



ASCCA

Foothill Chapter 5

January 2018

President's Message:

Let me begin by wishing a, "Happy and Prosperous New Year" to all our ASCCA Chapter 5 members!

2017 was filled with advances and challenges in our industry, both technically and legislatively. We lobbied, called, wrote and visited our legislators in Sacramento, and I think we accomplished some benefits for our businesses and our customers.

We learned about self-driving cars, and began learning how to prepare for their impact on our shops.

We deepened our relationships with other shop owners in the hopes of strengthening our Chapter and improving our industry.

Now, we look ahead to 2018, a year which will be filled with more of the same, and I'm sure, some surprises, too.

We are planning great programs and seminars for our Chapter this year, as well as some social events to round things out. We'll begin the year together with an "Open Forum," where we get our heads together and help each other's shops. Please join us on Tuesday, January 2 at Mijares Mexican Restaurant and add your experience to the discussion.



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

UPCOMING MEETINGS & EVENTS

January 2nd "Open Forum" at Mijares Mexican Restaurant

Our Christmas Party/ Casino Night Fundraiser was a great success as we enjoyed a fun evening together, won a lot of prizes, and raised almost \$2,000 for 5 Acres and McKinley's Children's homes. Thank you to all who played and donated.





60 Minute Tune: Family Atmosphere Transcends All Other Customer Service Efforts

(60 Minute Tune is a long-term member in good standing of ASCCA Chapter 5)

Debbie Briggs, AUTHOR

When customers visit 60 Minute Tune, an Auto Value Certified Service Center and a customer of Warren Distributing located in Granada Hills, CA, they're greeted by the smell of fresh coffee and friendly, smiling faces. Shop owner David Jackson wouldn't have it any other way.



"When you come to 60 Minute Tune, you'll notice the friendly atmosphere," says owner David Jackson. "You enter the office, which has a coffee shop-type feel. People are laughing, telling stories; it's not a greasy, nuts, bolts and gear feel. Our office projects nothing about cars, it's just comfortable. Our techs are in uniform, and the area is clean. Fresh coffee, smiles and snacks are found here."

If it sounds inviting, that's because it is. Jackson says he subscribes to the Golden Rule and has done so since he bought the shop after working there for only nine months. He's doing something right, as the shop originally opened in 1988 is still going strong.

"Our customers are our friends," he explains. "Their children know which drawer to open to find the candy. And when you look on our wall, you'll see a collage of pictures of our customers as well as their pets."

"Taking genuine interest in people is key," Jackson continues. "We are in the people business. We just happen to repair cars, as well."



Employee Retention & Training

While 36 percent of the vehicles serviced and repaired at 60 Minute Tune are Toyota and Lexus models, Jackson says his four full-time techs work on a variety of other makes, including Ford, GM, Chrysler, Honda, Nissan and European models. To stay current on the full spectrum of maintenance, diagnostic service and repairs they perform, Jackson says they take advantage of different avenues for training.

"We believe it's critical to keep up to date with the ever-changing car market," he says. "We have online training available, as well as traditional instruction in the classroom. We also have suppliers who now are offering 'lunch and learns' where an instructor comes to our facility for one to two hours during lunchtime and everyone gets to participate in updated or new training together."

While the shop has had very little turnover, Jackson said when they are in need of a new technician or service writer, they usually turn to people they know.

"While finding new talent is a growing problem in our industry, we have found referrals to be the most reliable source to recruit new technicians," he explains. "Some of our techs have been with us for more than 20 years, but we have been looking for an additional technician to join our family for more than six months. They are hard to come by these days!"

Industry Partnerships

Having seasoned employees helps the shop maintain a high level of productivity, as well as high levels of customer satisfaction when vehicles are repaired on time and correctly the first time.

"We impact shop productivity by getting vehicles diagnosed quickly and having the parts ordered and ready for the job assigned to the technicians," Jackson says. "We also partner with suppliers who offer us quality parts and timely delivery"

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service. You can't do it alone. Having suppliers that service your shop well is key. Being an Auto Value Certified Service Center and the support we receive from Warren Distributing gives us an advantage."

As a sitting member of the Auto Value/Bumper to Bumper Service Center Advisory Council, Jackson also helps guide the Aftermarket Auto Parts Alliance with its shop-focused programs.

60 Minute Tune is also affiliated with the Automotive Service Councils of California (ASCCA), Auto Value/Bumper to Bumper's Confidence Plus Warranty program and ACDelco's Professional Service Center program. Jackson says these connections have proven to be invaluable over the years.

"We believe it's important to have representation and a voice in the industry," he says. "Partnering with these associations and parts suppliers has given us a legislative voice and access to training and industry insight. They are a huge asset to us."

Web Presence

When potential customers visit 60MinuteTune.com, they're greeted by the same smiling faces they'll see when they bring their vehicle into the shop. Connecting with customers via the Web, Jackson says, is absolutely essential for getting customers into your shop.

"A website that is mobile-friendly is a must," Jackson explains. "Building systems that are interactive with your customers is also important, such as the ability to request service appointments and a map to get directions to the shop."

"Links with information for service and vehicle history can be valuable to people making purchasing decisions," he continues. "We will also be adding a link for a store-branded credit card soon, as well as updating our photos."

The shop's website lets people know that the goal at 60 Minute Tune is to provide "a warm, friendly and professional environment and to ensure that the total experience meets or exceeds everyone's expectations."

"Repairing cars correctly and in a timely manner is important, but taking genuine interest in the needs and wants of your clients is what keeps your shop ticking," Jackson concludes. "Be involved in the community. Donate to your local charities and schools. Pick up and deliver. Help your customer with their personal needs even if it's not for profit. You can be the best technician in the world, but nobody cares how much you know until they know how much you care."



The 60 Minute Tune team (from left): Tony, Richard, David, Gus, Trini, Vince, Daniel and Joe.

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Tax and Business Tips from Norm Blieden, CPA

Get ready to save more in 2018

You can save more for retirement in 2018 using tax-advantaged accounts, thanks to a boost in the maximum 401(k) contribution rate by the IRS. The maximum rate increases by \$500 to \$18,500, which is the first increase in three years. Those aged 50 or older can still contribute an additional \$6,000 on top of that amount.

This is good news, because a 401(k) is one of most potent tools in your retirement arsenal. It offers many benefits over other forms of saving, including:

- **Tax-deferred growth.** Pre-tax income of \$18,500 invested over 30 years with 6 percent annual cumulative interest will grow to \$111,901.92. That's compared with \$67,588.76 of the same amount of income invested after being taxed at the highest rate. While you'll owe tax on 401(k) withdrawals after retirement, you may be able to manage your 401(k) withdrawals to fall into a lower income bracket.
- **Roth option.** You may opt to make your contributions to a 401(k) as a Roth investment, meaning you invest post-tax income, but you can withdraw from your Roth tax-free during retirement. A mix of traditional and Roth accounts will give you flexibility to manage your income tax rate during retirement.
- **Company match.** Many companies offer to match the first few percentage points of their employees contributions to a 401(k). Even if you can't max out your contribution, you should try to invest up to your company's match limit. Otherwise, you're just leaving money on the table.

While 401(k)s have great utility, they come with a few downsides. Any withdrawals made before age 59 1/2 are assessed a 10 percent penalty fee, in addition to being taxed as regular income during the year they are withdrawn. Any investments in 401(k)s also are limited to a few choices set by your employer's retirement plan, so a limited number of conventional investment options in mutual funds is one of the trade-offs of using a 401(k).

New Year, new job

5 tax tips for job changers

There are a lot of new things to get used to when you change jobs, from new responsibilities to adjusting to a new company culture. You may not have considered the tax issues created when you change jobs. Here are tips to reduce any potential tax problems related to making a job change this coming year.

1. **Don't forget about in-between pay.** It is easy to forget to account for pay received while you're between jobs. This includes severance and accrued vacation or sick pay from your former employer. It also includes unemployment benefits. All are taxable but may not have had taxes withheld, causing a surprise at tax time.
2. **Adjust your withholdings.** A new job requires you to fill out a new Form W-4, which directs your employer how much to withhold from each paycheck. It may not be best to go with the default withholding schedule, which assumes you have been making the salary of your new job all year. You may need to make special adjustments to avoid having too much or too little taken from your paycheck. This is especially true if there is a significant salary change or you have a period of low-or-no income. Keep in mind you'll have to fill out a new W-4 in the next year to rebalance your withholding for a full year of your new salary.
3. **Roll over your 401(k).** While you can leave your 401(k) in your old employer's plan, you may wish to roll it over into your new employer's 401(k) or into an IRA. The best way is to get your retirement funds transferred directly between investment companies. If you take a direct check, you'll have to deposit it into the new account

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within 60 days, or you may be assessed a 10 percent penalty and pay income tax on the withdrawal.

4. Deduct job-hunting expenses. Tally up your job-seeking expenses. If they and other miscellaneous deductible expenses total more than 2 percent of your adjusted gross income for the year, you can deduct them on an itemized return. This includes things like costs for job-search tools, placement agencies and recruiters, and printing, mailing and travel costs. A couple caveats: you can only use these deductions if your expenses were to search for a job in the same industry as your previous job, and you were not reimbursed for them by your new employer.

5. Deduct moving and home sale expenses. If you moved to take a new job that is at least 50 miles farther from your previous home than your old job was, you can also deduct your moving expenses. There's another benefit for movers, too. Typically, you can only use the \$250,000 capital-gain exclusion for home sales if you lived in your primary residence for two of the last five years before you sold it. But there is an exception to the rule if you sold your home to take a new job.

Finding a new job can be an exciting experience, and one that can create tax consequences if not handled correctly. Feel free to call for a discussion of your situation.

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 contact Norm Blieden, CPA Tel (626) 440-9511

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

By Tom Palermo

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

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

Defining Why We Train

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

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

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

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

Mentoring

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

Oddly enough, the method of training that was used for most of us is starting to



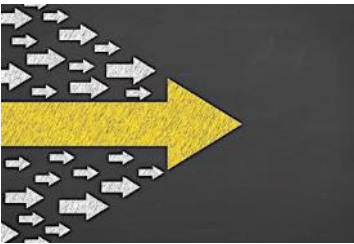
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regain traction, and that is the mentoring/apprenticeship model. To me, with the right candidate, this is the most effective form of training and educating. There is an added bonus to it as well. The relationships you can create during this process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

Never underestimate the power of loyalty that comes from that bond. When the “mentoring” process is complete, you end up with someone who knows exactly what your business needs and recognizes the path to get there. In addition, they feel like they have a home so it becomes more of passion rather than just another job. From there, continuing education as described above will only strengthen that bond. Yes, it takes more time. Yes, you have to have the right candidate. However, if done correctly, it can be a game changer.

Team Spirit

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



Sense of Ownership

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

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

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

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Tools Defined: Extremely accurate information you may or may not have seen or experienced....

- **SKILSAW:** A portable cutting tool used to make boards too short.
- **BELT SANDER:** An electric sanding tool commonly used to convert minor touch-up jobs into major refinishing jobs.
- **WIRE WHEEL:** Cleans paint off bolts and then throws them somewhere under the workbench with the speed of light. Also removes fingerprints and hard-earned calluses from fingers in about the time it takes you to say, 'Oh shit'. Will easily wind a tee shirt off your back.
- **DRILL PRESS:** A tall upright machine useful for suddenly snatching flat metal bar stock out of your hands so that it smacks you in the chest and flings your beer across the room, denting the freshly-painted project which you had carefully set in the corner where nothing could get to it.
- **CHANNEL LOCKS:** Used to round off bolt heads. Commonly employed in the creation of blood-blisters.
- **HACK SAW:** One of a family of cutting tools built on the Ouija board principle. It transforms human energy into a crooked, unpredictable motion, and the more you attempt to influence its course, the more dismal your future becomes.
- **VICE GRIPS:** Generally used after pliers to completely round off bolt heads. If nothing else is available, they can also be used to transfer intense welding heat to the palm of your hand.
- **OXYACETYLENE TORCH:** Used almost entirely for igniting various flammable objects in your shop and creating a fire. Also handy for igniting the grease inside the wheel hub out of which you want to remove a bearing race.
- **TABLE SAW:** A large stationary power tool commonly used to launch wood projectiles for testing wall integrity. Very effective for digit removal!!
- **HYDRAULIC FLOOR JACK:** Used for lowering an automobile to the ground after you have installed your new brake shoes, trapping the jack handle firmly under the bumper.
- **BAND SAW:** A large stationary power saw primarily used by most shops to cut large pieces into smaller pieces that more easily fit into the trash after you cut on the inside of the line instead of the outside edge. Also excels at amputations.
- **TWO-TON ENGINE HOIST:** A tool for testing the maximum tensile strength of all the crap you forgot to disconnect.
- **PHILLIPS SCREWDRIVER:** Normally used to stab the vacuum seals under lids or for opening old-style paper-and-tin oil cans and splashing oil on your shirt; but can also be used, as the name implies, to strip out Phillips screw heads.
- **STRAIGHT SCREWDRIVER:** A tool for opening paint cans. Sometimes used to convert common slotted screws into non-removable screws and butchering your palms.
- **PRY BAR:** A tool used to crumple the metal surrounding that clip or bracket you needed to remove in order to replace a 50 cent part.
- **PVC PIPE CUTTER:** A tool used to make plastic pipe too short.
- **HAMMER:** Originally employed as a weapon of war, the hammer nowadays is used as a kind of divining rod to locate the most expensive parts adjacent the object we are trying to hit. Also very effective at fingernail removal..
- **UTILITY KNIFE:** Used to open and slice through the contents of cardboard cartons delivered to your front door. Works particularly well on contents such as seats, vinyl records, liquids in plastic bottles, collector magazines, refund checks, and rubber or plastic parts. Especially useful for slicing work clothes, but only while in use. These can also be used to initiate a trip to the emergency room so a doctor can sew up the damage.
- **SON OF A BITCH TOOL:** Any handy tool that you grab and throw across the garage while yelling 'Son of a bitch' at the top of your lungs. It is also, most often, the next tool that you will need.

These helpful definitions were submitted for newsletter publication by Kirk Haslam of Advance Muffler.

ASCCA Foothill Chapter 5 Member Benefits

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

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

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

The ASCCA Advantage

The ASCCA Advantage provides a comprehensive summary of the value of ASCCA membership. We are proud to be able to offer a number of discounts and intangible benefits that are uniquely provided by our association. Please review the following benefit categories and be sure to make the ASCCA Advantage your first stop when looking for products and services you can trust.

Endorsed Vendors and the Value They Bring to Us

INSURANCE & LEGAL SERVICES

- EE & MB ASC Insurance Services** – Includes an enrollment discount of \$100. Customer Service (866) 923.7767, www.armstrongprofessional.com
- EE & MB CoreMark Insurance Services** – Competitive dental & vision plans exclusively available to ASCCA members. Mat Nabity, (916) 286.0918, mnabity@coremarkins.com
- MB FREE LEGAL Service** – 30 minutes of free legal advice per month for all ASCCA members. Jack Molodanof (916) 447.0313, jack@mgrco.org, www.mgrco.org.

EDUCATION PROVIDER

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

MERCHANT SERVICES

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

SOFTWARE PROVIDERS

- CP Autotextme** – A comprehensive, cloud-based tool that offers simple solutions for workflow management, improved communications, digital vehicle inspections, and quality control. autotext.me was created by Chris Cloutier of Golden Rule Auto Care to solve communication gaps that cause workflow delays and waste valuable rack time. Because autotext.me is created and developed by a shop owner, the company is uniquely positioned to understand what owners and shops go through and their need for continual process improvement. autotext.me has been proven to be an easy-to-implement, timesaving solution to common industry problems and is available to benefit all shop owners. Chris Cloutier (469) 546.5725, chris@autotextme.com
- MB Identifix** – Members receive a promotional price for online diagnostic tool and telephone diagnostic services. Customer Service (800) 997.1674
- CP & MB Shop-Ware** – The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. Scott Alton at (415) 890.0906 x106, contact_us@shop-ware.com. Ask for a special ASCCA member rate.

UNIFORM SERVICES

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

INTERNET MARKETING, WEBSITE DESIGN & SEARCH ENGINE OPTIMIZATION SERVICES

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

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



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

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

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

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

INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS

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

CUSTOMER COMMUNICATIONS PROGRAMS

CP & MB Mudlick Mail – Exclusive ASCCA member rates for direct mail marketing. Our affordable rates include creative design, custom mail lists, quality printing, and mailing service. Contact us today for a **FREE custom leads list**. No contracts or commitments.
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MB ACA – Access to Auto Care Association's publications, the Aftermarket Insider and the ACA Capitol Report, as well as member discounts on ACA publications and events. Call to see how you can save up to \$600 a year.
kathleen.schmatz@autocare.org, (301) 654.6664

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

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

CP & MB AutoZone – This partnership provides Platinum level membership pricing, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more!
Jim Gray, (704) 301.1500, jim.gray@autozone.com

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

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

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CP & MB LKQ Corporation – LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.
Sean Lawson, (661) 301.6014, SLawson@LKQCORP.com

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



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

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

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

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

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

Updated 9/8/17

ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

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

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

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

Education Programs – Attend ASCCA's Annual Summer Conference for educational opportunities for Shop Owners and Technicians. From business management to industry updates attending the Annual Summer Conference will keep you and your staff informed.

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

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

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

WWW.ASCCA.COM

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

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

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

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

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

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

Chapter 5 Associate Members

BG Products	Abe Chavira	805-857-5065	abec@petrospecsbq.com
Dorman Products	Frank Alviso	951-206-7023	falviso@dormanproducts.com
Frederick Blum Insurance	Fred Blum	626-401-1300	blum4@pacbell.net
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing / Justice Brothers	Tim Huddleston	805-584-0030	huddle5@sbcglobal.net
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Jeff Chin Diagnostics	Jeff Chin	818-929-9444	jchin.autologic@gmail.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Management Success!	Robert Spitz	818-500-9631	rspitz@managementsuccess.com
Mitchell 1 Software	Frank Joel	818-326-0602	fjoel@ix.netcom.com
NAPA Pasadena Store 039	Tony Diaz Gerry Santillan	626-798-1151 323-712-8133	Antonio_Diaz@napastore.com Gerry_Santillan@napasalesteam.com
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Van de Pol Oil	Wes Powell	562-236-1000	wpowell@ineedoil.com

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

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ASCCA 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 ascca.05@gmail.com

for your sign.



Chapter 5 Members get 30
minutes of free tax consultation!

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

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

ASCCA CODE OF ETHICS

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

Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

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

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

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

Board of Directors

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

Chapter Rep

Jack Scrafield.....(818) 769-2334

Committee Chairs

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

Associate Member Board Rep.

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

Chapter Staff

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Phone: (626) 296-6961
Text: (818) 482-0590
email: asca.05@gmail.com
Website: <http://www.asc5.com>

ASCCA State Contacts

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

President

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

Executive Director

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

Deputy Executive Director

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

Manager Digital and Social Media

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

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

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Events Manager

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Team Weekend Event Planner

Lauren Stoddard....(800) 810-4272 x131 or LStoddard@amgroup.us

Vendor Relations Manager

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

ASCCA Attorney

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

Government Offices/Contacts

US Senator Kamala Harris..... (D)

Phone..... (916) 448 - 2787
Email..... senator@harris.senate.gov

US Senator Dianne Feinstein..... (D)

Phone..... (310) 914-7300
Email..... senator@feinstein.senate.gov

US Rep Judy Chu..... (D-27)

Phone..... (626) 304-0110

US Rep Adam Schiff..... (D-28)

Phone..... (818) 450-2900

CA Senator Connie M. Leyva..... (D-20)

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)

Phone..... (818) 409-0400

CA Senator Josh Newman..... (R-29)

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CA Assembly Raul Bocanegra..... (D-39)

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Email..... Assemblymember.Chau@assembly.ca.gov

Government Offices/Contacts

President Donald Trump..... (R)

Phone..... (202) 456-1111
Fax..... (202) 445-4633

Governor Jerry Brown..... (D)

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



ASCCA

Foothill Chapter 5

January 2018

*Join us for our January 2 Dinner Program at
Mijares Mexican Restaurant*

Open Forum

Menu:

Taco/Tostada Buffet
Soda & Coffee
Beer & wine available

Where:

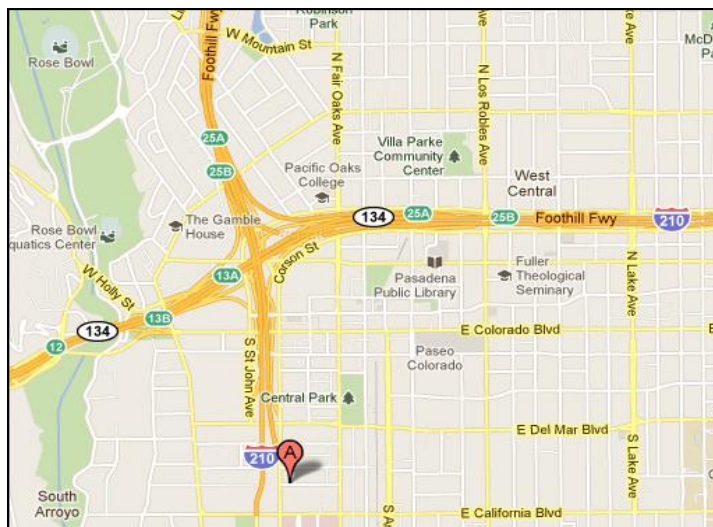
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

Tuesday, Jan 2, 2018
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

January 2nd “Open Forum” at Mijares Mexican Restaurant