



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

ASCCA

Foothills Chapter 5

May, 2021

President's Message:

I asked former ASCCA State President and Chapter 5 Board advisor, Glenn Davis, what he would say to our members. Here it is....,

Kirk



Hey everyone,

I'm glad April is over. Tax season is almost over and hopefully, Covid will be just a distant memory soon. It's time to start looking to the summer months and an increase in business. Your Board of directors are busy creating marketing opportunities for members of Chapter 5 that will help drive customers into your shops...Stay tuned in!

Highlighting the women of Ch5....

We have started highlighting the amazing women that run/support Ch5 shops. Please send us photos and bios of your special women that keep your machine running so we can feature them in upcoming chapter 5 newsletters. We are also creating a special "women's only" zoom meeting with top women in auto repair so you can get their perspective on today's market environment.

Don't get sued over your website...

We have a very special zoom meeting on Tuesday, May 4th. Rachelle Golden, the state's foremost ADA Compliance Defense Attorney will present an informative meeting about how to avoid big \$\$\$ lawsuits over your company's website. ADA website lawsuits have skyrocketed over the last several years and many ASCCA members have already felt the sting of such litigation. **Don't be the next victim!**

Make sure to attend this month's meeting and learn how to avoid these common mistakes.

Glenn Davis



*Join us for our monthly Chapter 5 meeting on
Tues., May 4th, at 6:30 pm via ZOOM
with Rachelle Golden of Golden Law, an expert
on Americans with Disabilities Act (ADA)
regulations and compliance.*

The easiest way to join the ZOOM
meeting is to click [HERE](https://us02web.zoom.us/j/82891141814) between 6:15 and 6:30 pm.
or type in your browser: <https://us02web.zoom.us/j/82891141814>
Zoom Meeting ID: 828 9114 1814

"Don't get sued over ADA access to your website! Yes, it can happen"

*Join us on Tuesday, May 4th, for important information regard-
ing compliance with ADA regulations. It's not only access to
your shop that is regulated, but access to your web site too!*

Rachelle Golden is an attorney who has used a manual wheelchair for more than half of her life, Ms. Golden uses her disability as a positive influence and has a heart for defending private and public entities against disability-related claims, including website-related access claims. She believes that proactive compliance is the truly the intent of the Americans with Disabilities Act and works tirelessly to achieve compliance without the costly expense of litigation.

DISCLAIMER

The Automotive Service Councils of California, their officers, board members, employees, members and affiliates in no way warrant the quality, competency, or merchantability of any goods or services advertised in this publication. In connection with this disclaimer, the Automotive Service Councils of California in no way warrant or insure the goods or services described herein, and each and every individual contracting with these manufacturers shall do so at their own risk. Furthermore, individuals utilizing these services are forewarned that the Automotive Service Councils of California have conducted no investigation into any representations made in any advertising, literature, or ad distributed by the advertisers in this or any other publication. Additionally, please be advised that the opinions and comments expressed by the contributors to this periodical are those of the contributors alone and do not necessarily reflect the opinions of the Automotive Service Councils of California, or ASCCA Chapter 5, or their officers, directors, members or staff.

GOLDEN LAW A.P.C.

RACHELLE T. GOLDEN

Rachelle T. Golden, IS admitted to practice in California and in Washington D.C. She is currently admitted to practice in all California State and Federal District courts within the State of California. Ms. Golden regularly consults with private and public entities in proactive ADA compliance, which includes creating policies and procedures that comply with Federal and State laws. She is a defense litigator who represents both public and private entities in ADA defense and employment defense.

Ms. Golden is a consultant and educator for the Civil Justice Association of California, in Sacramento, California. She collaborates with and assists elected officials in drafting ADA/Unruh Act reform. She routinely conducts workshops throughout the Country to educate businesses and organizations about how to protect themselves against construction-related access claims.

As an attorney who has used a manual wheelchair for more than half of her life, Ms. Golden uses her disability as a positive influence and has a heart for defending private and public entities against disability-related claims, including website-related access claims. She believes that proactive compliance is the truly the intent of the Americans with Disabilities Act and works tirelessly to achieve compliance without the costly expense of litigation.



GOLDEN LAW

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Here's a taste of why you need to attend our Zoom meeting on Tuesday as Rachelle Golden helps us protect ourselves from ADA-related lawsuits!



The Americans with Disabilities Act (“ADA”) and the California Unruh Civil Rights Act (“Unruh Act”) are often used as a conduit for serial plaintiffs to acquire a substantial amount of money through settlement, for very minor, if not trivial, ADA violations, using a “nickel and dime” approach (\$5,000.00 to \$10,000.00, or more) for repetitive cases.

Website litigation has become an emerging phenomenon that I have seen gain traction beginning in the middle of 2016 and have observed a consistent increase in litigation. There have been thousands of lawsuits filed against businesses large and small for barriers to website accessibility. The number of lawsuits filed is only increasing, even despite the COVID-19 pandemic. Bottom line is that these types of cases are not going away, and your business needs to get ahead of the curve. It is no surprise that California is in the top-five states for having the most website accessibility lawsuits filed. There are those cases which deal with legitimate access barriers, and then there are those cases where predatory plaintiffs encounter “barriers” to a business, without ever leaving their living rooms. One might ask, “How could this possibly be?”

When I regularly conduct presentations on this topic, the first question I get asked is, “What does it even mean to have an accessible website?” The answer to that question is a bit convoluted as a “communication” disorder is hardly ever consistent from one person to the next. So, while a website may be useable by one person with a cognitive, vision or hearing impairment, it may not be usable by another.

An inaccessible website can look like this:

- A person with a visual impairment is unable to see the photographs posted on a website, and therefore they need the website to be coded in a way that translates the photograph into text so that the website is **perceivable**.
- A person with an upper mobility impairment, may not be able to use a mouse to navigate a website, and needs to **operate** the website using only a keyboard.
- A person with a cognitive impairment wants to purchase concert tickets from a website but is unable to process the information on the screen in the five-minute period provided for making the transaction. They too, need the website coded in a way that will allow them to slow the time allowed for the website to be **understandable**.
- A person who is blind may use a screen reader which will read the screen aloud. The website must be **robust** enough to be compatible with this type of assistive technology.

A non-accessible website can present very real barriers to those who have visual, auditory, or cognitive impairments. With that being said, the internet can be a person’s way of finding liability, where none really exists. For example, a person who uses a wheelchair navigates to a hotel website and is unable to easily find information about accessible room accommodations. The information is there, they just simply do not want to take the time to read the information on the screen. The argument I often am faced with is, the plaintiff was unable to reserve an accessible room because they could not “easily locate” whether a particular unit was in compliance with the accessibility design standards. Forget about calling the property and asking, that would be entirely way too much trouble. Unfortunately, regardless of whether the website was actually “accessible” to that person, the defendant is left with a decision: to litigate the frivolous lawsuit; or shell out between \$5,000 to \$10,000 to settle it.

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This, my friends, gives persons with disabilities, like myself, a bad name.

So, what is one left to do? Practically speaking, my recommendation for determining if your website is accessible is to test your website to see whether it complies with the Web Content Accessibility Guidelines (WCAG), level 2.0 AA or greater. WCAG 2.0AA means that the website is coded in a way that is **perceivable** by the user with the disability, **operable** by the user, **understandable** by the user, and **robust** enough to be compatible with various types of assistive technology.

There are automated tests that can be downloaded from the internet, which is a great starting place to determine if your website meets WCAG 2.0AA. Be careful not to wholly rely on these automated tests as they can produce inconsistent results. Meaning, the test may miss an inaccessible feature on your website during an initial test and then pick it up during a second or third test. The best way to obtain consistent auditing results is by hiring a company to conduct a live-user audit. This means that the company will test your website with an actual person with a disability using their assistive technology. They will then prepare a report and will work with your web developer to remediate the inaccessible features.

If you work with an IT company or pulled a website template off the internet, contact them to find out whether the website is compliant with WCAG. If the IT company or the website company does not know what WCAG 2.0 AA is, then if I were a betting person, I would put my money on that the website does not comply.

While the ADA and the Unruh Act were enacted to allow persons with disabilities “full and equal enjoyment” in “any place of public accommodation,” in reality, these really amazing bodies of law are often used as a sword against businesses to obtain a quick settlement. The best way for you to protect your business is to audit and upgrade your website. The second-best thing you can do is to think of remediation as putting an investment back into your business, so that you can increase your bottom line by being accessible to all users, which is estimated to include over 1 Billion people world-wide. Remember, the money of a person with a disability is just as green as anyone else’s.

Rachelle Taylor Golden is the founder of Golden Law A.P.C., who uses a manual wheelchair. She maintains an active practice in California focusing on proactive public and private entity ADA and Unruh compliance, and litigation defense representing businesses throughout the State. She also regularly handles labor and employment law and litigation before state, federal and state agencies. She is consultant with Civil Justice Association of California, and frequently consults and works with elected official in drafting ADA and Unruh reform. She can be reached at Rachelle@GoldenADADefense.com

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Tax and Business Tips from Norm Blieden, CPA

Building a Fortress Balance Sheet

The best way to weather a storm is often by being prepared before the storm hits. In the case of small businesses, this means building a fortress balance sheet.

What is a fortress balance sheet?

This long-standing idea means taking steps to make your balance sheet shockproof by building liquidity. Like a frontier outpost or an ancient walled city, businesses that prepare for a siege—in the form of a recession, natural disaster, pandemic, or adverse regulatory change—can often hold out until the crisis passes or the cavalry arrives.

Building a fortress balance sheet isn't just a good idea for mitigating risk. Healthy cash reserves can also enable your firm to capitalize on opportunities, expand locations, or introduce new products.

Consider these suggestions for building your own fortress balance sheet.

- **Control inventory and receivables.** These two asset accounts often directly impact cash reserves. For example, carrying excess inventories can deplete cash because the company must continue to insure, store, and manage items that aren't generating a profit. Also take a hard look at customer payment trends. Clients who are behind on payments can squeeze a firm's cash flow quickly, especially if they purchase significant levels of goods and services—and then fail to pay.
- **Keep a tight rein on debt.** In general, a company should use debt financing for capital items such as plant and equipment, computers, and fixtures that will be used for several years. By incurring debt for such items, especially when interest rates are low, a firm can direct more cash towards day-to-day operations and new opportunities. Two rules of thumb for taking on debt are don't borrow more than 75 percent of what an asset is worth, and aim for loan terms that don't exceed the useful life of the underlying asset. A fortress balance sheet also means that debt as a percent of equity should be as low as possible. So total up your debt, equity and retained earnings. If debt is less than 50% of the total, you are on your way to building a stronger foundation for your balance sheet.
- **Monitor credit.** A strong relationship with your banker can help keep the business afloat if the economy takes a nosedive. Monitor your business credit rating regularly and investigate all questionable transactions that appear on your credit report. As with personal credit, your business credit score will climb as the firm makes good on its obligations.
- **Reconcile balance sheet accounts quarterly.** It's crucial to reconcile asset and liability accounts at least every quarter. A well-supported balance sheet can guide decisions about cash reserves, debt financing, inventory management, receivables, payables, and property. Regular monitoring can highlight vulnerabilities in your fortress, providing time for corrective action.
- **Get rid of non-performing assets.** Maybe you own a store across town that's losing money or have a warehouse with a lot of obsolete inventory. Consider getting rid of these and other useless assets in exchange for cash.
- **Calculate ratios.** Know how your bank calculates the lending strength of businesses. Then calculate them for your own business. For example, banks want to know your debt service coverage. Do you have enough cash to adequately handle principal and interest payments? Now work your cash flow to provide plenty of room to service this debt AND any future debt! But don't forget other ratios like liquidity and working capital ratios. The key? Improve these ratios over time.

Remember, the best time to get money from a bank is when it looks like you don't need it. You do this by creating a fortress balance sheet!

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



ASCCA VIRTUAL CONFERENCE

MAY 14 -15

INDUSTRY EXPERTS | TECHNICAL TRAINING |
BUSINESS MANAGEMENT TIPS & STRATEGIES

Read on for Management Tracks and Technical Tracks

Friday, May 14, 2021

1:00PM - 2:00PM BUSINESS MANAGEMENT TRACK You Can't Manage What You Don't Measure • Is Your Marketing Effective? Tools to help you understand • Marketing Metrics Analytics - More important than you thought • Tracking Numbers to target your phone conversions • Integrating Marketing with

POS-systems Jimmy Lea, Product Evangelist, Kukui Corporation

1:00PM - 2:00PM TECHNICAL TRACK Network Security Gateways • Overview of Network Architectures, Communication Protocols & Computer Wiring Diagrams • The origin of the Gateway Module & the evolution to a Security Gateway • Gateway Security - Access, Service & Diagnostics • Third-Party Authentication • Tools & Equipment Bill Weaver, NAPA Autotech Training 2:00PM - 2:15PM BREAK

2:00PM - 2:15PM BREAK

2:15PM - 5:00PM BUSINESS MANAGEMENT TRACK Electrified Vehicle Technology — A Pathway for Training Your Service Staff • Successful Hybrid/Electric Vehicle Service — Implement a total staff solution • Proven methods for success & profitability • Measure Up - The importance of metrics • Go Further Faster - Augmenting OEM service information & processes • I'm sold, but what training does my service staff need? » High voltage powertrain 5:5 » Battery pack » Battery charging » Regenerative braking » HVAC » Power inversion/conversion systems Dr. Mark Quarto, Chief Technical Officer, FutureTech Auto LLC

2:15PM - 5:00PM TECHNICAL TRACK Advanced Drivability Diagnostics • Fuel Trim Diagnostics • In Cylinder Pressure for Misfire Analysis • Misfire Detection Using the Crankshaft Position Sensor • Ignition Waveform Analysis • 5-Gas Analytics for Fuel Control Problems Bernie Thompson, Founder, Automotive Test Solutions

5:00PM - 6:00PM Virtual Happy Hour — BAR Chief Speaker

Saturday, May 15, 2021

8:00AM - 10:00AM BUSINESS MANAGEMENT TRACK Everything You Need to Know About Numbers & Profit Learn the best — and easiest — ways to increase your profit now • 20% Net or 3% Net - Which are you? • The 6 Most important numbers for your business • Measuring Gross Profit Dollars per hour - it's not enough • 7 Key warning signs in your numbers - what they mean & how to fix them Cecil Bullard, CEO, Institute for Automotive Business Excellence

8:00AM - 10:00AM TECHNICAL TRACK Noise, Vibration and Harshness Analysis — Part 1 Techniques to identify vibration source, track the transfer path & pinpoint the responding component. • Root causes of vibration • Understanding frequency & amplitude • Piezo sensors for analysis • Unique diagnostic software • Best practices for corrective measures Rich Falco, ASE Master Technician L1, CARQUEST Technical Institute

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10:00AM - 10:15AM BREAK

10:15AM - 12:00PM BUSINESS MANAGEMENT TRACK ADAS – Collision and Repair Shop Roles
This technology is already changing the industry. Do you want to do more than just keep up? Want to figure out how to get ahead and stay ahead of this next gen program? Learn the latest on ADAS and the partnership it creates between the repair shop and the body shop. Keith Manich, Automotive Training Institute 10:15AM -

12:00PM TECHNICAL TRACK Noise, Vibration and Harshness Analysis — Part 2 Rich Falco, ASE Master Technician L1, CARQUEST Technical Institute

NOON - 1:30PM BREAK

1:30PM - 3:30PM BUSINESS MANAGEMENT TRACK Using Video To Connect with Customers Your social media feeds are increasingly dominated by video. • Produce & utilize video content - without spending a Hollywood budget! • Strategies for consistent video production • Videos that will attract attention • Content types that successfully builds brand presence Kim and Brian Walker, Owners, Shop Marketing Pros

1:30PM - 3:30PM TECHNICAL TRACK Advanced PICO: Math Channels and Reference Waveforms — Part 1 Unleash the advanced functionality of your Picoscope to increase your efficiency. • Math channels & Reference Waveforms • Advanced triggering • Effective filters • Custom probes • Masks & Alarms • Serial Decoding Adam Robertson, ASE Certified Master Automotive Technician with L1, CARQUEST Technical Institute

3:30PM - 3:45PM BREAK

3:45PM - 5:00PM BUSINESS MANAGEMENT TRACK To Do What You've Never Done... Lessons from a lifetime serving the motoring public & the automotive service industry • Leverage the lenses of awareness, recognition, & culture • Expose yourself to new ideas & chart a different course • Get your business, and your life, running on all cylinders Mitch Schneider, President, Mitch Schneider's Future-Tech

3:45PM - 5:00PM TECHNICAL TRACK Advanced PICO: Math Channels and Reference Waveforms — Part 2 Adam Robertson, ASE Certified Master Automotive Technician with L1, CARQUEST Technical Institute

Registration Pricing

Regular Pricing after April 30 Member Pricing – **Entire Shop:** \$149
Non-member Pricing (up to 3 people): \$199
(Price credited towards membership for first time members.)

CLICK [HERE](#) TO REGISTER

Or type this in your browser: bit.ly/3cHyG6l

Off-Limits Interview Questions

By [Ryan McCanna](#)

This story was originally published in Ratchet+Wrench on a April 5, 2021

Interviews are nerve-wracking for both candidates and employers. Candidates want to present themselves in the best light, while employers want to find the right person for the job.

It can be difficult to walk the fine line between finding the right fit and asking the right questions. Karen Young is one of the leading experts in helping companies find the right match for their positions in an ethical way.

Young is president and founder of HR Resolutions and best-selling author of “Stop Knocking on My Door: Drama-Free HR to Help Grow Your Business.” She has more than 30 years of experience in the field, helping employers stay on top of HR management and the hiring process.

In this guide, you’ll find topics Young recommends to avoid, how to navigate difficult questions, and helpful ideas for redirecting conversations.

Red Light

Any question related to a candidate’s race, creed, nation of origin, age, disability, family status, marital status, gender expression or sexuality.

“So, tell me about yourself.” While this might be an appropriate icebreaker at a restaurant or dinner party, Young warns this is not an appropriate question before an interview. The vagueness of this question frequently leads candidates to reveal things about themselves that are not only irrelevant to the position, but could subconsciously bias the interviewer before the interview even begins.

“Do you have daycare arrangements in place?” If your company offers childcare or other family-related benefits, that information should be presented to all candidates, regardless of gender expression, Young adds, but should have no bearing on the interview or assessment of the candidates’ abilities.

“Oh, this interview was for today?” Interviewers should be prepared. They should have their questions written down and carefully considered before the interview. They should bring a note-taking device to the interview location, which should be easily accessible for candidates.

Yellow Light

Questions regarding COVID-19 vaccination. Although the US Equal Employment Opportunity Commission states that employers “may” require employee vaccination, Young does not recommend beginning this line of questioning during an interview because it “opens a rabbit hole” of potential exposure to the candidates’ information regarding declared or perceived disabilities. If your company has a mask mandate or other sanitizing procedures in place, present these plainly and direct any questions the candidate may have to the appropriate department.

“What are your professional goals for the next 2-5 years?” “I used to shy away from questions like these,” Young says, “but now I see real value for employers in the candidates’ answers.” Young recommends looking for a candidates’ self-awareness and motivational drive in their answers. All answers are valid, and she encourages employers to identify answers that are a match for the position and the company’s needs.

“Do you anticipate any challenges in commuting to this location or working these hours?” This question is more helpful than asking where a person lives, if they have a car, or other questions that carry a degree of bias or that others could see as potentially discriminatory. It is also more appropriate than questioning the candidate about religious conflicts, family commitments, or other personal details that

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the company does not need to know. Young elaborates, “If it has no bearing on the individual’s ability to do the job, it should not be asked in the interview.”

Green Light

Ask every candidate the same questions. Young identifies this as one of the five most important strategies for a successful interview. “Asking all candidates the same questions ensures that everyone is judged on the same playing field,” she adds. It also helps the interviewer accurately compare candidates’ abilities and to objectively choose the best match for the position.

“Do you have any concerns about your ability to perform any of the essential functions listed in the job posting?” Young identified this as one of four key strategies to successful interviews. Every question should be geared towards identifying their ability to do their job and be successful in your organization.

“It’s completely understandable if you’re a little nervous this morning, I am too.” This statement allows a moment of empathetic connection and can help to put candidates at ease.

If, during the course of an interview, you realize you’ve asked a question that is off-limits or inappropriate, Young says the best thing to do is to first, own your mistake.

“A great thing immediately after,” Young says, “is to say, ‘I apologize, that question has no impact on my interpretation of your ability to perform these duties. I’m nervous today too. Please forgive me.’”

Make a note of what happened, write down what you asked, if the candidate responded and how you handled the situation afterwards. When the interview is over, make your way over to the Human Resources department to explain what happened in full. Even small incidents should not be swept under the rug or ignored.

Study Up

Interviewers should be well trained to avoid subconscious bias and adhere to federal and state laws, including, but not limited to:

- Title VII of the Civil Rights Act of 1964
- Americans with Disabilities Act (ADA) of 1990
- Pregnancy Discrimination Act (PDA) of 1978
- Family and Medical Leave Act (FMLA) of 1993
- Genetic Information Nondiscrimination Act (GINA) 2008
- Occupational Safety and Health (OSH) Act of 1970
- Fair Employment Practices Agencies (FEPAs)

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



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

FOOTHILLS CHAPTER 5, INC.

What we do for you:

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

Examples:

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

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

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

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

ASCCA has great benefit programs:

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

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

Free accounting review of profit and loss statement.

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

Super discounts on uniforms.

Discounts on Alldata and Identifix.

Camaraderie, fellowship, and life-long friends.

Network with top shops.

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

Get second opinions on cars that are giving you fits.

Education opportunities:

When the restrictions end, we have free training for service advisors and technicians.

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

Why we need you:

Meet and network with top shops.

Monitor and fight harmful legislation.

Support our great partners and save money.

Support and give back to our industry.

All this for \$70.83 per month!

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How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$850/yr. Associate membership dues are \$945/yr.
 - \$400 goes to the Chapter
 - The remaining portion goes to the State Association
- When memberships are held in multiple chapters, only the original membership pays the full State Association dues. Additional members pay reduced State dues of \$300/yr. All memberships pay full chapter dues.
- Annual payment is due in the Sacramento office on January 1 of each year.
- Payment plans are available upon approval by the Chapter & State Association. With all payment plans, automatic credit card payments or ACH are now required. There is a \$2.00 transaction fee for these payments. (Chapter 5 will cover the transaction fees for our members.)
 - Semi-annually: Due: January 1 & July 1
 - Quarterly: Due: January 1, April 1, July 1, October 1
 - Monthly: Due the first of each month
- If payment is not received according to the agreed-upon schedule, dues immediately become delinquent.
- If a member reaches 90 days delinquent, their ASCCA membership may be cancelled.

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

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

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

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



ASCCA Advantage

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

The ASCCA Advantage is:

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



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ASCCA Members Get Access to Corporate Partner Discounts and Benefits

Business Supplies, Equipment & Services



AESwave specializes in sales and support of automotive diagnostic equipment.

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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

Education, Training & Business Coaching



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

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

☼ MEMBER DISCOUNTS



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

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



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

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

Insurance & Legal Services



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

Customer Service (530) 668-2777



Competitive dental & vision plans exclusively available to ASCCA members.

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



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

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

Internet Marketing, Web Design & Search Engine Optimization



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

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



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

Todd Westerlund (925) 980-8012
Todd@kukui.com
Patrick Egan (805) 259-3679
Patrick@kukui.com



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

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

Merchant Service/Payment Platform



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

Shannon Devery (877) 326-2799



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

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

☀ MEMBER DISCOUNTS

Software Providers



ALldata's automotive diagnostic and repair software, with OEM-direct repair information for accurate car repairs, is trusted by more than 400,000 technicians in more than 100,000 shops nationwide. Covering more than 38,000 engine-specific vehicles, ALldata provides auto repair shops a suite of products to help increase the daily car count, improve processes and provide quality repairs to keep customers satisfied.

Chuck Bennett (512) 285-0307
Charles.bennett@alldata.com



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

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



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

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



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

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

Uniform Services



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

Jessica Essad (775) 813.8954
EssadJ@cintas.com

🌟 MEMBER DISCOUNTS

Additional Benefits of ASCCA Membership

Government Affairs & Political Representation

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

Member-to-Member Communications

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

Local Chapter Events

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

ASCCA Communications

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

ASCCA Branding

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

Educational Foundation

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

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

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

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

April 2021

Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	abec@petrospecsbg.com
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Highpoint Distributing	Tim Huddleston	805-584-0030	huddle5@sbcglobal.net
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SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Van de Pol Petroleum	Wes Powell	562-236-1000	wpowell@ineedoil.com

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

ASCCA CODE OF ETHICS

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

Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

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

C 1 - Automotive Consultant
A 1 - Automotive Engine Repair
A 2 - Automotive Trans/Trans Axle
A 4 - Automotive Drivetrain
A 4 - Automotive Suspension/Steering
A 5 - Automotive Brakes
A 6 - Automotive Electrical/Electronic
A 7 - Automotive Heating/Air Conditioning
A 8 - Automotive Engine Performance
A9 - Diesel

L 1 - Advanced Engine Performance
L 2 - Med/H.D Truck Electronic Diesel

P 1 - Parts Specialist Med/H.D Truck Dealership
P 2 - Parts Specialist Automobile
P 3 - Parts Specialist Truck Brakes
P 4 - Parts Specialist General Motors

P 9 - Med/H.D. Truck Suspension & Steering
X 1 - Car/Light Duty Truck Exhaust Systems

B 2 - Auto body Collision Repair - Painting/Refinishing
B 3 - Auto body Collision - Non Structural Analysis
B 4 - Auto Body Collision - Structural Analysis

B 5 - Auto Body Collision - Mech/Electrical Components
B 6 - Auto Body Collision - Damage Analysis/ Estimating

F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas

M.M. - Engine Machinist Series

E 2 - Truck Equipment - Electrical/Electronic Systems

S 1 - School Bus - Body/ Special Equipment
S 2 - School Bus - Diesel Engine
S 3 - School Bus - Drivetrain
S 4 - School Bus - Brakes
S 5 - School Bus - Suspension/Steering
S 6 - School Bus - Electrical/ Electronic
S 7 - School Bus - Air Conditioning

T 1 - Med/H.D. Truck - Gasoline Engines
T 2 - Med/H.D. Truck - Diesel Engines
T 3 - Med/H.D. Truck - Drive Train
T 4 - Med/H.D. Truck - Brakes
T 5 - Med/H.D. Truck - Suspension/ Steering
T 6 - Med/H.D. Truck - Electrical/Electronic Systems
T 7 - Med/H.D. Truck - Heating/ A.C. Systems
T 8 - Med/H. D. Truck - Preventive Maintenance

ASCCA Chapter 5 2021 Board of Directors

Executive Board

President.....Kirk Haslam
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Gene Morrill..... (626) 963-0814
Darren Gilbert..... (626) 282-0644
Johanna Reichert..... (626) 792-9222
Mike Bedrossian..... (626) 765-6190
Dave Label..... (626) 963-1211

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Tim Chakarian(626)792-9222

Committee Chairs

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

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

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US Rep Adam Schiff..... (D-28)
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CA Senator Connie M. Leyva..... (D-20)
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CA Senator Susan Rubio..... (D-22)
Phone (626) 430-2499

CA Senator Maria Elena Durazo..... (D-24)
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CA Senator Anthony J. Portantino..... (D-25)
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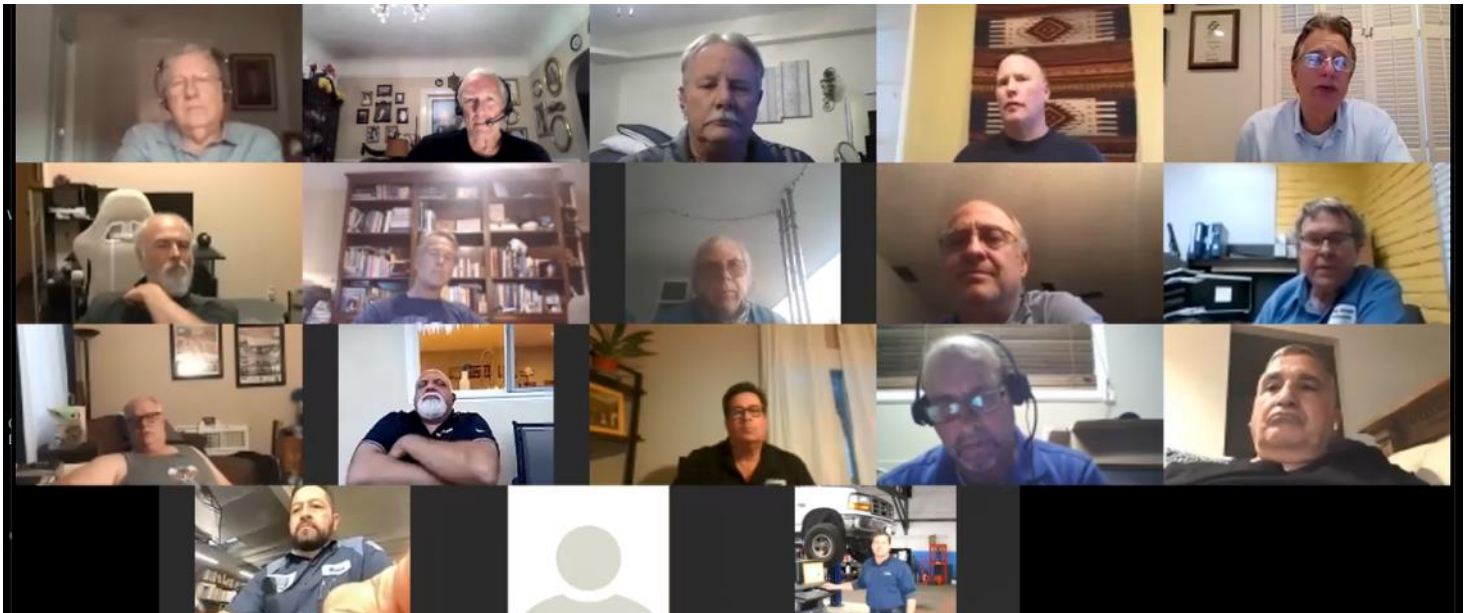
Government Offices/Contacts

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

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

We had 18 online at our April 6th meeting where Jack Molodanof taught us about current and proposed laws that impact or will impact our auto repair businesses

Jack is both our ASCCA Lobbyist as well as our corporate attorney. As a member of ASCCA, you are entitled to 30 minutes per month of FREE legal counsel, whether for business or personal needs. If you missed this meeting you can watch it on our ASCCA Foothills Chapter 5 YouTube channel [HERE](#) or click on the picture below.



We will continue with our monthly Zoom calls until we have the green light to resume our meetings at Mijares Mexican Restaurant.

Of the shops drawn, only one shop was present to win our shop drawing of \$50 cash or \$100 Chapter dues credit. Craig Johnson Automotive won and donated his \$50 to the Denise Johnson Scholarship Fund

“Thank You, Craig!”

In May, four more shops will be drawn. If none are present, we’ll keep drawing until we have a winner! You must be present for the full meeting and in good standing to win!

Join us on May4th as Rachelle Golden informs us about the Americans with Disabilities Act (ADA).

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