



ASCCA Foothill Chapter 5
1443 E. Washington Blvd. #653
Pasadena, CA 91104-2650
Phone (626)296-6961
ascca.05@gmail.com
www.ascca5.com

PRESIDENT'S MESSAGE

DECEMBER 2022



Greetings Chapter 5!

Finding routine post pandemic.

We have had many changes on the board of chapter 5 this year. Gene Morrill and Jim Ward, after decades of service, are retiring from the board and moving onto other things. However, they are both still active in our chapter and our industry, for which we are grateful. Glenn Davis also resigned from our board, but is still very active in the association and our industry. We thank and honor all 3 for their tireless service.

Jim has passed down the role of treasurer to our new board member, Thomas Maimone, of Crown City Tire Auto Care. Garry and Ani Papirian of Bussard's Automotive have joined our board this year, and Ani has taken on the role of secretary. If you would like to take your business skills to the next level, come join us, visit the board, and get involved. It will change your life, as it did mine.

This last September, we had our first, in person, Educational Conference since the pandemic, and it was a huge success that boosted the morale of everyone who attended. Twenty five members from chapter 5 were present and benefitted from the training by our industry leaders. We are definitely looking forward to the next conference in 2023.

We had a great social event for our October meeting this year at Frogtown Brewery. It was our first chapter 5 social event since the pandemic hit us in 2020. It was nice to meet up with old friends, and also meet the staff of some of our chapter 5 shop owners. We love new faces. We had a total of 53 in attendance and are looking forward to more great social events in 2023.

We are looking to finish out 2022 with a bang, and our Mikey B Service Writer Seminar held in early November was a hit. 46 members attended, and some people came up as far as San Diego to learn and benefit from the training. We

(Continued on page 3)



**ASCCA Chapter 5
2022 Casino Night
Christmas Fundraiser**



Special Visit By Santa Himself!!!!

**All Proceeds go to support
Los Angeles Mission**

**Saturday, December 3
at 6 pm**



Location:

**Courtyard by Marriott
700 West Huntington Drive
Monrovia, California 91016**



Tickets are **\$100 EACH** (←ctrl-click to purchase or scan
→)



Contact ascca.05@gmail.com with questions
or to register and pay by check

Includes, dinner, drinks, and casino night fun!

**This Event Is Open To Chapter 5 Members,
Friends, Family, Clients and Staff
Make It Your Company Holiday Party!**

**Everyone is asked to bring an unwrapped
toy or a nice raffle prize.**

learned how to “move the couch” and how to implement a good maintenance routine to help our businesses make more profit and benefit our customers: a “win, win.”

Finally, we top the year off with our Christmas Party/ Casino Night Fundraiser. This year our proceeds go to help the homeless through the Los Angeles Mission. As on today, Dec. 1, we have a few spots open so check out the flyer and click the link to attend.

We are looking forward to 2023 as a year of growth and productivity in our businesses and in our Association, both at the State level and the Chapter level. If you have any ideas for training seminars or mini-seminars at our monthly dinners, email Joseph at the chapter office (asca.05@gmail.com) and we’ll see if we can make it happen.

Have a wonderful and meaningful holiday season and we’ll look forward to connecting again in January.



Tim Chakarian
President, ASCCA Chapter 5
Bimmer PhD
1539 E. Walnut St.
Pasadena, CA 91106

The Rules for Turning Service Advisors into Superstars



Bob Cooper - This story was originally published in Ratchet+Wrench on May 13, 2019

Over the years I have had the opportunity to employ, train and meet many of the most gifted advisors in the industry. Accordingly, I’ve learned a lot about what it takes for an advisor to go to the top, and I have concluded there are a few fundamental rules that truly are timeless.

Rule No. 1: You need to have realistic expectations of your advisors.

Over the years, I have met countless shop owners who are frustrated because, no matter what they do, their advisors continue to struggle. In the majority of those cases, the shop owners have unrealistic expectations, because their advisors don’t have what we at Elite refer to as “star stuff.” I’m speaking of the attributes that can’t be taught—the ones that the advisors will either have, or not have. What is the star stuff that we look for? First and most importantly, they have to be people-people. These are the people who love to communicate; making eye contact is a natural for them, and they smile 24/7. Advisors also need to be bright and able to think quickly, because, as we all know, they live in a world where they need to simultaneously manage many changing tasks and people. Lastly, advisors need to have ethics in their DNA, and always make the right decisions for the right reasons. So, when setting your expectations, you need to be realistic, and determine if your advisor has the attributes that can’t be taught.

Rule No. 2: Your advisors need to understand what their job really is.

At the most elementary level, every advisor knows it’s his or her job to tell his or her customers what needs to be done with their vehicles and provide the relative prices. The top advisors know that this is just a very small part of their job, because they also realize their primary responsibility is to help their customers make otherwise difficult decisions. When it’s an easy decision, any advisor

(Continued on page 4)

(Continued from page 3)

can help. But when a customer hesitates because he or she feels the vehicle may not be worth fixing, when he or she feels they can get the same job done for less down the street, or when he or she struggles in prioritizing the recommended services, it's the advisor's job to step up to the plate and help the customer through the decision-making process. To help your advisors become superstars, the best place to start is by ensuring they understand why it's often difficult for your customers to make some of the decisions that need to be made, and that your customers need professionals to help them through the process. This "job responsibility" has nothing to do with money, and everything to do with our professional responsibility to our customers.

Rule No. 3: You need to provide your superstars with the right tools.

Although there are a number of tools your advisors will need, the most important is technicians that can produce, and whose recommendations they can trust. They also need the right kind of customers, because, if they feel as though they are constantly dealing with the wrong type of people, their confidence, as well as their passion for helping others, will quickly fade. Lastly, you'll have to ensure they have their goals broken down into daily goals. They need access to digital inspection equipment, the right support, a deep belief in the integrity of your pricing, and ongoing training that is based on your core values.

Rule No. 4: You need to provide your superstars with the right compensation and incentive programs.

In developing any pay plan, you'll need to always consider the specific results for which you are looking. For advisors, that list should include sales, gross profit, and happy customers. Bear in mind that, beyond having the right pay plan in place, you'll need to constantly monitor, measure and reward their success. This means you'll need to keep a sharp eye out for any behavior that is in line with your goals, and you'll need to praise that behavior as soon as possible. This will give them the positive reinforcement that will motivate them to repeat the same behavior and inspire a positive change in their habits. Lastly, to properly develop your advisors you'll need to perform a repair order review with them at least once per week. Simply grab 4-5 repair orders from the previous day and discuss each of them. This will let them know just how important the goals are to both of you, it will provide you with countless opportunities to praise their specific performance, and it will help them realize just how important their behavior is to reaching those goals.

Rule No. 5: You need to lead and inspire.

As the leader of your company, you need to set the tone for everyone who works with you by having a carefully developed mission statement, a list of guiding principles in place that are referred to on a regular basis, and you'll need to live by the principle of never putting money ahead of people.

If you apply these rules there is no guarantee that your advisor will become a superstar, but there is one promise I can make to you: your advisors and your entire team will be much more successful, and you will be able to go home each night knowing that you are developing a culture of professionalism that will inspire others for years to come.

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.

Take a few minutes and listen to other professionals in the Automotive Aftermarket Industry on the “Remarkable Results Radio.”
(Ctrl/Click on the photo below.)

– Recommended by Gene Morrill

We Talk the Business of the Automotive Aftermarket

Hi, I'm Carm

I'm connecting aftermarket professionals willing to share their wisdom so we all rise to new levels of success.

Invest in these long-form audio interviews, roundtables and summits and find solutions in the spoken word.

[Start Listening Here](#)

Conversations worth hearing.

"The Podcast is Like a 40 Minute 20 Group". Andy Bizub

Hi Aftermarketers: Carm Capriotto here.

I'm the founder and host of *Remarkable Results Radio*, the only podcast, or occasionally called 'On Demand Audio', that interviews today's most inspiring and successful automotive aftermarket professionals.

Entrepreneurs from the service sector share their continuing journey to remarkable results. Industry trainers share their perspective on the steep learning curve we have. Business coaches provide their insights on what challenges there are to leading a profitable business. Industry thought leaders share their vision for the current state and future of the industry.

There are always great take-a-ways from each podcast and so worthy of your time invested to learn all you can about the service professional. Our podcast theme is to "Listen To Learn Just One Thing". If something you learn inspires a new idea or thought and you implement or become a better leader then you are better for having listened each week.

My purpose is to bring like-minded people together that want knowledge in a way that is easy to digest in their day to day life. I'm connecting people that care about building a stronger aftermarket and I'm fundamentally changing the behavior of how aftermarket professionals get their information, insights, training and strategies.



Click [Here](#) for complete bio.

ASCCA Chapter 5 Business Owner's Checklist for Success

Our chapter has many resources to ensure top shop success

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

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

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

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

Biggest mistakes that are performed by many business owners

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

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

Submitted by Gene Morrill

At our November 1 Dinner meeting, we learned how to prepare for the new year from three experts in their fields: Bruce Hawley– Insurance; Norm Blieden– Finances; Valerie Maimone– Shop operations. Our greatest strength is our members helping one another! Thank you!



Shop Drawing

All-Car Specialists was drawn in the Shop Drawing, and was not present to win the \$320!

The prize will revert to \$200 for our **January** meeting.

Remember, you must be present to win!

The Truth About Employee Motivation



[Joe Marconi](#) This story was originally published in Ratchet+Wrench on November 18, 2022.

At lunch a few weeks ago, a shop owner friend, we'll call him Al, asked me, "Joe, how do I motivate my employees?" Al owns a 10-bay repair shop with six technicians and three service advisors. I asked Al to tell me what was really on his mind. He said his employees, for the most part, are fine. But they don't seem as motivated as they once were. He sees moral suffering and fears that some employees aren't happy. Then Al said, "I'm thinking of raising everyone's pay. That should motivate them, shouldn't it?"

Let me state upfront that I don't hold a doctorate in industrial psychology. However, nearly five decades in the auto industry, particularly 41 years as a shop owner, have awarded me a working man's degree in understanding employees. Here are a few truths on motivation. The most important thing to remember is that no one can motivate the wrong people. Employees that align with your mission, vision, and culture and who are self-motivated will do all they can to lift your company toward success. While pay is crucial, throwing money at the wrong employees will do nothing. In fact, it may hurt your business, especially when others see that you may be rewarding those who are not pulling their weight.

It's often said that your employees are your greatest asset. The truth is that surrounding yourself with the right people is your greatest asset. The connection between your company's success and employing the right people must never be underestimated. When I look back, my best years in business were those when I had a team comprised of the right people.

Another thing to consider is the link between leadership and its impact on motivation and business success. The vision of the leader is a driving force for any organization. However, great vision means very little when you employ people who are not aligned with you and who are not self-motivated.

The reason why self-motivation is so essential is that self-motivated people do the right things for the right reasons. They believe in the company's mission and goals. They strive to excel and want to contribute to the company's overall success. Self-motivated people recognize the importance of achieving company goals and align them with their personal and career goals.

An even bigger issue is when a company has the right people, but the boss or manager demotivates their employees due to poor leadership. This can be devastating to a company. The right people want to be part of the company's future. They find ways to incorporate their talents and strengths to continue to find ways to improve not only the company's success but elevate their own achievements. Leaders must be careful not to discourage self-motivation. Leaders must promote a work environment where self-motivated people thrive. This is done by listening more, praising more, recognizing employee accomplishments, and including employees to be part of the company's future. Mistakes made should be viewed as learning tools, not situations to punish. After all, there isn't a shop owner reading this that hasn't made critical mistakes of their own.

I told Al to look at himself first, "Have you slipped lately and not been the leader you should be? Have you become complacent?" I also advised him to honestly assess his employees, "Do you have a team of superstars? Or are some of your employees bringing down the rest?" Remember that one bad apple in the barrel will affect the entire bunch.

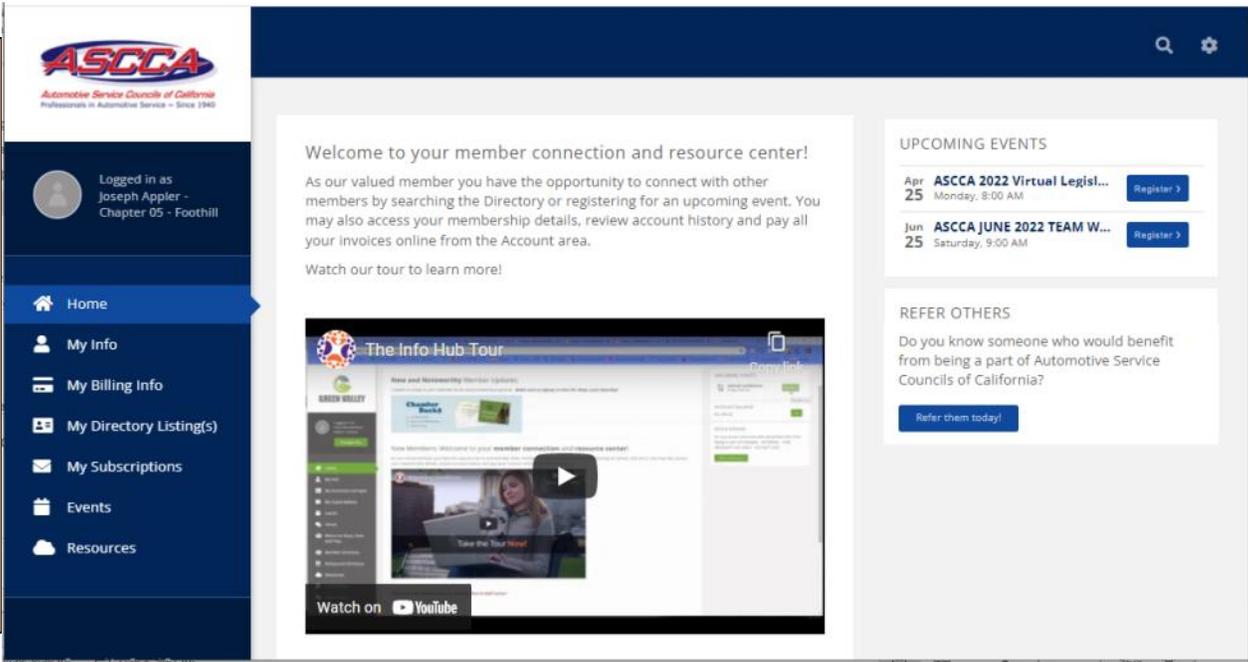
Every company needs strong leadership. But your ability to attract and retain the right people will become your pathway to future growth and long-term success. With the right people and the right leadership, the issue of employee motivation takes care of itself.

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.

Now is the time to create your member login and profile. Stay in touch! Pay your dues online.

→→→
 Have you created your member profile yet?

Go to ASCCA.com and click on "Member Login" to create your profile. From there, you can pay your dues, get info. and more!
 →→→



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.

ASCCA Foothill Chapter 5 Member Benefits

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

- 1. A VERY LOUD POLITICAL VOICE.** Individually, there isn't much we can do to shape legislation which will affect our industry, but collectively, our united voices are STRONG, LOUD AND FOCUSED. Politicians and elected officials in state, county and city governments listen to ASCCA when we talk, because we represent hundreds of members (& thousands of voters!) statewide. Often, the Bureau of Automotive Repair discusses with ASCCA rules and regulations under consideration to see how they will fit in the real world of automotive repair.
- 2. SHOP TO SHOP NETWORKING.** Our members don't see each other as competition but as comrades in the industry, helping each other to succeed. If you have a problem you can't figure out, call one of our members who specializes in that area. They'll be glad to help you out.
- 3. INFORMATIVE MEETINGS.** We hold Dinner Meetings on the first Tuesday evening of each month. Our meetings offer great speakers, camaraderie, valuable information, and the latest news on what's happening in the automotive repair industry. You also get to network with other shop owners and exchange ideas, tips, techniques and short cuts. The monthly meal is included in your dues, plus we have a long-standing special where you can bring your spouse or business partner at no charge! Our Chapter Board of Directors schedules our programs and welcomes any suggestions you have on good speakers! Contact the chapter office with your suggestions. For the location and current speaker, look on the last page of this newsletter.
- 4. CHAPTER SEMINARS.** The Foothill Chapter Board of Directors and our Seminar Committee Chair, Tim Chakarian of Bimmer PhD, keeps us informed on seminars on business management and technical subjects for our shop owner members and their technicians. **Cost is minimal and often free.** This is a tremendous member benefit for you and your employees! Give Tim your ideas and suggestions for seminars & we will try to schedule the seminars you want. (626) 792-9222.
- 5. MONTHLY E-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.
- 6. THE FOOTHILL CHAPTER WEBSITE.** This Foothill Chapter website at <http://www.ascca5.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.

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:

We periodically 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!



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

(626) 296-6961; ascca.05@gmail.com; www.ascca5.com

ASCCA

Keeping California Independent Shop Owners in Business Since 1940



The Automotive Service Councils of California has been the foremost advocate for the aftermarket auto repair industry since its inception. Whether you have been a member for a long time or you are just getting started, ASCCA has your back.

As a member of ASCCA you are on the forefront of issues that keep you informed about regulations and legislation affecting your business. ASCCA members have successfully, through our grassroots campaigns, been an active voice for the future of auto repair in California.

Some of our Accomplishments:

ASCCA members were part of the design team that created the OBDII connector simplifying modern vehicle diagnostics.

ASCCA members successfully fought for and won legislation (SB1146) that created the first in the nation "Right to Repair" act.

ASCCA members successfully fought for and won the elimination of damaging, frivolous lawsuits (Trevor Law Group) which tried to extort money from shop owners.

ASCCA Members fought and won against the California Air Resources Board, squashing the vehicle super-warranty.

ASCCA is the only state organization that sits on the national board of NASTF (National Automotive Service Task Force) which provides factory repair information to the automotive aftermarket.

ASCCA members fought and defeated SB 750 (the key code lock-out bill) which would have excluded independent shop owners' access to vehicle communications.

ASCCA fought and defeated legislation (SB 993) which would have extended sales tax to vehicle repair labor services, and unnecessarily increased repair costs.

ASCCA defeated legislation (AB 2825) which would have treated auto repair dealers as "debt collectors," making all communications with customers subject to fines and frivolous lawsuits.

ASCCA opposed and defeated legislation (AB 755) which would have increased the current \$1.75 tire tax fee to \$3.25 per tire.

ASCCA supported and helped pass legislation (AB 3141) which included all unlicensed automotive maintenance service providers and other previously exempted repairers under BAR jurisdiction, creating a level playing field.

ASCCA supported and helped pass BAR regulations that allow auto repair dealers to provide customers with electronic estimates and authorizations (e.g., text messages).

ASCCA opposed legislation (AB 2454) which would have created a state mandated "grading system" similar to restaurants.

ASCCA maintains a seat on the Bureau of Automotive Repair Advisory Group Committee which meets on a quarterly basis in Sacramento and has a voice on regulatory matters impacting the industry.

ASCCA members believe in "raising all boats," and actively help each other to achieve success.

This is just a partial list of legislative accomplishments ASCCA has done for your business. The question should not be, "How can I afford membership?" but rather, "How can I do without ASCCA for my business?"

ASCCA Chapter 5; Voice Call: (626) 296-6961; Text: (818) 482-0590;
Email: asca.05@gmail.com; Website: asca5.com

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!



Automotive Service Councils of California, HQ One
Capitol Mall, Suite 800, Sacramento, CA 95814
P: (800) 810-4272
info@ascca.com | www.ascca.com



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



ACAT Global delivers cost-effective and cutting-edge solutions that cut emissions, improve reliability and enhance horsepower for a broad spectrum of ICE applications worldwide. The company's proprietary catalytic converter and exhaust technology is engineered for the most demanding on and off-road applications.

info@acatglobal.com
(231) 437-5000



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



Mechanics Marketplace offers the Automotive industry 3 staffing solutions!

1. Turnkey Recruiting
2. A Unique Hiring Service Using an Automated Web Portal
3. An Easy to Use Temporary Staffing Service

Elie Massabkli (800) 989-8094
info@mechanicsmarketplace.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



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 Naby (916) 286-0918
mnaby@coremarkins.com



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

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

Internet Marketing, Web Design & Search Engine Optimization



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.

Greg Waters (415) 516-4948
greg@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



Optimize Social Media, Inc. provides professional Social Media setup, maintenance, and design for business and corporate entities.

customerservice
@optimizesocialmedia.net
855-676-1212



Known for their ability to get big results, the team at Leads Near Me are experts at Google Ads and local search engine optimization as well as building amazing websites. With clients in 40 states, Canada, and South America, Leads Near Me is uniquely qualified to help you dramatically grow revenue.

Ryan Burton
ryanburton@leadsnearme.com
888-953-2379

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

Software Providers



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



AutoVitals provides the most innovative and impactful products, a commitment to developing and instilling industry best practices and the industry's most thriving and collaborative online community.

Sales@autovitals.com
(866) 949-2848

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

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)

November 2021

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 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	abec@petrospecsbg.com
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing	Tim Huddleston	805-584-0030	tim@irwindalespeedway.com
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Mark Christopher Auto Center	Joe Gomez	562-221-6273	jggomez@markchristopher.com
Mitchell 1 Software	Sid Tran	626-662-5339	
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.com
Provence Financial and Insurance	Steve Kopstein	818-606-7903	steve.kopstein@provenceinc.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Undercar Plus	Blake Avelar	310-350-3083	blake@undercarplus.com
Van de Pol Petroleum	Wes Powell	562-236-1000	wpowell@ineedoil.com

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

ASCCA Chapter 5 2022 Board of Directors

Executive Board

President.....Tim Chakarian
 Phone..... (626) 792-9222
 Email.....tim@bmwphd.com

Vice-President.....Mike Bedrossian
 Phone..... (626) 765-6190
 Email.....mike@lexmastertech.com

Secretary.....Ani Papirian
 Phone(818) 512-3948
 Email....ani.papirianlawoffice@gmail.com

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

Board of Directors

Randy Lewis.....(909) 717-9950
 Darren Gilbert.....(626) 282-0644
 Johanna Reichert.....(626) 792-9222
 Craig Johnson.....(626) 810-2281
 Gary Papirian.....(323) 255-5566
 Kirk Haslam.....(626) 793-5656
 Greg Lipp.....(909) 260-2632
 Thomas Maimone.....(626) 676-0659

Committee Chairs

Seminars & Programs

Mike Bedrossian..(626) 765-6190

Government Affairs

Open

Associate Member Board Rep.

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

Membership

Open

Chapter Rep

Tim Chakarian(626)792-9222

Chapter Staff

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

Chapter Contact Information

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

Phone: (626)296-6961
 Text/Cell: (818)482-0590
 email: asca.05@gmail.com
 Website: <http://www.ascca5.com>

ASCCA State Contacts

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

President

Carolyn Coquillette..... (415) 875-9030

Executive Director

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

Deputy Executive Director

Anne Mullinax.....(800) 810-4272 x116 or AMullinax@amgroup.us

Membership Services

Jacob Gray(800) 810-4272 x137 or JGray@amgroup.us

Accounting Executive

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

Manager Digital and Social Media

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

Events Manager

Becky McGuire.....(800) 810-4272 x118 or BMcGuire@amgroup.us

Communications Manager

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

ASCCA Attorney

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

Government Offices/Contacts

US Senator Alex Padilla (D)
 Phone(202) 224-3553
 Emailwww.padilla.senate.gov

US Senator Dianne Feinstein..... (D)
 Phone(310) 914-7300
 Emailsenator@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 Susan Rubio.....(D-22)
 Phone(626) 430-2499

CA Senator Maria Elena Durazo.....(D-24)
 Phone(213) 483-9300

CA Senator Anthony J. Portantino.....(D-25)
 Phone(818) 409-0400

CA Senator Josh Newman.....(R-29)
 Phone(714) 671-9474

CA Assembly Luz Rivas.....(D-39)
 Phone(818) 504-3911
 EmailAssemblymember.Rivas@assembly.ca.gov

CA Assembly Chris Holden.....(D-41)
 Phone(626) 351-1917
 EmailAssemblymember.Holden@assembly.ca.gov

CA Assembly Laura Friedman.....(D-43)
 Phone(818) 558-3043
 EmailAssemblymember.Friedman@assembly.ca.gov

CA Assembly Jessie Gabriel.....(D-45)
 Phone(818) 904-3840
 Email.....Assemblymember.Gabriel@assembly.ca.gov

CA Assembly Adrin Nazarian.....(D-46)
 Phone(818) 376-4246
 Email.....Assemblymember.Nazarian@assembly.ca.gov

CA Assembly Blanca E. Rubio.....(D-48)
 Phone(626) 940-4457
 Email.....Assemblymember.Rubio@assembly.ca.gov

CA Assembly Ed Chau.....(D-49)
 Phone(323) 264-4949
 Email.....Assemblymember.Chau@assembly.ca.gov

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>