



ASCCA Foothill Chapter 5
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PRESIDENT'S MESSAGE

OCTOBER, 2024

Greetings

Hope everyone is doing well both in health and business.

October can be a scary month, but also it can be fun instead of draining. This month, (Oct. 1) we will have a night out at Montrose Bowl for an Oktoberfest get together.

Running a business can be a scary and frightening experience dealing with current laws and new laws. Keeping in compliance, keeping the peace, trying to make everyone happy, while turning a profit and having some time to yourself is a challenge.
[Squirrel]



ASCCA offers programs and training to help us meet our goals. They also have great people following and helping us with the new laws. There are a lot of people in the association who can help make it less frightening. The ASCCA Annual Training Conference a few weeks ago was a must for training and new ideas, along with meeting other shop owners who you can associate with and share ideas with. We are also hosting a three-day owners' training event in February. Keep an eye out for it; and those who can't afford to go are the ones who need it the most.

We will be meeting in November (on the 12th, not the 5th) at O'Reilly in Alhambra for more training.

Thank you all and we will see you Tuesday night at Montrose Bowl.

Keep safe.

2024 President, ASCCA Chapter 5

Important Chapter 5 Information

Our Board of Director elections are coming soon, and nominations will be received and announced at our November meeting.

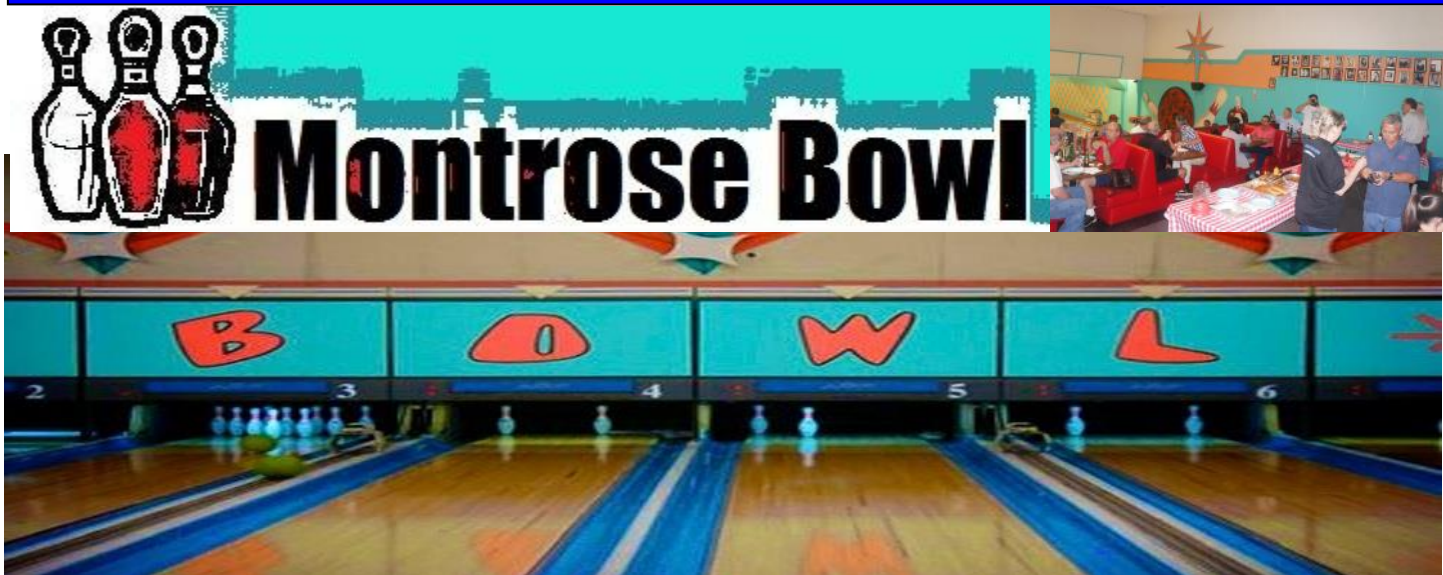
Here are the nominations we have so far for the 2025-2026 term:

- President - Johanna Reichert of BMW PhD in Pasadena (Office pre-requisite is two years service on the Board.)
- Vice-President - Seiko Nagata of Seiko's Auto Service in Monrovia (currently board Secretary)
- Secretary - Open (if you wish to volunteer, let us know)
- Treasurer - Thomas Maimone of Crown Tire Auto Care in Pasadena (incumbent Treasurer)

Additional nominations may be submitted from the floor at our November meeting, and elections will be held at our January meeting. The new terms will begin in February with the installation of the officers.

We also have room for a few more board members. If you wish to throw your hat in the ring, email the Chapter 5 office at asca.05@gmail.com or nominate yourself at the November meeting. The board meets monthly, on the third Thursday of the month via Zoom, and occasionally in person for dinner in the Pasadena/Monrovia area.

OKTOBERFEST! ASCCA 5 Style!



Join ASCCA 5 on Tuesday, October 1, 2024 - 6-8pm

Bowling - Dinner - Trophies - And Great Fun

Limited to the first 50 who sign up!

Montrose Bowl - 2334 Honolulu Ave.; Montrose, CA 91020

Event Sponsored by BG Products & Hawley Insurance



From the 210 Freeway, just west of the 2, take Ocean View Blvd. South to Honolulu Ave. Turn right, and it's on the left.

For many years, ASCCA Chapter 5 celebrated "Oktoberfest" together at the Montrose Bowl. After all, it can't all be about business, can it? Come to the updated "vintage" Bowling Alley!

Our sponsors will be on hand to show us how their products can help us better serve our customers.

Enjoy bowling in a private 50's style bowling alley.

Bring the Family - Enjoy delicious food.

See if you can win one of these trophies:

High Score Male & Female; Best Backwards Bowler;

Best Opposite Hand Bowler

This is a great opportunity to bring a potential member to get a taste of who we are! Bring your employees, too!

Chapter member is free. Cost for extras \$20 per person.

We are limited to 50 people, adults & children.

RSVP via Evite or asca.05@gmail.com to reserve your place.

(At the time of this publishing, we have three spots available.)



Thank you to our annual Chapter Sponsors:





ASCCA5 November Meeting

NOT ON THE 5TH & NOT AT MIJARES!!!

Bring your techs for this class on
Powertrain Electronics Diagnostics

Sponsored by O'Reilly

No charge for additional guests

Bring a non-member to experience our benefits

**November 12, 5:30-9:00; O'Reilly's Auto Parts
800 E. Valley Blvd.; Alhambra, CA 91801**

Presenter: Phil Fournier

This is a special class for your technicians

- Do your techs have difficulty diagnosing a check engine light?
- Do your techs take too long to diagnose the issue?
- We will cover how to quickly diagnose check engine lights
- We will show you how to develop a diagnostic plan

No cost for additional guests thanks to O'Reilly

Bring your techs and your non-member owner friend and their techs!

**RSVP on the evite (coming later) or email us at
ascca.05@gmail.com so we'll know how many
to prepare for.**

When:

Tuesday, Nov 12, 2024 - Diagnostics Class
5:30 PM – Networking/Dinner
6:00 PM – Program
9:00 PM – Finish

Cost:

- No cost for additional guests thanks to O'Reilly

Where:

O'Reilly's Auto Parts
800 E. Valley Blvd.; Alhambra, CA 91801
(626) 792-2763

UPCOMING MEETINGS & EVENTS

2024

Nov 12 - Diagnostics class by Phil Fournier at
O'Reilly in Alhambra
Dec 3 or 7 – Christmas event

2025

Jan 7 - Maylan Newton at Mijares "Succession
Planning"
Feb 4 - Open Forum at Mijares
Mar 4 - BAR Chief Pat Dore or Jack Molodanof
at Mijares



What You Need to Know About S Corp

What is an S Corporation?

When entity requests an S Corporation election, it will be taxed as a **pass-through entity** under subchapter S of the Internal Revenue Code. This means that an S Corporation is not a separately taxable entity and the profits and losses are passed-through and reported on the personal income tax returns of the shareholders, much like a Partnership.

Qualifications Needed for S Corp Election

- Must be filed as a U.S. corporation
- Can maintain only one class of stock
- Is limited to 100 shareholders or less
- Shareholders must be individuals, estates, or certain qualified trusts
- Requires each shareholder to consent in writing to the S Corporation election
- Requires each shareholder to be a US Citizen or permanent resident alien with a valid United States Social Security Number

Must have a tax year ending on December 31 Bottom of Form

S Corporation Advantages and Disadvantages

Advantages:

- May decrease the self-employment tax burden on members of an LLC
- Helps C Corporations avoid the sting of double taxation
- Provides personal liability protection for business owners
- Allows LLCs to retain their ease of administration
- Supports a cash accounting method

Boost the credibility of the business

Disadvantages:

- S Corporations may not have more than 100 shareholders
- There is no uniform S Corporation tax treatment across states
- Only eligible domestic corporations and LLCs qualify for S Corp status
- Partnerships, corporations, and non-resident aliens are ineligible to be shareholders
- Because of the flow-through taxation (business income taxed at the individual tax rates) with the S Corporation, shareholders of a corporation may end up in higher tax brackets
- Subchapter S Corporations must adopt a calendar year as its tax year
- Only one class of stock allowed

(Continued on page 6)

(Continued from page 5)

Owners who do substantial work for a Subchapter S Corporation are considered employees, which brings greater payroll responsibilities

How to Apply for S Corporation Status

- Business owners must first either form an LLC or a C Corporation.
- Must file **IRS Form 2553** (Election by a Small Business Corporation) to request Subchapter S Corporation tax treatment.

For S Corporation tax treatment by the state (if available), businesses must complete any required state forms.

Receiving an S Corp Election Confirmation

Businesses should receive email confirmations from the IRS regarding the status of their request and whether it was approved. Generally, the expected response time is two to three months after Form 2553 was filed. Unfortunately, some business owners wait for a year or longer to receive a response — and some never receive a confirmation from the IRS.

If you don't hear from the IRS within two to three months, we recommend you follow up with the IRS to determine if the agency approved the application. Usually, calling the IRS to speak with an agent yields the fastest response. The IRS contact number is 800-829-0115. After selecting the language of choice, you should choose #3 for "all other business notices and letters."

Business owners should be prepared to verify their identity and have other important information at their fingertips (e.g., a copy of their completed Form 2553, information about the business's responsible party, Social Security Number, and business EIN) during the call to answer any questions the agent might ask.

What if You Miss the Deadline?

Existing LLCs and C Corporations with a tax year beginning on January 1 had until March 15, to file IRS Form 2553. Businesses that have a fiscal year other than the calendar year have until two months and 15 days after the start of their fiscal year to complete their S Corp election form. Entrepreneurs who launch a new business in 2022 have two months and 15 days from their date of formation or incorporation to file for S Corporation tax treatment for their entire 2022 tax year.

If you have reasonable cause for not filing Form 2553 on time, the IRS may cut them some slack and approve the S Corp election retroactively to the start of the LLC's or C Corporation's tax year. The business owner must explain on Form 2553 why they are applying after the deadline.

Reasonable Cause Examples the IRS Might Deem Valid:

- The business's responsible party, accountant, or attorney failed to submit Form 2553.
- The corporation's leadership or shareholders weren't aware they had to submit Form 2553 to the IRS.

The corporation's leadership or shareholders weren't aware of the deadline for submitting Form 2553. When requesting relief due to reasonable cause, the client should prepare to explain the facts of why they missed the deadline and are filing late. Also, they should disclose how they handled tax affairs when they wanted to be considered an S Corp but weren't yet approved to do so. Another critical point to communicate is what the LLC or C Corporation did to fix the situation upon learning they hadn't requested S Corp election correctly.

If you've set your sights on S Corp tax treatment effective in the following tax year, you can file Form 2553 anytime in the current year.

X & L CPAs, LLP (Formerly Norman A. Blieden, CPA)
1201 W. Huntington Drive Ste 108, Arcadia, CA 91007
(626)440-9511; info@xlcpas.com

Please Support the Sponsors of ASCCA Chapter 5

Elite Circle:

We have been using Hawley Insurance for years. Every year they compare our Workmen's Comp. and business insurance to get us the best rates for what we need. They are always a phone call away or will visit your shop. They only handle commercial, so they know what we need. Great people always.
Kirk - Advance Muffler



Gold Circle:

Invite your vendors to join our
annual sponsorship circles.
All the information is on the
following page.

Silver Circle:

Norm Blieden has been our accountant since 2022, and his expertise and attention to detail have significantly streamlined our financial processes. Both have made a noticeable positive impact on our business operations. I highly recommend their services.
Luis Lopez Automotive



I have been using Justin from Scott's auto parts for 10+ years - he supplies our case oil, coolant, Freon - brake cleaner products - he also keeps up on our fasteners well stocked. he comes by at least twice a month - very reliable! He keeps us informed with the latest trends. Pricing increases - oil types Etc. - and his wife's cookies are the Best ever!
Paul Brow: All-Car Specialist



2025 ASCCA Chapter 5 Yearly Sponsorship Packages/Opportunities

ASCCA Chapter 5 is offering some unique sponsorship programs to help our members and give monthly exposure to our members about sponsors' products and services.

All sponsorships will be for a calendar year.

The Elite Circle Club: \$2,500.00 for the year

Only one sponsor per category for the Elite sponsor (determined by the BOD) no competing categories

Free admission to each general meeting for 1 person

Mention of your business at every general meeting and all chapter events by the committee in charge of the program

A special section in the newsletter highlighting all sponsors

Testimonials on the webpage and Face Book from existing customers

A business half page ad in our monthly newsletter

An opportunity to speak at one of our monthly meetings

A 3-5minute spotlight at every meeting you attend to profile your company

Access to members emails to show case your product via the Chapter 5 office

Testimonials from members using your service or product.

A monthly email blast from your company to our database via the Chapter 5 office

Your logo and ad on our website

We will promote you on our Facebook platform with links and QR code if available

The Gold Circle Club: \$1,500.00 for the year

Free admission to 5 general meetings for 1 person

Mention of your business at every general meeting and all chapter events by the committee in charge of the program

A special section in the newsletter highlighting all sponsors

A quarter page ad in our monthly newsletter

A quarterly email blast to all members from your company via the Chapter 5 office

A 1-2 minute spotlight at every meeting you attend to profile your company

Your logo on our website

The Silver Circle Club: \$750.00 for the year

Free admission to 2 general meeting for 1 person

Mention of your business at every general meeting and all chapter events by the committee in charge of the program

A special section in the newsletter highlighting all sponsors

A business card ad in our monthly newsletter

A 30 second spotlight at every meeting you attend to profile your company

Choose which level at this [link](#) or use this QR code.



For more information, or if you have questions, contact Gene Morrill at 818-261-6009.

Have You Used ‘FORD’ Lately?

SHOPOWNER

The power of connection is the key to retaining employees and customers.

By Vic Tarasik

Meet up at any local car show, race track or even just hanging out with friends and you’ll most likely find someone with an affinity to a particular make or their favorite ride. But, there are many humorous disses associated with the acronym of certain marques: Fiat, (Fix It Again, Tony); MOPAR (Most Often Passed At Races); or Ford (Fix Or Repair Daily).

When we peer even deeper at “FORD,” however, we find an acronym that we can use to cement relationships with our team, vendors and our customers. Connection is the glue that bonds relationships, and creates loyalty, trust and grace when an unintended issue pops up. It could be not completing a car on time, losing your temper with a staff member or even being late on your parts bill.

Connection can be the difference between an employee getting his feelings hurt and walking out the door, or cutting you some slack because they know you care about them as a person first and a worker second.

Poet and author Maya Angelou put it best: “I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

If we are honest with ourselves, we’ll understand that many of our decisions are based on feelings. Knowing this, you’ll see just how important it is to take a genuine interest in those around you. The key word here is genuine – a half-hearted effort will do more harm than doing nothing at all. You don’t want to be known as someone who appears to care simply to get a benefit from another person.

How do we make these connections? Simple: use the FORD method.

This is a fantastic tool for enhancing communication and building relationships, whether in your service center or any other groups you might be involved with outside the shop.

FORD is an acronym for: Family, Occupation, Recreation and Dreams. Let’s break these down.

Family

Family is a cornerstone of most people’s lives, often extending beyond traditional structures to include close friends, pets and a supportive community. Even those without a conventional family setup usually have a network of loved ones they consider family.

It’s easy to weave family into most conversations. You don’t need to get personal, just look to connect. You might ask things like:

Do you have any children or pets?

- **Why Ask?** This opens the door to talking about important family members, fostering a personal connection and showing genuine interest in their lives.

You might have some clues by looking in and around the car. Car seats, for example, are a dead giveaway. Window decals, toys or even pet-related objects can also give you a sense of what to ask about.

Are you originally from this area, or did you move here with your family?

- **Why Ask?** This question provides insight into their background and can lead to shared experiences or local recommendations. You might have a common bond because you may originally be from the same region of the country.

I’ve found as a transplant into my community that I always have something in common with new arrivals to our city. We are all from somewhere else and we know what it’s like to be new to the area. Being a helpful resource for businesses you’ve found can be huge. Knowing where to locate their favorite hometown food can create a really fun connection if you are from the same town. Pizza like we loved in Buffalo, NY, can be pretty hard to find in Houston; but I’ve found a great local pizzeria and when I share it with a fellow Buffalonian, it’s like sharing the “secret handshake.” This is the beginning of a great connection.

Occupation

Occupation is one of the most natural and easiest topics to talk about. We all identify with what we do for a living and when someone asks us, it’s easy to talk about. Starting with “What do you do?” is always a reliable approach.

(Continued on page 10)

What do you do for a living?

Why Ask? This straightforward question opens the conversation and gives you insight into their professional life.

How did you get into your line of work?

- **Why Ask?** Learning about their career path can reveal shared interests and experiences, creating a deeper connection.

One of my favorite questions that can really open things up is “What is it about (your occupation) that drew you to it? Notice I used the word “what” instead of “why.” Though you don’t mean to, asking someone why they did something can automatically put them on the defensive.

By incorporating questions like these into your conversations, you can build rapport, demonstrate genuine interest, and create a more engaging and meaningful dialogue.

Recreation

Recreation encompasses all the activities you enjoy outside of work. To brighten up a conversation, start with questions like, “So, what do you like to do outside of work?” or “What do you like to do on the weekends?”

If these questions feel direct, weave a personal story into the conversation to ease into the topic. For example, you could say, “What sports do you like?” If you are in a region that has a pro sports team or see they identify with a certain college, inquire about their favorite team. Or you could say, “I just got back from a trip to Florida to escape the cold weather for a bit. Do you like to travel?”

Even if the person has completely different interests, this can lead to a richer conversation. Show curiosity about their recreational hobbies and ask follow-up questions. This approach makes the other person feel appreciated and valued, leaving them more energized and positive about the interaction.

Dreams

Everyone has dreams, whether it is about their career or different aspects of their life. For those of you who are not a fan of small talk, this topic can quickly lead into deeper, more meaningful conversations. To be honest, though, I like to reserve this topic for a later conversation with someone, not for the first time we meet.

This topic can be especially helpful with employees because they work with you as a means of achieving their dreams, whether that may be a new car, home, vacation or retirement. As an owner you should be keenly aware, because the more you help them achieve their goals the higher the likelihood they will stay employed with you!

When I incorporate dreams into the conversation, I ask a question like, “Where do you see yourself/your business in five years?” This usually leads to the perfect opportunity for me to let them know I am on board with helping them get there. Zig Ziglar reminded us that, “You can get what you want by helping others get what they want.”

John Reeves is one of our clients and understands the power of connection – it is a core talent of Reeves Auto Repair. He shared how this came to be by sharing a story of his early days working for another shop. He says utilizing the principles of what he’d learned at a Vin Waterhouse class on customer service transformed his entire outlook.

“I learned that we are not selling auto repair, we are selling good feelings and peace of mind,” John explains. “I learned three simple principles which changed the course of the shop I was running and set me up to run a successful shop of my own eventually. These principles, greeting the customers by name every time, building rapport with every customer and always smiling on the telephone, are crucial.

“By implementing them, I was able to turn a failing gas station into one of the highest-rated auto repair shops in the city,” Reeves says. “This was the stepping stone to eventually opening the doors of our own business.”

John shares these principles with his team and carries forward what he learned many years ago, noting that customer satisfaction and having the loyalty of his staff are the reasons for his success.

He says, “When Katie and I started Reeves Auto, we carried these principles with us. Today, we have again become one of the top rated auto repair shops in the city.”

Will you use FORD to drive your shop forward and better connect with your customers, employees and vendors? Doing so will ensure that your shop will stand out from all the rest.

This was published in ShopOwnerMag.com on August 24, 2024. Used with permission.

See original article [HERE](#).

Making Collaborators of Competitors



By [Alison Johnson](#) This story was originally published in Ratchet+Wrench on Feb. 19, 2024

How Fifth Gear Automotive built a lucrative profit center on shop-to-shop referrals.

About four years ago, John Miller bought 12 dozen bagels and began taking them to auto shops, tire shops, and used car lots around him.

Miller, director of business development for Fifth Gear Automotive, delivered an innovative pitch with those treats: If you ever have a job you can't handle, please refer that customer to us rather than to a dealership.

Today, referrals account for 40% of total revenue for Fifth Gear, a Texas-based, family-owned and operated company with five locations in the Dallas-Fort Worth area. The program helped the business weather the COVID-19 pandemic and has fueled the addition of three new shops in the past two years.

Fifth Gear's three-member Outside Business Development Team has built a portfolio of about 1,400 shops that know they can pass along the company's business cards if a job seems too big or complicated.

"I understand it sounds bizarre," says Ceasar Cordon, who heads the Outside Business Development Team. "I get asked often, 'Why would I send you cars? You're my competitor.' But we're really not. We're not there to poach anything from anyone. We want to take unwanted work off their plates and help the entire network of independent local auto shops succeed."

Cordon and his fellow team members, Connie Clover, and Scott Luce, visit about 900 to 1,200 shops in any given month—basically, anything that has a lift on site. Between them, they rack up 5,000 to 7,000 miles and run through an average of 4,000 business cards monthly.

Established in 2004, Fifth Gear began in a humble three-car garage at the side of an old Texaco station. The full-service company accepts all makes and models of vehicles, with an emphasis on European cars and heavy repairs.

"Many cars that come to us are very broken," Cordon notes. "If we can't fix them, they're likely going to the junkyard. That's why we can tell another shop that focuses more on maintenance or lighter repairs: 'Send your headaches to us, and then we can give that vehicle or that customer right back to you for jobs you can or want to do.'"

Referral programs, then, can also support other shops' strengths: a tire shop meant to handle small, rapid jobs that doesn't want to tie up a rack for hours or days, for instance, or a used car dealer that needs help with certain models or mechanical issues as they prepare cars for sale.

Here are more of Cordon's tips on creating an effective referral program:

Just do it. The only way to start is to simply get on the road. Make as many visits as possible to other area shops, even if it might feel a bit uncomfortable initially.

Be reassuring. Immediately explain that you're not there to hurt anyone else's business, only to

(Continued on page 12)

(Continued from page 11)

offer an alternative to dealerships for unwanted jobs. If you construct the conversation right, you'll likely be surprised at how many shops welcome having that option.

Don't bring money ... Referral programs should never involve kickbacks or bribery. They're not about lining anyone's pocket.

... but do bring food. Bagels, cookies, muffins, or other snacks are great tools to open doors—and possibly minds—in the middle of a long workday. Businesses that provide regular referrals or send over a particularly lucrative job could get extra, perhaps even a lunch delivery.

Leave when asked... If managers or available team members are not receptive to your idea, thank them for their time and head out. Don't press.

... but don't give up on that site. Due to high turnover in the auto industry, a shop's leadership or staff might look very different in six months to a year. Go back and see if interest has changed, too. Fifth Gear, for one, has a four- to five-week cycle between most visits.

Emphasize brand awareness. Drive cars with a company logo and leave business cards wherever you can. Become a walking, talking billboard.

Don't totally overlook dealerships. Used car departments often buy cars at auction, sight unseen, and might not have the time, knowledge, or correct tools for repairs. Instead, they might out-source work without an eventual buyer ever knowing it had left the lot.

Be a good partner. Be available to help other businesses at times, whether that's lending tools, giving advice, or directing customers to them for jobs in their specialty areas.

Meet with anyone who will talk to you. You don't necessarily have to score a sit-down with a shop owner or manager. Just getting your name out there with technicians and other employees is valuable.

Join local business groups. Fifth Gear is a member of 13 different Chambers of Commerce and sends representatives to meetings, ribbon cuttings, and other events. Aim to become ingrained, recognized, and trusted in your community.

Push your boundaries. Last year, Clover began crossing over the Texas state line to visit shops in Oklahoma, about an hour south of Fifth Gear's main location. Within a week, cars were coming back over the border as referrals.

Always look at the big picture. Good referral programs can benefit the entire automotive industry, Cordon believes—one community at a time.

"There are more than enough cars and trucks out there for everyone," he says. "We should work together to get rid of negative connotations that people unfortunately have of our industry. We can help make each other better."

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.

The SOP: How to Prevent Your Techs from Burning Out



By [Jeff Compton](#) , [Chris Jones](#)

This story was originally published in Ratchet+Wrench on March 4, 2024

When I talk to techs, most of them burn out because they get stagnant with the pace of a shop. Most of the time, it goes along with feeling not compensated at the level they feel they deserve financially, or not feeling appreciated. But most techs don't quit (over money). That ranks closer to about the fifth reason. Most feel like they're not recognized as vital to the (shop's) success.

Remember: Your Techs are the Product

A lot of techs aren't challenged with repairs. Most enjoy learning new things, and the work can just feel mundane and routine. They lose that fire. If you want to push your techs to stay on the cutting edge, they need training, destination events, and technical training that renews their vigor for this industry. It boils down to your culture—for your technicians, especially. They're the product you sell when you're in this line of work; the people vital for making the repairs, and you have to see them as such. The way a salesman loves the car brand they sell, have that same enthusiasm for your technicians. You can't look at them as an expense. You have to see them for what they are—the product. Don't let the day-to-day routine or lack of appreciation cause dread for your techs. Thank them often as they are the reason your shop stays in business.

Don't Pigeonhole by Skill

In a perfect world, we'd all want five techs who could fill each other shoes at any given point, but we all have different strengths and weaknesses. Pigeonholing happens because he or she becomes your go-to diagnostic tech, your go-to interior work tech, or your go-to suspension tech. That's when burnout can happen. They want to learn new things and that comes back to training. You have to give them exposure. A lot of times, I see shops with (a tech who) can diagnose in half an hour and you have another tech who may get the same result, but it might take 90 minutes. (Shop owners) fall into the trap of giving that work to (the tech) who can knock it out in 30 minutes. What that sets you up for is a precarious situation because that tech then becomes efficient, and the other techs do not develop their skills. That tech becomes so vital that if you lose them, how do you succeed him? You want to avoid that in the aftermarket. Every one of your techs should be able to navigate most of the scan tools that are in the shop; they should be able to learn how a basic circuit can be diagnosed properly. Efficiency grows with time and opportunity. Don't burn your techs out by over-relying on their skillset.

Encourage Curiosity

Don't just focus on just the bottom line, which is the effective labor rate. That's an important factor and I'm not trying to disregard it. If you want to see that vigor and fire and confidence a tech gets when they take a challenge that's out of their wheelhouse and knock it out of the park by actually getting to the end result, then don't look at the bottom line like, "Ah, I missed out on X amount of dollars because I didn't dispatch to my strongest player." Play long ball. You want to see that tech develop to become an even better tech a year from now, two years from now. You want all-star players; that's the end goal. You're not going to get there if you keep them doing what they're strong at. You have to challenge them. And it's up to the leader, the manager, to challenge them in a way that doesn't punish them financially. There's a mentorship (opportunity) involved in your strongest guy being able to guide them through and show them the processes. I'm big on processes. If you have a process on how to do a repair, or how to do a diag, that process can be shared with somebody else. If you don't have a process, you're completely at the whim of how that technician decides to attack that job. Most shops will have a really good working front office and have a lot of processes that are documented in place. It has to be the same in the back. That must become your shop's culture.

Don't Discount Years of Wear

Lastly, this is a really hard industry physically, and that can lead to burnout too. Most techs reach a point where no matter the love for the job there are certain things that they are going to say, "I don't want to do that." Get past the idea that when techs say that it's about pay or frustration. Sometimes, it can be physical pain.

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$1,020/yr. Associate membership dues are \$1,115/yr.
 - \$520 is the Chapter portion which helps to fund Chapter operations.
 - 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 added for this.
 - 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 rest of this newsletter more benefits.)

- 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 are excited 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. One dinner at the regular meetings is included in your chapter dues. (\$432/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.

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

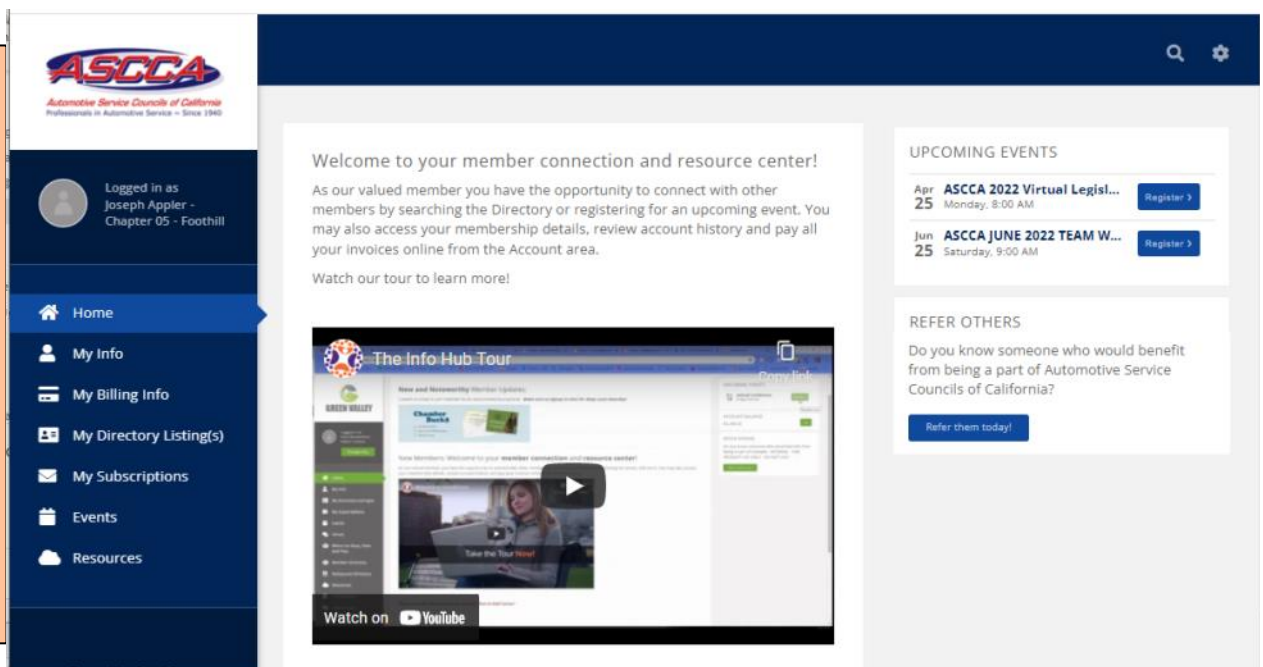
- Association resources have to be spent to collect your outstanding dues.
- Association activities & effectiveness are reduced.
- The Association loses a valuable voice.
- *(This is why we encourage automatic payments on all payment plans.)*



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

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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 \$85 per month!



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

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 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 us your ideas and suggestions for seminars & we will try to schedule the seminars you want. Email the Chapter 5 office at asca.05@gmail.com.
- 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 asca.05@gmail.com with questions or suggestions for the chapter web site.
- 7. CHAPTER JOB BANK.** The Foothill Chapter has established its own Job Bank Network for member shops. If you have a qualified applicant you can't use, or if you need to hire someone, send a summary email to asca.05@gmail.com & your information will be forwarded to the entire Chapter 5 membership.
- 8. CHAPTER ASE LENDING LIBRARY** Call Darren Gilbert at (626-282-0644) or email him at gilbertmotors@yahoo.com for more information.
- 9. CHAPTER SOCIALS.** Our “Planning Commission” 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. We 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 ASCCA web page has three target audiences: 1) ASCCA 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 ASCCA members can learn more about the advantages of being an ASCCA member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASCCA members quickly and easily on the ASCCA web pages. All ASCCA members statewide are listed.
- 11. FREE CPA CONSULTS.** All ASCCA Chapter 5 members are entitled to a half-hour of free telephone consultation each month from Chapter 5 sponsor Norm Blieden, CPA. The service is not limited to shop business though Norm has extensive experience in shop-related matters. This member benefit can save you a ton of money and a lot of headaches. Call Norm at 626-440-9511.

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

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.



2729 Saturn St., Suite B, Brea, CA 92821

Garage Liability - Workers' Compensation - Individual & Group Health - Life Insurance

License # 0G39707

Chapter 5 Associate Members

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
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 for our monthly meetings.

If you didn't receive it, please contact the Chapter 5 office at ascca.05@gmail.com

Justin Scott - (909) 767-1681

Scott Auto Parts



Norman A. Blieden, CPA/CGMA

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Seminars & Programs

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Gene Morrill(818) 261-6009

Associate Member Board Rep.

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Government Affairs

Open

Chapter Rep

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