



ASCCA

Foothill Chapter 5

February 2018

President's Message:

Hello everyone.

I hope everyone is doing well this New Year.

As we look ahead, it's going to be an exciting year for ASCCA. We have many great speakers and meanings planned for you.

April 24th is Legislative Day ("Leg Day"). Many ASCCA members, and hopefully all of you, too, will be traveling up to Sacramento to meet our state representatives. It's a one day trip that gives you the chance to personally voice your concerns to your elected representatives.

On April 7th, Chapter 5 will be hosting a service writer class in partnership with BG products. I hope to see you at all of these events.



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

UPCOMING MEETINGS & EVENTS

February 6-- Jim Silverman of ATI at Mijares Mexican Restaurant

Mar 6 & Apr 3 - TBD

Apr 7 - Service Writer Seminar with Mike Bauer of BG Products - Courtyard by Marriott in Monrovia

Apr 24 - Legislative Fly-in Day

May 1 - Shop Night at BMW PhD in Pasadena

Jun 5, Jul 3, Aug 7, Sep 4 - TBD

Oct 2 - Oktoberfest Bowling at Montrose Bowl

Nov 6 - TBD

Dec ? - Chapter Christmas Party

Our Open Forum in January was lively and informative. There is no substitution for the collaboration of shop owners and industry professionals when it comes to sharing wisdom and experience on repair shop issues.



Shop Drawing

Bender's Alignment was drawn in the Shop Drawing, but was not present to win the \$260 prize. Next month, the prize increases to \$280.

Remember, you must be present to win!

Tax and Business Tips from Norm Blieden, CPA

Tax filing reminders

February 28 – Payers must file most other Forms 1099 (except certain Forms 1099-MISC due Jan. 31) with the IRS. (April 2 if filing electronically.)

March 2 – Automatic extension deadline for employers and health care providers to provide Forms 1095-B and 1095-C to individuals.

March 15 –

- 2017 calendar-year S corporation income tax returns are due.
- 2017 partnership returns are due.

Deadline for calendar-year corporations to elect S corporation status for 2018.

New 2018 capital expense rules

There are many provisions in the tax reform bill passed in late 2017 designed to benefit small business owners. There are also a variety of new tax tools affecting how small businesses account for deducting the cost of capital purchases under the new tax law. Here's what you need to know:

Tool #1: Section 179 deduction

The new law increases the amount of business property purchases that you can expense each year under Section 179 to \$1 million (from \$500,000 previously). Normally, spending on business property (machines, computers, vehicles, software, office equipment, etc.) is capitalized and depreciated so that the tax benefit is spread out slowly over several years. Section 179 allows you to get the tax break immediately in the year the property is placed into service.

Tips:

- *There is an eligibility phaseout for Section 179 that ensures it's only used by small businesses, but that was also raised to \$2.5 million (from \$2 million) by the new law. If you spend more than \$2.5 million on business property in total during the year, your ability to use the \$1 million Section 179 deduction is reduced dollar-for-dollar above that amount.*
- *Section 179 deductions can be used on both **new and used** equipment.*

You can now use Section 179 on property used to furnish lodging or in connection with furnishing lodging (such as rental real estate). It also includes improvements to nonresidential real estate assets such as roofs, heating and air conditioning, and alarm systems.

Tool #2: Bonus depreciation

Bonus depreciation limits (also known as first-year bonus depreciation) are also improved under the new law, but for a limited time. Bonus depreciation is similar to Section 179 and allows you to immediately expense capital purchases rather than depreciating them over several years.

Under the new law, first-year bonus depreciation increases to 100 percent of the qualified asset purchase price for the next five tax years (starting in 2018) and can now be applied to the expense of purchasing used property as well as new.

Tips:

- *Bonus depreciation is typically used on short-lived capital investments (with a 20-year or less useful life) such as machinery, equipment and software.*
- *Bonus depreciation had been only for purchases of new equipment, but can now be applied to used equipment as long as you place it into service at your business during the tax year.*

The allowable bonus depreciation starts to decline after 2022. It falls to 80 percent in 2023, 60 percent in 2024, 40 percent in 2025 and 20 percent in 2026.

Remember, though tax reform gives you expanded tools to accelerate depreciation, it may not benefit you to use them in every case. Sometimes it's better to use the standard capitalization and depreciation tax treatment. These tax benefits do not change the amount a capital purchase can be expensed – only the timing. Calculating whether your business will benefit from these revamped expensing tools can get complicated, so give us a call if you need assistance.

Tips for when your employees are family members

Working with family can be a pleasure. It can also be a pain, especially if you have to terminate a family member's employment. Here are tips to help you ease the strain of mixing your family and employee relationships.

Hire for the right reasons. Make your hiring and firing decisions based on the skill sets needed to keep your business operating effectively. Hiring your son because he's struggling to find a job is *not* a good business reason for bringing staff on board.

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Set clear expectations. Communicate the job's performance requirements to your family member right from the start. Clearly define company policies for promotion, compensation and termination. Make it plain that unethical conduct will not be tolerated.

Avoid nepotism. Nepotism is our human habit of treating family members more favorably than others. Keep in mind that your non-family employees will be hypersensitive to any favoritism you show to relatives.

Document performance. Throughout your family member's tenure, maintain a detailed personnel file that tracks behavior resulting in disciplinary actions. In the unfortunate case of a necessary firing, a well-documented file will provide a narrative record that lays out your reasons and clearly communicates the evidence leading to your decision.

If you have to fire, keep it professional. Set a formal termination meeting. You may want to involve a direct supervisor or a human resources professional to ensure that your company is appropriately represented and to prevent the conversation from lapsing into emotional arguments.

The bottom line: Adhere to formal business standards and communicate in a professional, businesslike manner with your related employees.

Taxes and virtual currencies: What you need to know

Virtual currencies are all the rage lately. Here are some tax consequences you must know if you decide to dip your toe into that world.

The IRS is paying close attention

The first thing to know is that the IRS is scrutinizing virtual currency transactions, so if you live in the U.S. you'll have to report your transactions in Bitcoins and the like to the IRS. Despite some early misconceptions, virtual currency transactions can be traced back to their owners by governments and other cyber sleuths.

If you decide to use or hold virtual currencies, carefully report and pay tax on your transactions. Act as if you are going to be audited, because if you don't, you just might be!

It's property, not money

Note that the IRS doesn't consider Bitcoin or other virtual currencies as money, because they aren't legal tender. Instead, they are considered property. That means that if you are paid in Bitcoin, you will have to report it as income based on its fair market value on the date you received it.

And, if you sell Bitcoin, you have to pay tax on your gain using the cost (basis) of when you received it. The IRS has said that if Bitcoin is held as a capital asset, like a stock or a bond, then you would pay capital gains tax. Otherwise, if it is not held as a capital asset (for example if it is treated as inventory that you intend to sell to customers), it would be taxed as ordinary income.

Be aware of the risk

In addition to the increased oversight by the IRS, virtual currencies are at risk of virtual theft with no recourse to a government agency like the Federal Deposit Insurance Corporation, which insures U.S. bank balances. Do your research on storage and security before you invest. And if you need help with any tax questions related to virtual currency, don't hesitate to call.

New Designation for Norm. I am now registered a business broker, so if you or any of your friends want to sell or buy a business, please contact me.

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 at (626) 440-9511.

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ASCCA Chapter 5 will reimburse up to \$100 for the cost of any of our members going for the first-time to Leg Day! Don't Miss Out!!!

Automotive Aftermarket Industry Legislative Fly-in (“Leg Day”)

Tuesday, April 24, 2018

*Capitol Event Center
1020 11th Street
Sacramento, CA 95814*

[Click here to download the registration packet](#)

[Click here to register online](#)

Join the Automotive Aftermarket Industry For A Day at the Capitol!

The Automotive Aftermarket Industry is joining together for a Legislative Fly-In! Don't miss out on this opportunity to connect with others in the industry. Fill out this registration form and make your travel arrangements. Please don't delay, space is limited! Reservations will be accepted on a first come, first serve basis. Past speakers have included: *Chief, Bureau of Automotive Repair; Governor's Small Business Advocate; Governor's Economic Adviser; Chair, Select Committee on Career Technical Education & Workforce Development; Author AB 2289 (Smog Check); Chair, Senate Transportation & Housing Committee.*

EVENT LOCATION

This year's event will again be held at the Capitol Event Center, located at 1020 11th Street. Located adjacent to the Chops restaurant and Ambrosia Cafe, it is a quick 1 block walk from the Capitol Event Center to the California State Capitol Building.

HOTEL INFORMATION

This year, Legislative Fly-In guests will be on their own to make their hotel arrangements. A walking-distance hotel can be recommended upon request.

REGISTRATION DEADLINE

Registrations must be received by **April 13, 2018** in order for staff to schedule legislative appointments on your behalf. Please return the registration form via e-mail or fax to: ayang@amgroup.us or 916.444.7462 (fax).

Please plan to arrive before the 8:00am Welcome Breakfast. Arrange departing flights at or after 5:00pm to allow enough time to go through the airport. Check other airlines or arrive the previous evening if you can not make an early flight.

How To Use Facebook Custom Audiences For Social Target Marketing

Taran Sodhi



The popularity and prevalence of digital advertising is growing at a rapid pace. Until a few years ago, digital was considered a good complement to other marketing channels such as TV, radio and print. Now, however, spending on digital ads alone likely will be larger than the amount spent on television advertising in the U.S., according to estimates from eMarketer.

There is no doubt that digital advertising is here to stay. And while there are a plethora of options available to businesses, Google and Facebook have undeniably become two ubiquitous players in the digital landscape. Marketers from all types of industries, including tire and auto service providers, are finding substantial value with these two providers.

Before we dig into Custom Audiences and targeting, let's first explore Facebook and why it's so good for tire and auto service marketing.

Here are some points to consider:

Reach – With 1.5 billion users worldwide, Facebook has more users and offers greater exposure to advertisers than any other single media channel.

Data – Facebook collects volumes of information on user preferences, lifestyle, location and behavior. This data allows for far more precise targeting than most platforms.

Cost – Facebook advertising costs a fraction of what other channels charge, including print, TV and radio. (Notwithstanding that single factor of cost, we do recommend that advertisers plan for a multi-channel approach instead of relying on any single platform.)

There are a number of ways to target users on Facebook. The one feature that we believe provides the best opportunity for positive ROI to tire and auto businesses is Facebook Custom Audiences.

How Facebook Custom Audiences Works

Facebook Custom Audiences is a method of marketing that leverages a list of individuals with whom a business has an existing relationship. This feature allows the advertiser to create a variety of targeted ad campaigns across Facebook based on their existing contacts. You can then use the information on each of your known prospects to create lookalike audiences – ones that mirror the qualities of people (good and bad) on the original list provided.

Specifically, there are a few different ways to create Custom Audience filters in Facebook:

Customer List – This approach compiles and targets a list of user emails, phone numbers, or Facebook User Ids that a business may have collected from users with whom the business has some sort of an established relationship. This generally is the easiest and fastest way to launch a Custom Audience campaign

Website Custom Audience – This method targets users based on the activity on your website. Facebook allows you to install a pixel (small piece of tracking code or “cookie”) on your site so that you can target users who

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visit a certain page on your website. The business can then track various types of activity on your site, including content viewed, keywords searched, when the “add to wish list” button is clicked, when the “add to cart” is clicked, when checkout is initiated, as payment info is added, when purchase is completed, a form is submitted or a registration is completed.

Your business can even get into a more detailed “custom” targeting approach that includes targeting your users by the number of times they visit a page, by date range, total time spent on a page or overall website and type of device they used. The date range can be valuable and help you save money, especially if you know that an average visitor buys a specific service, such as brake replacement, within x number of days after their visit on the web.

Note: This type of targeting is good for up to 180 days from the last visit to your site.

App Activity Audience – If you have a custom app for your shop, this option allows you to target those who may take certain delineated action(s) on your app.

Engagement Custom Audience – This approach targets users who engage with certain ad types or your Facebook page. This could include:

o **Video Engagement** – Those who engaged or viewed a percentage of a video ad on your website or YouTube;

o **Page Engagement Ads** – Users who engaged with your content on Facebook. This includes likes, comments, shares, etc.

Facebook takes complex concepts like ad targeting and advanced marketing tactics, and makes them very easy to use. And studies show that Facebook Custom Audiences advertising, including sponsored posts in the newsfeed, can be very effective.

Primary benefits include:

Customer Retention – Facebook Custom Audiences is a great way to reach current customers to remind them that your business is ready to meet their needs. It’s also a great way of providing them with timely reminders for recurrent services. Since customer retention is key to operating a successful shop, my team at Conceptual Minds encourages our clients to leverage this option as part of the overall marketing strategy.

Re-targeting with the Intent to Convert – Data suggests that reaching out to people who may have started the “check out” process on your website, but who did not initially convert, can help provide the needed lift to achieve conversion. In fact, these conversions can be generated at a far lower cost than many other strategies.

5 Ideals for Specific Campaigns

If you have read this far, then I’m sure you are beginning to think about some real-life Custom Audience campaigns that you could implement for your shop. Here are a few ideas to help you get started.

Cart Abandonment Campaign – Create a campaign for those individuals who reached the cart section of your website but did not complete a tire purchase or scheduling an appointment. We recommend considering special offer for these users.

Reminder Campaigns – Consider uploading a list of customers who you know are coming due for a service like oil change, inspection, etc. and create an ad that serves as a reminder. This ad can even include that tempting special offer.

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Look-Alike Advertising – As mentioned earlier, Facebook has the ability to analyze the customer list you provide and find commonalities between these customers from a demographic, and/or behavior perspective. It can also search for users within its own database and match them to core characteristics of your customers. We recommend compiling a list of your best customers so you can enjoy the results of look- alike advertising and get more bang for your buck.

Using a “Customer List” as a Negative – If you would prefer to create awareness for your brand without spending money advertising to existing customers or people who already frequent your shop, you could use custom audiences as a negative and exclude your current customers from your marketing campaign. This type of strategy may be perfect for shops that want to attract new customers with special promotions.

Create Up-sell/Cross-sell Campaigns – This type of campaign works well on current customers or those who have “abandoned carts.” For example, a simple campaign could be for a seasonal maintenance package. For these campaign, you could target those users who visited the information page on your site but didn’t schedule an appointment.

Simple Steps to Get Started

Now that you have some ideas, let’s talk about the nuts and bolts of setting up your campaigns in a few easy steps.

Step 1: Create a list of users with whom your business has some type of existing relationship. This list may include email addresses, phone numbers, app user IDs or mobile user IDs. The list should be in one of two formats – CSV or TXT and should have a minimum of 20 users on the list.

Step 2: Once you’re in your Facebook account, go to Promotions. Click on Ads Manager on the navigation bar. Select Audiences. Next, select Create Custom Audience, then Customer File.

Step 3: You have several options at this point. You can upload a list, copy/paste the info and/or import a list from Mailchimp. Once you choose your preferred option, select the data type and upload the list. Be sure to name it something easy to identify (ex., “Cart_Abandonment_List_Nov_1_2017-Nov_31_2017”).

Step 4: Upon upload, Facebook will filter through users that it can match within its system. On average, Facebook is usually able to match anywhere from 50-70% of the users on your list.

Final Thoughts

It is important to understand that like most marketing initiatives, Facebook campaigns requires regular attention, maintenance and assessment. Testing is vital. And don’t lose sight of the fact that ad content and creative matters a lot! Almost every element of an ad can and should be tested. This includes images, colors, copy, call to action, etc. We recommend monitoring your campaign regularly.

Many of these are steps your business can take care of on its own, and we encourage you to do exactly that. However, if you find yourself needing assistance, don’t hesitate to get in touch with me and my team. We’re marketing pros who understand Facebook; we’re intimately familiar with tire and auto service businesses, and we’re happy to help.

Taran Sodhi is the founder and CEO of automotive marketing consulting group, Conceptual Minds. He can be reached at tsodhi@conceptualminds.com or by calling (877) 524-7696.

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Hosting A Women's Car Care Clinic – Easing Fears & Providing Education Helps Instill Trust

Kristen Criswell

Automotive repair can be scary for any customer — whether male and female. That's because not knowing how a vehicle works can instill trepidation among customers and lead many of them to worry about being taken advantage of by a repair shop. The best way shops can combat this fear is through customer education.

With more and more women making primary automotive-related purchasing decisions, including service and repair decisions, forward-thinking shops are trying to better educate this important clientele base. So, in recent years, many shops have decided to host women's car care clinics as a means to educate customers.

Signal Garage Auto Care, with two locations in St. Paul, MN, started hosting clinics in the mid-2000s when it noticed an influx of female customers wanting to learn more.

"We came to realize that we actually have more women dropping off and picking up cars and making decisions on cars at our shop than men... You could tell they felt a bit sheepish asking questions. You could tell they wanted to get the answer, but didn't know what to ask," shares Rami Derhy, president and co-owner of Signal Garage. "Then we started hearing comments over and over: 'You guys are so friendly to women.' 'This is the first place someone offered information that was simple and easy to understand.' 'You don't talk down to women.' Pretty soon we came to realize we should put on some kind of basic information seminar."

Houska Automotive, located in Fort Collins, CO, started hosting women's car care clinics more than 10 years ago after being asked to present a class.

"We feel that part of our job is education. Whether you're a man or woman, almost daily we have a customer coming into the back of the shop with the technician to show them what's going on with the car," shares Jon Monks, repair operations manager at Houska. "We think by educating them they feel more at ease and they can see what we're talking about."

Hosting a Successful Clinic

There is no single formula for hosting a successful women's car care clinic, but there are several keys to success.

The first step is to select the right material to cover in the clinic.

Suzzette Phillips, part owner of Bovan's Auto Service in Cliffside Park, NJ, recommends keeping the information included in the clinic simple and easy to understand.

"One of the things that we were realized when we started teaching clinics was, a lot of women were walking into shops and felt like they were being ripped off. No one really knew much about cars and they weren't sure what the mechanic was saying," she says.

Bovan's discusses repairs and maintenance, pointing out what could happen if a car isn't properly maintained. Phillips also relies heavily on showing rather than telling.

"If the women are able to relate, I find that a lot more successful... I make it simple. It can't be over complicated," she says.

Signal's Derhy agrees that keeping it concise and easy to understand is best.

"People aren't interested in cars as much as we are. I used to host a three-hour class where I was doing most of the talking. A post-event survey found I don't need to talk that much," he says. "We now have a 45 minute to a hour presentation that includes questions throughout."

Derhy shares that the shop's clinics now focus on how proper maintenance can lead to less expensive repairs, how to identify the best shops, and the difference between good and bad parts.

Other information that could be covered in a women's car care clinic include: how to check fluids; how to jump-start a car; what it means when brakes are grinding metal to metal; tires impact on fuel economy; and more.

"We've always told people we're not going to pretend you'll be master technicians. We're going to give you the information that you need to know. So if you do take your car into a repair shop, this is what the techs are talking about," Monks says.

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It's a good idea to develop an outline of what you want to cover and leave time for questions. At Houska, Monks attends classes to sometimes help direct questions to the most useful information.

"I kind of direct some of the conversation, ask the question that the women might not know to ask.... Sometimes we'll be talking about tires and how to choose a tire. Everyone automatically goes to price, which is not the best way to choose anything," he says. "So, when we get to that conversation if somebody doesn't ask that question, I'll be in the back of the room and ask 'What do I look for in a good tire?'"

All three shops advise having both good and bad parts on hand to do show and tell with attendees.

Another key to success is choosing the right location for the clinic.

Signal and Houska have found success hosting clinics twice a year at their locations. Hosting a clinic at a shop requires extra effort by the shop to make sure the facility is clean and presentable. It may also require the shop to close for a day, or have employees help with a clinic on a day the shop doesn't normally operate.

Meanwhile, Bovan's hosts its clinics off-site at churches, libraries, and women's centers. The shop's clinics are hosted based on request and Bovan's has added a feature to its website to help with inquiries.

Phillips notes that it's important to remember to bring everything along when hosting a clinic off site.

The last key to hosting a successful women's clinic is to make it both educational and fun.

To help make classes more enjoyable for participants shops include food, games and gift bags for everyone in attendance. One shop has even recruited a fellow small business to conduct chair massages to help the women relax.

The options for how to tailor a car care clinic are endless and shops have unlimited potential to make it their own. Creativity is the key element in making clinics not only valuable, but memorable, too.

More Than ROI

While none of the shops host the clinics to increase their revenue, they all believe there is value and benefit to hosting the women's car clinics. In fact, several are considering expanding the clinics to include first-time drivers.

"Most of the people who are attending your clinic are either already your customer or they already have a place to go. The purpose of the clinic is not to build my clientele. The purpose of the clinic is to provide information to the public to make the entire industry's job easier," shares Houska's Monks. "We feel it's our duty to give back to our community. Part of the way that we give back is through education."

"We pride ourselves on doing amazing service. Anyone can fix a car, but we are known in the area as an honest shop and that's what keeps us going," says Signal's Derhy. "I truly believe that if you do something for the community, they may remember you and support you back."

"I believe if I can help one woman to know more about her vehicle to prevent being scared or ripped off, then I've done my job," Bovan's Phillips shares.

Keys To Car Care Clinic Success

Don't Forget!

- *Make it fun. Food, games and giveaways are always appreciated.*
- *Prepare an outline and leave time for questions.*
- *Provide take-home educational materials. The Be Car Care Aware program (carcare.org) offers plenty of free materials that can be shared with attendees.*
- *Weekend classes have a higher attendance when they are hosted in the morning. Weekday classes are more successful in the evening.*

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ASCCA Foothill Chapter 5 Member Benefits

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

- 1. A VERY LOUD POLITICAL VOICE.** Individually, there isn't much we can do to shape legislation which will affect our industry, but collectively, our united voices are STRONG, LOUD AND FOCUSED. Politicians and elected officials in state, county and city governments listen to ASCCA when we talk, because we represent hundreds of members (& thousands of voters!) statewide. Often, the Bureau of Automotive Repair discusses with ASCCA rules and regulations under consideration to see how they will fit in the real world of automotive repair.
- 2. SHOP TO SHOP NETWORKING.** Our members don't see each other as competition but as comrades in the industry, helping each other to succeed. If you have a problem you can't figure out, call one of our members who specializes in that area. They'll be glad to help you out.
- 3. INFORMATIVE MEETINGS.** We hold Dinner Meetings on the first Tuesday evening of each month. Our meetings offer great speakers, camaraderie, valuable information, and the latest news on what's happening in the automotive repair industry. You also get to network with other shop owners and exchange ideas, tips, techniques and short cuts. The monthly meal is included in your dues, plus we have a long-standing special where you can bring your spouse or business partner at no charge! Our Chapter Board of Directors schedules our programs and welcomes any suggestions you have on good speakers! Contact the chapter office with your suggestions. For the location and current speaker, look on the last page of this newsletter.
- 4. CHAPTER SEMINARS.** The Foothill Chapter Board of Directors and our Seminar Committee Chair, 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

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

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

CP & MB Repair Pal – Join the nation's largest network of elite auto repair shops. RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. Our website gets millions of visitors each month from Google searching for "car repair estimate" and other phrases. In turn, each of our shops gets 8-10 new customer contacts per month, with an average repair order over \$500. 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.
Reed Parker, (855) 968.9467, info@mudlickmail.com

BUSINESS SUPPLIES, EQUIPMENT & SERVICES

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

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@autzone.com

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

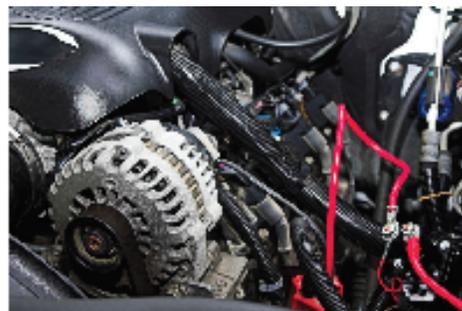
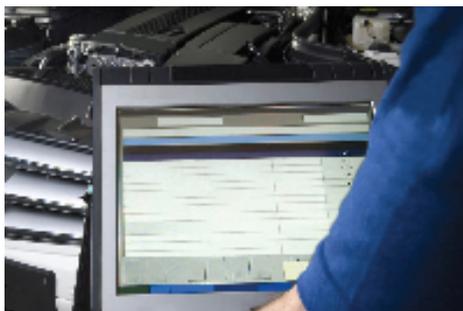
CP & MB BP/Castrol – An innovative company that markets high-performance engine oils and business-building programs directly to independent workshop owners. For over 23 years, Castrol has been the only major marketer to manufacture its own premium, custom-made additives for its leading passenger car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

MB Hertz Rental – A 10% discount off Hertz Daily Member Benefit Rates, a 10% discount off Hertz U.S. Standard Rates, and 5% or greater discount off Hertz Leisure Rates.
Customer Relations (888) 777.6095, www.hertz.com

MB HotelStorm – Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit hotelstorm.com/ascca and use password Auto 1234 to get your discount.
concierge@hotelstorm.com, www.hotelstorm.com/ascca

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

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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@petrospecsbg.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	gjardinad@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
asca.05@gmail.com***



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Get the Word Out!

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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Shop Owners Know How
You Can Improve Their
Business!**

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

	(Pd. Qtrly / Pd. Annually)
Full page	\$300/\$900
Half Page	\$160/\$480
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!

<p>C 1 - Automotive Consultant A 1 - Automotive Engine Repair A 2 - Automotive Trans/Trans Axle A 4 - Automotive Drivetrain A 4 - Automotive Suspension/Steering A 5 - Automotive Brakes A 6 - Automotive Electrical/Electronic A 7 - Automotive Heating/Air Conditioning A 8 - Automotive Engine Performance A9 - Diesel L 1 - Advanced Engine Performance L 2 - Med/H.D Truck Electronic Diesel P 1 - Parts Specialist Med/H.D Truck Dealership P 2 - Parts Specialist Automobile P 3 - Parts Specialist Truck Brakes P 4 - Parts Specialist General Motors P 9 - Med/H.D. Truck Suspension & Steering X 1 - Car/Light Duty Truck Exhaust Systems B 2 - Auto body Collision Repair - Painting/Refinishing B 3 - Auto body Collision - Non Structural Analysis B 4 - Auto Body Collision - Structural Analysis</p>	<p>B 5 - Auto Body Collision - Mech/Electrical Components B 6 - Auto Body Collision - Damage Analysis/ Estimating F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas M.M. - Engine Machinist Series E 2 - Truck Equipment - Electrical/Electronic Systems S 1 - School Bus - Body/ Special Equipment S 2 - School Bus - Diesel Engine S 3 - School Bus - Drivetrain S 4 - School Bus - Brakes S 5 - School Bus - Suspension/Steering S 6 - School Bus - Electrical/ Electronic S 7 - School Bus - Air Conditioning T 1 - Med/H.D. Truck - Gasoline Engines T 2 - Med/H.D. Truck - Diesel Engines T 3 - Med/H.D. Truck - Drive Train T 4 - Med/H.D. Truck - Brakes T 5 - Med/H.D. Truck - Suspension/ Steering T 6 - Med/H.D. Truck - Electrical/Electronic Systems T 7 - Med/H.D. Truck - Heating/ A.C. Systems T 8 - Med/H. D. Truck - Preventive Maintenance</p>
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ASCCA Chapter 5 2016-17 Board of Directors

Executive Board

2016

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

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

Secretary.....Craig Johnson
 Phone (626) 810-2281
 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

Membership & Administration.....Joseph Appler
 Phone.....(626) 296-6961
 Text.....(818)482-0590
 Email..... asca.05@gmail.com

Chapter Contact Information

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 1443 E. Washington Blvd. #653
 Pasadena, CA 91104-2650

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

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

Accounting Executive
 Nito Goolan.....(800) 810-4272 x103 or NGoolan@amgroup.us

Events Manager
 Rachel Hickerson.(800) 810-4272 x109 or rhickerson@amgroup.us

Communications Manager
 Ryan King.....(800) 810-4272 x122 or RKing@amgroup.us

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@mgroco.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)
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CA Senator Kevin de Leon.....(D-24)
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CA Senator Anthony J. Portantino.....(D-25)
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CA Senator Josh Newman.....(R-29)
 Phone(714) 671-9474

CA Assembly Raul Bocanegra.....(D-39)
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 Email Assemblymember.Bocanegra@assembly.ca.gov

CA Assembly Chris Holden.....(D-41)
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 Email Assemblymember.Holden@assembly.ca.gov

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 Email Assemblymember.Friedman@assembly.ca.gov

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CA Assembly Ed Chau.....(D-49)
 Phone(323) 264-4949
 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

February 2018

Join us for our February 6 Dinner Program at Mijares Mexican Restaurant

Jim Silverman of ATI "Fixing a Dysfunctional Courtesy Inspection" (with a look at Processes and Procedures)

Menu:

Taco/Tostada Buffet
Soda & Coffee
Beer & wine available

Where:

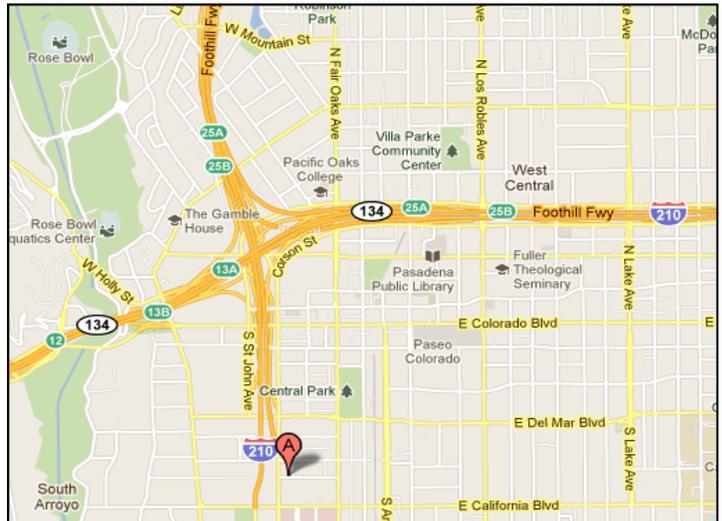
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

Tuesday, Feb 6, 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

Mar 6 & Apr 3 - TBD
 Apr 7 - Service Writer Seminar with Mike Bauer of BG Products - Courtyard by Marriott in Monrovia
 Apr 24 - Legislative Fly-in Day
 May 1 - Shop Night at BMW PhD in Pasadena

Jun 5, Jul 3, Aug 7, Sep 4 - TBD
 Oct 2 - Oktoberfest Bowling at Montrose Bowl
 Nov 6 - TBD
 Dec ? - Chapter Christmas Party