing them to review sites they are familiar with or industry specific sites that don't require them to create a login. The fewer steps to leave a review the better. When a customer leaves a review, they are doing you a favor, so respect their time and make the process as frictionless as possible.

3. NOT ALL REVIEW SITES ARE CREATED EQUAL

Businesses should place an emphasis on popular review sites like Google and Facebook. Most of their customers will have a Google or Facebook account, and many of those will already be logged into those sites on their smartphones. This is important because if a customer doesn't have to log in to leave a review, it increases the likelihood that they will follow through on their commitment.

But collecting reviews on Google and Facebook isn't enough. It's important to have a balanced portfolio across a number of different sites. Not all consumers are the same. Many prefer to conduct research on industry-specific sites that include content that's specifically focused on the type of purchase they are making. Because of this, we suggest finding out which review sites your customers frequent, claim your listings, and make sure you are collecting reviews there on a regular basis.

4. KEEP OPTIMIZING

Online reviews are an important piece of the local SEO riddle, but they're only one piece. Businesses that want to ensure they rank high in local search, need to take the time to optimize their online presence. Moz has developed a comprehensive list of factors that make up [local search ranking](#). Below are some easy things you can do today to improve your ranking.

Claim your [Google My Business](#) page.

Maintain a consistent [name, address, and phone number](#) on all listings and on your website.

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Collect [inbound links](#).

5. ENGAGE WITH YOUR CUSTOMERS

One of the major benefits of collecting and managing online reviews is the opportunity it provides you to build and improve relationships with your customers. We encourage businesses to take the opportunity to respond to all types of reviews, [not just negative ones](#). This will show customers and prospective customers that you are listening and value feedback.

6. ASK EVERYONE

Some businesses might be afraid to ask all of their customers to leave a review. [That is a mistake](#). If you only ask customers that you know are happy or know would leave a positive review, you run the risk creating an online reputation that isn't representative of actual experience. Don't game the system. All feedback is good feedback, especially if you are using it to improve your business and make the customer experience better.

7. MOBILE DEVICES MATTER

People love their smartphones. They seem to use them for everything (except maybe actually taking a call). Even though consumers can access their email via their smartphone, if you really want to reach them you should send a text message.

Text messages are fast becoming the preferred method of communication for many individuals, especially millennials. Text messages have an [open rate of 99%](#) with 90% of those being opened within three minutes. Because text messages are so effective, we encourage businesses to send review invites via this channel. This increases click-through rates and ensures that more customers leave reviews.

8. CONSUMERS REALLY DO TRUST REVIEWS

It might seem a little strange, but consumers really do [trust online reviews](#) as much as recommendations from family and friends. Positive reviews also make consumers [trust a business more](#) and might be the push needed to move someone from consideration to purchase.

9. CONSOLIDATE ONLINE REVIEW MANAGEMENT

The final lesson learned is the importance of consolidating your review management into a single dashboard. It's almost an impossible task to manage your online reputation without the proper tools in place.

In the past, many of our customers resorted to using a spreadsheet to track site logins, user interactions, the number of reviews, but this was time-consuming and ineffective. Businesses that truly want to grow their online presence on the sites that matter most will look for ways to streamline their efforts.

The best way to do that is by implementing an [online review management platform](#) like the one offered by Podium. A good platform helps businesses increase visibility, improve consumer confidence, while also managing valuable insights that come from reviews.

HOW PODIUM CAN HELP

[Request a demo](#) to see how Podium's cloud-based solution can help you use text messages to invite all of your customers to review your business. Podium's efficient, mobile process can help your business build a strong online presence on the sites that matter most. This will, in turn, improve local SEO and ultimately boost revenues.

New year, new burdens for small businesses

By Tom Scott, [National Federation of Independent Businesses](#)

Small business owners must be diligent to comply with slew of new laws and regulations

The California Legislature enacted a dizzying array of new bills last year — with Gov. Jerry Brown signing more than 900 into law. With job growth stagnant and small business optimism unclear here in California, hundreds of new laws and regulations on the books this year present new burdens and risk of non-compliance for businesses across the state. Although [NFIB California](#) led the way in blocking a bill that would have further mandated protected leave obligations for employers, for example, unfortunately many of the bills we opposed were approved and enacted into law.

Yet there is no sugar-coating the fact that many of the newly enacted laws will prove burdensome for small business — especially with California's escalating minimum wage. Other regulatory changes will require attention to ensure full compliance to avoid costly penalties or costly lawsuits. Here is a quick overview of the most pertinent new laws in 2017 affecting small business:

MINIMUM WAGE HIKES

Employers with 26 or more employees are now required to pay a minimum wage of at least at least \$10.50 per hour. Companies with fewer employees are still subject to the pre-existing \$10 standard this year. But, beginning in January 2018, minimum wage will rise to \$10.50 even for the smallest company, while larger firms will be required to pay \$11. Under the new minimum wage schedule, employers can expect incremental increases through 2023 when all California businesses will be required to pay \$15 per hour. Of course many local cities and counties have varying, more aggressive minimum wage requirements beyond this statewide mandate.

MEAL/REST BREAKS

It remains vital for employers to know and understand California's stringent requirements on meal and rest break periods because small business owners often face serious lawsuits over alleged violations. At a minimum, small business owners should know that hourly employees are entitled to a paid 10-minute break in the middle of each four-hour shift, and a meal period of at least 30 minutes by the five-hour mark, and potentially a second meal period if they work 10 or more hours.

LEGAL STATUS

California employers are now prohibited from requesting any form of documentation to verify an employees' legal status in the United States beyond what is required by federal law. This law also prohibits employers from questioning the authenticity of documents that appear genuine on their face, and from re-examining the legal status of an existing employee after complying with federal I-9 requirements. Consequentially, U.S Citizenship and Immigration Services just released a new I-9 form, which employers must use to verify the identity and employment authorization of each person they hire.

DRUG-FREE WORKPLACE

In November, California voters approved an initiative legalizing recreational use of marijuana. While this is a major change in state law, it is important to understand that employers still have the right to enforce a drug-free workplace. Accordingly, this may be a good time to update or clarify your company policies.

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Gaining Customer Trust (and How Not To)

[Bolt On Technology Blog](#) - January 27, 2017

According to a [new AAA survey](#), two out of three U.S. drivers do not trust auto repair shops in general – citing overcharges, recommendations for unnecessary services and poor past experiences for their lack of confidence. However, the survey also reveals that the majority (64 percent) of U.S. drivers have singled out an auto repair shop that they do trust, suggesting that consumers have prioritized finding a reliable mechanic in an industry with imperfect reputation. AAA urges all drivers to identify a reputable repair facility well before one is needed.

“To minimize the stress associated with vehicle repair and maintenance, it is critical that drivers find an honest repair shop that they can trust with their vehicle,” said John Nielsen, AAA’s managing director of Automotive Engineering and Repair. “AAA found that one-third of U.S. drivers – 75 million motorists in total – have yet to find a trusted repair facility, leaving them vulnerable when trouble strikes.”

- The top reasons that U.S. drivers do not trust repair shops are:
 - Recommending unnecessary services (76 percent)
 - Overcharging for services (73 percent)
 - Negative past experiences (63 percent)
 - Concerns that the work will not be done correctly (49 percent)
- Older drivers are more likely to trust auto repair shops than younger drivers.
 - Baby Boomers are twice as likely than younger generations to fully trust auto repair facilities in general, with one-in-five reporting they “totally trust” the industry.
 - Baby Boomers (76 percent) are also more likely to have a chosen auto repair shop that they trust compared to Millennials (55 percent) and Gen-Xers (56 percent).

So how do shops become that trusted shop? Having a transparent process goes a long way to improving customer trust. Being mentally prepared for the cost helps a customer make a decision, instead of being surprised with a large invoice. Some shops reach for transparency by bringing customers onto the shop floor, but that is dangerous. A lot of customers don't feel comfortable being around a car in the air, and some insurers don't cover customers in the work area.

So how do you have a transparent process?

1. Ask for Permission

As simple as it sounds, if a customer doesn't know you are doing the work, or what the fix entails, they are going to be shocked by the invoice. In addition, if you are asking to perform a service or inspection without disclosing the price, your **customer might think the job was included**. What is common sense to us is a foreign concept to others

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CRIMINAL HISTORY

Beginning this year, California employers are now prohibited from inquiring as to a job applicant's criminal history during his or her juvenile years. AB 1843 now precludes employers from considering, or even asking about, arrests or convictions while the applicant was subject to the jurisdiction of the juvenile courts. At this time, it remains legal to inquire about criminal convictions as an adult; however, California business owners should be cognizant of the trend toward municipal and county ordinances banning employers from making even these inquiries. For example, Los Angeles recently joined with San Francisco and other local jurisdictions in enacting "ban the box" legislation.

SUBMISSIONS TO EDD

Beginning this year, businesses with 10 or more employees must electronically submit all tax returns, wage reports and payroll deposits with the Employment Development Department. Additionally, companies with fewer employers will be required to make electronic submissions beginning next year. All employers will be required to make electronic submissions in 2018.

UNISEX BATHROOM LABELING

Beginning in March, AB 1732 requires businesses to label "single-occupancy" restrooms as "all gender." Although the statute is unclear as to its enforcement mechanism, it expressly authorizes government officials to inspect bathrooms for proper signage. Accordingly, business owners would be wise to comply to avoid the risk of penalties or threat of lawsuits.

NOTICE REQUIREMENTS

Beginning in July, AB 2337 will require employers to provide notice to their employees of time off and accommodation rights established by already existing law protecting victims of domestic violence, sexual assault and or stalking. Specifically, employers should know that they are strictly prohibited from taking any sort of adverse action against an employee for taking time off to deal with these traumatic events.

TOM SCOTT IS THE STATE EXECUTIVE DIRECTOR FOR [NFIB CALIFORNIA](#), WHICH REPRESENTS 22,000 DUES-PAYING SMALL BUSINESS MEMBERS ACROSS THE STATE.

Submitted by Gene Morrill of Certified Automotive Specialists in Glendora

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2. Communicate Digitally

Every shop has the "I didn't approve that" horror story. The one customer who changes their mind about a service, and pretends to have never approved it. That statement is usually followed by the "I'm not going to pay full price" conversation. If you had transcript of your conversation, you could point out where the customer was mistaken, and rightfully charge the agreed upon price. **[Text messaging software](#) is a great way to stay in contact with customers**, and C.Y.A. (Cover Your Assets)

3. Take Photos

If you tell a car novice that their brake lines are close to failing, they may hold off on the repair, because they assume their car will give them some kind of warning before it becomes a serious problem. Little do they know the warning comes when the car doesn't stop. By then, it is a little too late. If you show that same customer a photo of a bulging line, **they will probably rethink everything**. Photos are a great tool to put customers' minds at ease when it comes to your expertise, and trustworthiness. They won't be afraid of falling for a muffler bearing gag.

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For more information go or click here: <http://boltontechnology.com/>

Tax & Business Tips from Norm Blieden, CPA

Major tax deadlines for March

March 15

- 2016 calendar-year S corporation Form 1120S income tax returns are due.
- 2016 calendar-year partnerships Form 1065 income tax returns are due.

Reminder: Partnership tax returns due one month earlier

Remember, partnership tax returns are now due on March 15. This is a month earlier than last year. The change is important to note, as filing the tax return late could result in unexpected penalties. The new due date now aligns filing Form 1065 with other flow-through entities like S corporation Form 1120S. If you get caught by surprise with this earlier filing date, contact us immediately.

2016 proof of health insurance: the Form 1095 wrinkle

Under the current Affordable Care Act (ACA), all Americans must have health insurance. If you receive your health insurance through the ACA marketplace or from your employer, you will receive a Form 1095. This form is used as documentation that you have adequate insurance and is used for other ACA reporting and potential tax benefits.

What's happening now

Prior to filing your tax return you should receive your Form 1095 and review it for accuracy. If you receive your health insurance through a state or federal marketplace you will receive Form 1095-A. Otherwise your version of the form will be either Form 1095-B or Form 1095-C. Unfortunately, some providers of the "B and C" versions of Form 1095 are still having trouble issuing the forms on time. Because of this, the IRS has issued a notice backing off on this "receive the form before you file" requirement. While you will still need to prove you have adequate health insurance, the suppliers of the Form 1095-B and Form 1095-C were given until as late as March 2 to get the form out to you.

What to do

- If you have health insurance through a state or federal marketplace, you will receive a Form 1095-A. You should have already received this form, and you must have it prior to filing your tax return.
- If you receive health insurance through your employer, or another program that generates Form 1095-B or 1095-C, for 2016 only, you can still file a tax return without receiving the form. Just make sure you can prove health insurance coverage for you, your spouse, and your dependents for the year.
- Place Form 1095 in your tax files. Even though some Forms 1095-B and Forms 1095-C will be received later, you must still retain the form in your files.
- If you file your tax return and then discover an error in your reporting based on a Form 1095-B or Form 1095-C received after February 1, there is penalty relief from the IRS if you need to amend your tax return.

Remember, this applies to the 2016 tax year only. For the 2017 tax year, unless changed, you will be required to use a Form 1095 as proof of health insurance prior to filing your tax return.

Current tax law requires health insurance

During his first week in office, President Trump signed an executive order asking federal agencies to reduce the economic burden the *Patient Protection and Affordable Care Act (ACA)* puts on American citizens.

Unfortunately, this executive order is causing confusion. Many people are left wondering if fines will no longer be imposed or rules no longer need to be followed. Until the agencies impacted by this executive order publish their intent, act as though current laws are still in play. This includes:

- The requirement to have health insurance
- The requirement to pay a shared responsibility tax if you do not have continuous health insurance coverage

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- The ability to receive a health insurance premium credit if you qualify
- Possible health insurance credits for qualifying small businesses

It's important to realize that unless tax laws actually change, you are expected to follow the laws as they are currently written.

More credits require questions

Common errors have helped to make the Earned Income Tax Credit (EIC) a major source of what the IRS calls "improper payments." The agency estimates that of the \$66 billion in EIC funds paid in 2015, nearly a quarter were collected by filers who didn't qualify to receive them. To help combat this problem, the IRS now requires additional confirmation of information regarding the EIC and three new credits beginning in 2016.

Now if you claim the EIC, the Child Tax Credit (CTC), the Additional Child Tax Credit (ACTC), or the American Opportunity Tax Credit (AOTC), additional information may be requested of you.

For the CTC and ACTC, you may be asked how long your children lived with you over the past year, or whether they lived with an ex-spouse, relatives, or other guardian.

If you are eligible for the AOTC, which is a credit to defray as much as \$2,500 in higher education costs for you or your children, you will need to provide Form 1098-T from the college or university. You will also need receipts for related expenses.

You may also be asked to double-check your social security numbers and dates of birth for the dependents on your return, as these are two common sources of error.

If you get more questions than usual or are asked for additional documents, be aware that it's just a new reporting requirement required by the IRS.

This article provides business, financial, and tax information to clients and friends of our firm. This general information should not be acted upon without first determining its application to your specific situation. For further details on any article, please Norm Blieden, CPA at (626) 440-9511.

DISCLAIMER

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[Babcox Media Announces The Launch Of 'Telematics Talk'](#)

Babcox Media is pleased to announce the launch of *Telematics Talk*, the latest media offering within the company's extensive portfolio of brands. Featuring a website (telematicstalk.com) and weekly eNewsletter, *Telematics Talk* focuses exclusively on the burgeoning telematics industry. Telematics refers to vehicle systems that allow or facilitate the transmission of computerized information or data. According to a recent report from ABI Research, the penetration of safety and security telematics solutions in new vehicles will increase from 10.2 percent in 2012 to 49 percent in 2017.

"As the need for trusted information on this growing industry segment becomes more apparent, Babcox Media is excited to comprehensively cover developments in the automotive and fleet telematics space on a daily basis," said Mike Maleski, Publisher of *Telematics Talk*. "In a recent survey conducted by BabcoxData, the research and analysis division of Babcox Media, findings indicated that nearly 90 percent of respondents were interested in learning more about telematics. With the launch of *Telematics Talk* we will fill that void."

Telematics Talk officially launches today. The website and eNewsletter will feature contributed content from industry bloggers as well as from experienced journalists and editors from across Babcox Media's other brands, such as *Fleet Equipment*, *Tire Review*, *Brake & Front End*, *Underhood Service* and *ImportCar*. Telematics-specific content will be available to readers in the form of bylined articles, videos, executive interviews, infographics, blog posts, white papers and webinars.

To view the new website and to sign up for the weekly newsletter, visit telematicstalk.com.

For information on advertising, visit babcox.com or contact Mike Maleski at mmaleski@babcox.com.

Press release submissions and editorial inquiries can be sent to info@telematicstalk.com.



New Member Benefit - Shop-Ware

ASCCA recently announced its newest corporate sponsorship with Shop-Ware Inc., an innovative company that delivers cutting-edge shop management software. **The shop management software promotes business wellness and maximizes productivity by casting traditional best practices in paperless, cloud-based applications.** Founder Carolyn Coquillette, an ASCCA member and owner of Luscious Garage in San Francisco, is assisted by Chip Keen, former owner of Hansville Repair and founder/developer of Garage Operator.

Check out their shop management software that meets cutting-edge web technology by visiting www.shop-ware.com. **As a member benefit, all ASCCA members would receive their PRO plan at the SMS price for the first 6 months, saving you \$900!** Don't let this special offer pass you by.

ASCCA Chapter 48 representative Rocky Khamenian had this to say about Shop-Ware: "Carolyn is a fellow shop owner and industry advocate. Her venture into software brings overdue, cutting-edge technology to day-to-day shop operations that make our jobs easier. Our industry is in the midst of a major consolidation, and we need all the help we can get to stay competitive and profitable. Shop-Ware is the solution we deserve, and the industry game-changer we've been waiting for."

Shop-Ware understands the demands of real world repair shops and meets those needs with powerful, thoughtfully designed features. **The paperless workflow boosts staff productivity by eliminating clipboards and duplicated entries. Repair orders can also be shared directly with customers, online, for them to review inspection results, approve work, and communicate back to the shop.** Its intuitive web design is mobile friendly with unlimited access points and device-training takes an average of three hours. Data migration is also available from 100 different legacy SMS. Shop-Ware's integrations include MOTOR Information Systems (estimating); QuickBooks (bookkeeping); and WHI NexPart and PartsTech (web based parts ordering).

For more information, contact info@shop-ware.com.

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

EE & MB INSURANCE & LEGAL SERVICES

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

EE & MB CoreMark Insurance Services – Competitive dental & vision plans exclusively available to ASCCA members. Mat Nabity, (916) 286.0918, mnabity@coremarkins.com

MB FREE LEGAL Service – 30 minutes of free legal advice per month for all ASCCA members. Jack Molodanof (916) 447.0313, jack@mgrco.org, www.mgrco.org.

EDUCATION PROVIDER

CS & MB Educational Seminars Institute (ESI) is the forerunner in providing the independent repair shop with up-to-date full-facility training for the management team and personnel. ASCCA Members have exclusive access to discounted training courses as well as 30 minutes free business consulting advice per month. Maylan Newton (805) 526.3039

MB Motor Age Training – 25% discount on all ASE exam study guides. James Hwang (310) 857.7633

MERCHANT SERVICES

EE & MB Digital Financial Group (DFG) – Offers credit card processing services. DFG will also pay a rebate of up to \$350 for your ASCCA Membership. David Cherney (877) 326.2799 or Shannon Devery (626) 476.9016, www.dfg-damar.com

SOFTWARE PROVIDERS

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

CS Shop-Ware – Shop Management Software evolves: with Shop-Ware you do more than manage - you thrive. Carolyn Coquillette, carolyn@shop-ware.com

UNIFORM SERVICES

EE & MB G&K Services – Nationally recognized supplier of customer and employee apparel with special ASCCA pricing. Leslie Kipnis (949) 877.2750

INTERNET MARKETING, WEBSITE DESIGN & SEARCH ENGINE OPTIMIZATION SERVICES

CS & MB Kukui Corporation – Website designs optimized to boost conversion rates as well as search engine rankings. Todd Westerlund (925) 980.8012, www.kukui.com

INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS

CS & MB iATN – The International Automotive Technicians Network (iATN) is the world's first and largest online network of automotive service industry professionals providing resources to members worldwide. ASCCA members enjoy a \$9-per-month discount off of the regular price of iATN Business+ premium membership, at \$45-per-month. This membership provides your shop with up to 5 premium access accounts. www.iatn.net or support@iatn.net

CUSTOMER COMMUNICATIONS PROGRAMS

CS & MB Mudlick Mail – Exclusive ASCCA member rates for direct mail marketing. Our affordable rates include creative design, custom mail lists, quality printing, and mailing service. Contact us today for a **FREE custom leads list**. No contracts or commitments. Reed Parker(855) 968.9467, info@mudlickmail.com

BUSINESS SUPPLIES, EQUIPMENT & SERVICES

MB ACA – Access to Auto Care Association's publications, the Aftermarket Insider and the ACA Capitol Report, as well as member discounts on ACA publications and events. Call to see how you can save up to \$600 a year. kathleen.schmatz@autocare.org, (301) 654.6664

CS & MB Automotive Electronics Services, Inc (AESwave) specializes in sales and support of automotive diagnostic equipment. Each day, thousands of technicians, educators, trainers, engineers, and technical writers use products and strategies developed at AESwave. Mario Vejar, Toll Free 877-351-9573, info@aeswave.com www.aeswave.com

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



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

Jon Beck, National Accounts, (704) 989-1009

CS & MB BG Products – Provides maintenance services, equipment, training & consumer education materials. Mike McCarthy or Brian Gourley, (805) 498.4546, www.petrospecsinc.com.

MB Hertz Rental – A 10% discount off Hertz Daily Member Benefit Rates, a 10% discount off Hertz U.S. Standard Rates, and 5% or greater discount off Hertz Leisure Rates.

Customer Relations (888) 777.6095, www.hertz.com

CS & MB LKQ Corporation – LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines. Erik Ferreira, (562) 364.5275, ejferreira@LKQCORP.com

CS & MB Office Depot – Streamlined business supply ordering process. Free delivery over \$50. Custom pricing and discounts for ASCCA members.

Michael Nitz, 855-337-6811 Ext.12809, Michael.nitz@officedepot.com, <https://business.officedepot.com/>

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



Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940

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.

ASC Educational Foundation – To support automotive repair industry students and offer annual scholarships.

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

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

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

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

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

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

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

ASCCA Foothill Chapter 5 Member Benefits

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

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

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

Chapter 5 Associate Members

AutoLogic	Jeff Chin	818-929-9444	jchin.autologic@gmail.com
AutoZone	Ana Diaz	650-716-9504	ana.diaz@autozone.com
BG Products	Abe Chavira	805-857-5065	abec@petrospecsbq.com
Dorman Products	Frank Alviso	951-206-7023	falviso@dormanproducts.com
Frank Joel	Frank Joel	818-326-0602	fjoel@ix.netcom.com
Frederick Blum Insurance	Fred Blum	626-401-1300	blum4@pacbell.net
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing / Justice Brothers	Tim Huddleston	805-584-0030	huddle5@sbcglobal.net
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Management Success!	Robert Spitz	818-500-9631	rspitz@managementsuccess.com
NAPA Pasadena Store 039	Tony Diaz Gerry Santillan	626-798-1151 323-712-8133	Antonio_Diaz@napastore.com Gerry_Santillan@napasalesteam.com
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.com
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 is

“The Sign you can Trust!”

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

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

You can keep the old sign on your shop wall somewhere for old time's sake. But don't remain in the past – get the current sign and help build brand identification.

ASCCA Shops ARE the BEST!

Add-on signs are \$15 each.

Complete new signs are \$35 each.

A small investment for Brand Identification!

Call Joseph at 626-296-6961 or

email to asca.05@gmail.com

for your sign.



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**Full-color Ad Prices for photo-ready ads
(Set-up extra, at reasonable costs)**

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Full page	\$300/\$900
Half Page	\$160/\$480
Quarter Page	\$75/\$225
Business Card	\$40/\$120

**Call: 626-296-6961 or email:
asca.05@gmail.com to get started**

ASCCA CODE OF ETHICS

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

Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

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

<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 2016-17 Board of Directors

Executive Board

2016

President..... Darren Gilbert
 Phone..... (626) 282-0644
 Email..... gilbertmotors@yahoo.com

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

Secretary.....Craig Johnson
 Phone (626) 810-2281
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Treasurer.....Jim Ward
 Phone..... (626) 357-8080
 Email.....jim@wardservice.com

Board of Directors

Randy Lewis.....(909) 717-9950
 Gene Morrill.....(626) 963-0814
 Raul Salgado.....(626) 339-7566
 Dave Label.....(626) 963-1211
 Jack Scrafield(818)769-2334

Chapter Rep

Jack Scrafield(818)769-2334

Committee Chairs

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

Associate Member Board Rep.

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

Chapter Staff

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Vendor Relations Manager
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ASCCA Attorney
 Jack Molodanof(916) 447-0313 or Jack@mgro.org

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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)
 Phone (818) 450-2900

CA Senator Connie M. Leyva.....(D-20)
 Phone(909) 888-5360

CA Senator Ed Hernandez.....(D-22)
 Phone(626) 430-2499

CA Senator Kevin de Leon.....(D-24)
 Phone(213) 483-9300

CA Senator Anthony J. Portantino.....(D-25)
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CA Senator Josh Newman.....(R-29)
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 Phone(916) 445-2841
 Web..... <http://www.govmail.ca.gov>



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ASCCA Foothill Chapter 5

JOIN US FOR OUR MARCH 7 DINNER PROGRAM AT MIJARES MEXICAN RESTAURANT

Marion Miller of CMR

"You have FIVE years to either win or lose in the digital marketing environment." Come and learn how to WIN!

Menu:

Taco/Tostada Buffet
Soda & Coffee
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Where:

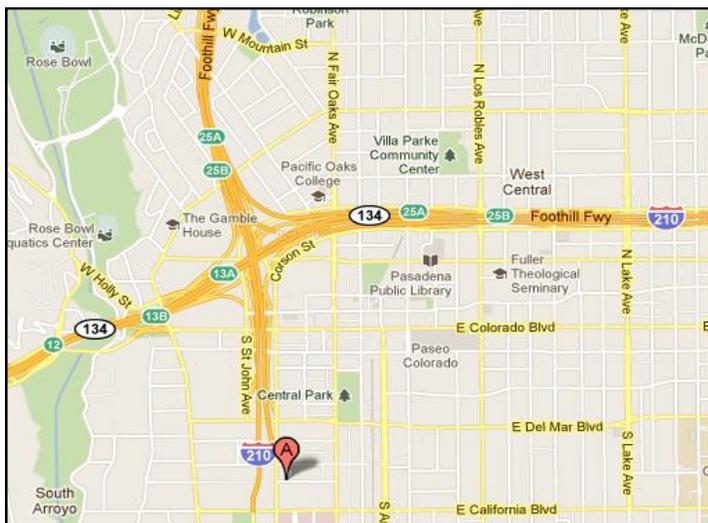
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

Tuesday, March 7, 2017
6:30 PM – Social/Networking/Dinner
7:00 PM – Program
9:00 PM – Finish

Cost:

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



Directions

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

UPCOMING MEETINGS & EVENTS

Mar 7 - Marion Miller of CMR

Apr 4—Shannon Devery of DFG regarding chip vs. swipe transactions

Apr 25 - Legislative Fly-In Day

May 2 - Shop Night at Hanson's

Jun 6 - Pat Dorais of BAR

Jul-Sep - TBA

Oct 3 - Oktoberfest Bowling

Nov 7 - Maylan Newton

Dec ? - Christmas Party