



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

ASCCA

Foothill Chapter 5

November 2019

President's Message:

Happy Thanksgiving!

We started giving thanks for having food on our tables and getting help when we needed it. Now we, as a great country, have much more to give thanks for. Let's not forget how blessed we really are. Giving doesn't have to be money; there are many ways to help. Even a smile or telling someone thanks for what they do can lighten someone's day.

Being a part of ASCCA and being involved is one way we get help and pass knowledge on to others. Could you think of this industry without having ASCCA and other organizations doing the things to keep us in business? If you don't have enough food, come to the meeting and we will feed you and try to teach you how to do better at your shop.

This year we are donating at our Christmas party to a new charity: House of Ruth, who helps victims of domestic violence and their children. You can visit their web site at www.houseofruthinc.org

Try to attend this great party or, if you can, give a little. More information to come soon.

Also, at our November meeting we will present membership pins recognizing members who are at a 5-year increment in membership. We have members celebrating 5 years all the way to 70 years!

Finally, we will be presenting trophies from our Oktoberfest bowling night. Don't miss it!!!

Thank you and God bless,

Kirk Haslam
President, ASCCA Chapter 5
Advance Muffler
1234 E. Walnut St.
Pasadena CA 91106



UPCOMING MEETINGS & EVENTS

Nov 5 - Toxguard and the Evolution of Coolants at Mijares

Dec 7 - Chapter Holiday Party at the Monrovia.



**ASCCA Chapter 5
2019 Casino Night
Christmas Fundraiser**

**All Proceeds go to support
House of Ruth
Assisting Families Victimized by Domestic Violence
Saturday, December 7 at 6 pm**

Location:

The Monrovia
534 S Myrtle Ave
Monrovia, CA 91016

Individual Tickets are

\$40 EACH (ctl-click to register & purchase)

OR, BUY THREE TICKETS, GET ONE FREE

FOUR FOR \$120 (ctl-click to register & purchase)

Includes, dinner, drinks, and casino night fun!

Sponsored by:

**DRIVE &
Hawley Insurance Services**

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

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

A Special, “Thank you!” to Hawley Insurance Services for sponsoring our annual “Casino Night” Fundraiser

Hawley Insurance Services is a full service brokerage offering a wide variety of insurance products for businesses and individuals.

Please let us know how we can better assist you with liability insurance, workers’ compensation insurance, personal insurance, group/individual health insurance, and/or Covered California medical coverage.



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

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

License # 0G39707

A Special, "Thank you!" to DRIVE for sponsoring our annual "Casino Night" Fundraiser

SBA

SHOP BUSINESS ANALYSIS POWERED BY DRIVE

TAKE YOUR SHOP

TO THE NEXT LEVEL

With An In-Depth Analysis of Your:

- Website • Finances • Sales
- Social Media • Marketing • Production • Recruiting

ALL FOR \$395*

The **Shop Business Analysis (SBA)** will help you identify the strengths and weaknesses in your shop. In this complete analysis, we will walk you through every area of your business, from marketing and sales to production and profitability. You will also receive an in-depth visual inspection of your facility through the use of video clips and photographs. All of this information, including your marketing and your online presence, will be reviewed with DRIVE's top team members. This service will leave you with a thorough understanding of your shop's current condition and provide you with a plan to help take your business to the next level.



For more information visit

www.DRIVEShops.com/shopbusinessanalysis or call us at (818)863-1077

*Cost is tax deductible

Tax & Business Tips from Norm Blieden, CPA

2020 is coming quick — are you prepared? Take stock now and learn about the year-end moves that'll help you save. Plus, consider how the 2020 Social Security changes will affect your plans. And make sure you're hitting the employment tax deadlines.

Save Money With These Year-End Ideas

There's still time to reduce your potential tax obligation and save money this year (and next). Here are some ideas to consider:

- **Estimate your 2019 and 2020 taxable income.** With these estimates you can determine which year receives the greatest benefit from a reduction in income. By understanding what the tax rate will be for your next dollar earned, you can understand the tax benefit of reducing income this year AND next year.
 - **Fund tax-deferred retirement accounts.** An easy way to reduce your taxable income is to fully fund retirement accounts that have tax-deferred status. The most common accounts are 401(k)s, 403(b)s and various IRAs (traditional, SEP and SIMPLE).
 - **Take your required minimum distributions (RMDs).** If you are 70½ or older, you need to take required RMDs from your retirement accounts by Dec. 31. Don't forget to make all RMDs because the fines are hefty if you don't — 50 percent of the amount you should have withdrawn. Keep in mind, even if you don't have RMDs yet, removing a planned amount from your retirement accounts each year may be more tax efficient than waiting until you are required to do so.
 - **Manage your gains and losses.** Rebalance your investment portfolio, and take any final investment gains and losses. When you have more losses than gains, up to \$3,000 can be used to reduce your ordinary income. With careful planning, you can take advantage of this loss amount each year.
 - **Finalize your gift-giving strategy.** Each year you may gift up to \$15,000 without tax reporting consequences to as many individuals as you choose. Consider any gift-giving you wish to make up to the annual limit. This could include gifts of cash or property, and investments.
 - **Donate to charities.** Consider making end-of-year donations to eligible charities. Donations of property in good or better condition and your charitable mileage are also deductible. Receiving proper documentation that acknowledges your contributions is important to ensure you obtain the full deduction. Have a plan by knowing your total deductions for the year to help you decide how much and when to donate. Pulling some donations planned for 2020 into 2019 may be a good strategy.
 - **Review your automated billing transactions.** This is a good time to identify what automatic monthly expenses should be reviewed for reduction or elimination. You may also discover billing for services you thought were canceled. This specific review often catches errors that a simple account reconciliation may be missing.
 - **Organize records now.** Start collecting and organizing your tax records to avoid the scramble come tax season.
- Develop your own list.** Use these ideas as a jumping off point to create your own list of annual review items. It might also include reviewing college savings accounts, beneficiaries, insurance needs, wills, and going through an aging parent's financial accounts.

Reminder: Major Employment Tax Deadlines

Handling employment taxes can be complicated, especially when you're required to file important tax documents throughout the year. Here's a list of key forms and deadline dates to help keep you on track.

Form 941 — Employer's quarterly federal tax return

This form is used to report income tax withheld from employees' pay and both the employer's and employees' share of Social Security and Medicare taxes.

Employers generally must deposit Form 941 payroll taxes on either a monthly or semiweekly deposit schedule. There are exceptions if you owe \$100,000 or more on any day during a deposit period, if you owe \$2,500 or less for the calendar quarter, or if your estimated annual payroll tax liability is \$1,000 or less.

- Monthly depositors are required to deposit payroll taxes accumulated within a calendar month by the 15th of the following month.

Semiweekly depositors generally must deposit payroll taxes on Wednesdays or Fridays, depending on when wages are paid.

Return filing deadlines:

- **Jan. 31, 2020** – Due date for filing Form 941 for the fourth quarter of 2019. If you deposited your taxes in full and on time, you have until Feb. 10, 2020, to file this return.
- **April 30, 2020** – Due date for filing Form 941 for the first quarter. If you deposited your taxes in full and on time,

(Continued on page 6)

(Continued from page 5)

you have until May 11, 2020, to file this return.

- **July 31, 2020** – Due date for filing Form 941 for the second quarter. If you deposited your taxes in full and on time, you have until Aug. 10, 2020, to file this return.

Nov. 1, 2020 – Due date for filing Form 941 for the third quarter. If you deposited your taxes in full and on time, you have until Nov. 10 to file this return.

Form 940 — Employer's annual federal unemployment tax return (FUTA)

This return is due annually. However, FUTA tax must generally be deposited once a quarter if the accumulated tax exceeds \$500.

- **Jan. 31, 2020** – Due date for filing 2019 Form 940. If you deposited your taxes in full and on time, you have until Feb. 10, 2020, to file this return. This day is also the deadline for depositing federal unemployment tax for October, November and December 2019.

- **April 30, 2020** – Deadline for depositing federal unemployment tax for January, February and March 2020.

- **July 31, 2020** – Deadline for depositing federal unemployment tax for April, May and June 2020.

- **Nov. 1, 2020** – Deadline for depositing federal unemployment tax for July, August and September 2020.

Form W-2 — Wage and tax statement

Employers are required to send this document to each employee and the IRS at the end of the year. It reports employee annual wages and taxes withheld from paychecks.

Jan. 31, 2020 – Due date for employers to provide 2019 Forms W-2 to employees, and for employers to send copies of 2019 W-2s to the Social Security Administration, whether filing electronically or with paper forms.

Tax deadline extensions for disaster areas

For taxpayers living in designated disaster areas, the IRS extends certain filing and tax payment dates. Taxpayers living in the affected areas (and those whose tax professionals are located in those areas) have relief from penalties for filing under the new extended dates. These filing and payment extensions are also available to some relief workers.

The Power of Cultivating Gratitude

Tips on how to be thankful

It costs nothing to say thank you. Yet cultivating gratitude in your life may be one of the most rewarding moves you can make. Not only does it invoke warm fuzzies in everyone involved, expressing your appreciation may actually improve your health and well-being.

A landmark study by gratitude researcher Robert A. Emmons has shown that gratitude can reduce physical illness symptoms and toxic emotions. It can even help you sleep better and longer, according to a study published in *Applied Psychology: Health and Well-Being*.

So what are some ways you can make gratitude part of your everyday life? Here are a few tips to help you get started:

- **Write it out.** Write out what you're thankful for in your life. This may mean making a nightly habit of writing in a journal or jotting down a message to a loved one and giving it to them. You could also make some sticky note reminders of what you're grateful for and hang them on your mirror to read each morning.

- **Share a good memory.** Reminiscing often stirs up feelings of gratitude. For instance, think about the time you first met a close friend in grade school. Contact them and tell them how grateful you are that it happened. Send a photo of that family vacation when you all shared a common experience like learning to water ski. When you think about it, you will quickly discover happy memories to share with loved ones.

- **Offer your service.** Show your gratitude through your actions. If you appreciate your community, join a group to clean up the park and streets. Provide a positive online review for your favorite local café. Or volunteer at a Veterans Affairs hospital.

- **Lend an ear.** Some of the most meaningful moments involve simply being heard. Return the favor. If your sister is usually the one who lets you ramble on about work grievances and family drama, it's time to give her a turn. Let her know you're there and ready to listen. Maybe you avoid your chatty (albeit helpful) coworker. When you see them next, give them 5 minutes of your time.

Pay it forward. Did your neighbor share a gutter-cleaning hack with you? Next time you see someone on your street cleaning their gutters, offer to lend a hand. See a mom digging for spare change at a check out register? Pay it for her. Let the appreciation of your good deed change someone else's outlook for the day. When they offer to pay you back, just tell them to pay it forward.

There are opportunities to cultivate gratitude all around us. Refocusing on what you appreciate on regular basis can help you live a healthier, more satisfying life.

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

In Search of a Good Technician

Submitted by DRIVE



Is this you? Mitch from Premiere Auto needed a tech – a great one and NOW! He posted the job opening on all the usual sites. But now he's inundated with resumes. ONE - The applicants Mitch is getting aren't what his shop needs and TWO – there are just too many to go through. Tomorrow's shop schedule is already stacked up and the last thing he wants to do is turn business away. And he sure doesn't want to go back to turning wrenches, but he may have to. Mitch is in a no-win situation. But is he? The problem may not be hiring another tech.

Do You Really Need Another Technician?

In some shops, the solution will turn out to be getting more production out of the technicians you already have. In other shops the problem can be too many people on board. There is a guideline you can use to sort this out. Take your gross sales (minus sales tax) and divide by the number of production people you have. The resulting figure should be at least \$25,000 per production person per month. Most shops should be in the \$22,500-\$27,000 range. If you are a specialist, your numbers should be in the \$30,000-plus range. If your number is a lot lower, you're not getting enough production out of the techs you already have.

All too often, an owner's solution to low production is to hire more people. However, if the shop is not properly organized for production, more employees will only add to the confusion and adversely affect your income.

You Really Do Need Some Techs!

But sometimes you really do need additional help or a replacement. While you may have had some frustrating "adventures" trying to find a new technician, rest assured that there are good employees out there. You just have to maintain a good attitude and persist in your search. If you believe that "there are no good techs", or "nobody wants to work," you probably will prove yourself right and you won't find anyone! So that is the first step; decide that it is possible to find someone. Once you've done that, you're ready for the next step.

Get the Word Out

One of the most productive ways to find your next team member is to tell people you interact with every day – Word-of-Mouth. They're in the industry and in your community – so don't be shy! Tell everyone that you are hiring. Here's a breakdown:

Tool-Vendor

Tell them what you need and want in a tech; give out your business card. Keep mentioning it to them WEEKLY.

Parts Supplier

Talk to the salesperson you deal with, and even the parts delivery people that go into most of the shops in your area. Again, give them a business card or two that they can pass on to prospects. Some parts houses have a bulletin board on which you can post a small ad.

Customers

This is probably the most ignored resource available to you, your loyal customer base. Put up signs in your sales and waiting areas. If your zoning codes allow it, put a similar message on your marquee or on a signboard in front of the shop. Your customers might have a friend, a relative or a neighbor who is a technician looking for a job.

Local Trade Association

Many local trade association chapters actively help members find technicians. They place ads online (paid for with membership fees), they contact tech schools, interview applicants and sometimes will even build a pool of prospects and resumes that their members can utilize. Usually the pool includes people with all levels of skill and experience.

Churches and Synagogues

Talk to your minister, your priest or your rabbi. Let him know you want someone to join your family of employees. Give him a business card and run an ad in their Bulletin.

Local Business People

Spread the word via everyone you do business with in town, from the person you see every week at the grocery store,

(Continued on page 8)

(Continued from page 7)

to the business right next to yours. Give them all business cards and let them know what you need and want.

Vo-tech Schools

Contact the local Vo-Tech or call one of the teachers and ask for the names of the best graduating students. You might even end up hiring one of the teachers!

Military Placement Agencies

A local military base will sometimes have a placement service for people leaving the service. Call and see if they have one of these offices. If so, send them a description of what you need and want in an employee. People with motor-pool experience and military discipline usually make good employees.

By now you've gotten the idea that you cannot ignore any possible avenue of communication for your search. The more you tell people what you need and want, the better your chances are that you will find what you need and want.

Job Postings

It's important to investigate all avenues of outreach you have available. So don't leave it to only word-of-mouth. At the same time it's also important to get the word out online. This includes not just job posting sites but also your own social media network accounts. So go ahead and post on the big job posting sites, but be sure to post your hiring needs on Facebook and other social media accounts you have for your business.

THE Most Important Part of Your Search – WHAT YOUR AD SAYS!

Your ads should be worded so that they will attract people with good attitudes and some experience. It is better to hire someone with less experience who wants to be part of the team and is willing to work, than to hire some "Super-Tech" with a giant chip on his or her shoulder. An employee with a bad attitude will affect everyone's production and drive you crazy.

Your positive attitude can create a good, secure atmosphere that will attract and keep good employees. On the other hand, a negative disposition can repel the best employees. Good people don't want to work for a grouch, and sane people don't want to work in a chaotic, insane environment.

Sloppily run, unprofessional shops that have no systems or policies in place will attract nonproductive, unmotivated technicians who cost you more money than they make for your business. On the bright side, a tightly run, efficient shop in which everyone is making decent money, will attract good technician prospects.

The bottom line is that, despite any difficulties you might encounter in the adventure of finding technicians, over 80% of the people out there are decent and willing to help you achieve your goals. Positively decide you are going to find the right one of them for your team. And good luck in the hunt!

DRIVE combines proven high-tech and one-on-one training management solutions for the independent repair shop. POWER YOUR SHOP and FUEL YOUR FREEDOM with the industry's top business consultancy group. DRIVE headquarters is located in the heart of ASCCA Chapter 5, in Old Town Monrovia. To contact: <https://driveshops.com/> 818.863.1077

DISCLAIMER

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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.



2020 Scholarship Application Now Open for the ASC Educational Foundation!

Applications are currently being accepted for the Automotive Service Councils Educational Foundation (ASCEF) 2020 scholarships! Each year, the ASCEF awards 18 scholarships ranging from \$500 - \$1,000. These scholarships provide assistance to current under-graduates who are in the automotive service field.

Overall Qualifications: You must be planning to seek employment in the California after-market/independent repair industry and be a:

- California high school senior who plans to enroll in post high school technical and academic training or
- California college under-graduate in the automotive service field.

Applications must be submitted by March 31, 2020.

To apply online visit:

<https://www.automotivescholarships.com/scholarshiptype.cfm?type=39>

The ASCEF is a nonprofit corporation dedicated to supporting and advancing the entire automotive industry through technical education and training, scholarships, and other industry inspired programs.

To learn more about the ASCEF, visit **www.asc-ef.org**.

Questions? Contact Kate Peyser at 916-290-5828 or **kpeyser@amgroup.us**.

Professional Business Development Southern California Schedule

Saturday morning 9 AM to 12 PM

March 30	Irwindale Speedway	Don't just sit there do something!	All the knowledge in the world cannot make it happen. You must get up and take the 1st step, write the 1st word, drive the 1st nail. Our world is paralyzed by great ideas but not the discipline to implement them. Knowledge is not the power we seek, implementation of the knowledge we already have is the key to success. The most successful business owners have had the discipline to take the 1st step . 4 Essential Steps to Successful Implementation	ENTIRE STAFF
May 25	Irwindale Speedway	Business 101 for Employees	Teach your employees about business, the ABC's of Cash Flow and Basic P&L interpretation. Ever heard of the "6 Minute Factor," the "Pitfalls of Discounting" and "The Missing employee." Join us in determining what it could cost you and your business. Learn how 6 minutes per tech per day could be the difference between making money or closing your doors.	ENTIRE STAFF
July 20	Irwindale Speedway	Service Advisors Roundtable	Sit down with your service advising peers to discuss the challenges facing service advisors in repair shops today. No subject is off the table! Phone shoppers, quoting prices, the internet customers, or owners and staff.	SERVICE ADVISORS
September 14	Irwindale Speedway	11.5 Ways to Massively Grow Your Customer Base in 30 days	Need to get some new business and do so quickly? Lost too many customers over the last few years? Want some new marketing ideas or maybe some new ways to use the old ones? In this workshop, you will learn the many tried and true ways to massively grow your customer base very quickly.	OWNERS/ MANAGERS
November 16	Irwindale Speedway	Owners Roundtable	Sit down with other owners and managers to have an open honest and frank discussion on the Good, Bad and the Ugly of shop ownership today	OWNERS/ MANAGERS



Educational Seminars Institute
Automotive Management Specialists

Irwindale Speedway

500 Speedway Dr. Irwindale 91706

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 & QUARTERLY NEWSLETTERS.** We send out an environmentally-friendly monthly email newsletter with helpful and informative articles, tech tips, contact lists and information, upcoming events, reports on recent events and vendor ads & information. Once a quarter you'll receive the newsletter from the State Association Office.
- 6. THE FOOTHILL CHAPTER WEBSITE.** This Foothill Chapter website at <http://www.asc5.com/> lists members by city. It also lists upcoming seminars and meetings. Contact Joseph Appler at ascca.05@gmail.com with questions or suggestions for the chapter web site.
- 7. CHAPTER JOB BANK.** The Foothill Chapter has established its own Job Bank Network for member shops. If you have a qualified applicant you can't use, or if you need to hire someone, send a summary email to ascca.05@gmail.com & your information will be forwarded to the entire Chapter 5 membership.
- 8. CHAPTER ASE LENDING LIBRARY** Call Darren Gilbert at (626-282-0644) or email him at gilbertmotors@yahoo.com for more information.
- 9. CHAPTER SOCIALS.** Our Socials Chairman, Jack Scrafield (818) 769-2334, arranges outstanding social events for us throughout the year. We've visited JPL, the J. Paul Getty Museum, had many "Day at the Races" at Santa Anita Race Track, toured the Autry Museum of Western Heritage, taken a murder mystery train ride including a delicious dinner, attended the races at Irwindale Speedway, had bowling dinner parties at Montrose Bowl, had several excellent parties, and toured the J. P. Nethercutt Collection of beautiful classic automobiles. Jack would like to hear from you with your suggestions for future social events.
- 10. ASCCA NET PRESENCE.** ASCCA has established a home page at <http://www.ascca.com/> The ASC web page has three target audiences: 1) ASC members now have a quick, easy reference on their computer to keep them abreast of what is occurring in the state association and within the automotive repair industry; 2) California shops that are not ASC members can learn more about the advantages of being an ASC member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASC members quickly and easily on the ASC web pages. All ASC members statewide are listed. Soon, your shop website will be able to have a link on the State site.
- 11. FREE CPA CONSULTS.** All ASCCA Chapter 5 members are entitled to a half-hour of free telephone consultation each month from chapter member Norm Blieden, CPA. The service is not limited to shop business though Norm has extensive experience in shop-related matters. This member benefit can save you a ton of money and a lot of headaches. Call Norm at 626-440-9511.

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

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

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

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

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

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

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

The ASCCA Advantage

The ASCCA Advantage outlines the value of ASCCA membership. We are proud to be able to offer a number of discounts and intangible benefits that are uniquely provided by our association.



Corporate Partners - Increasing Your Membership Value

BUSINESS SUPPLIES, EQUIPMENT & SERVICES		
	ASCCA members get access to Auto Care Association's publications, the Aftermarket Insider and the ACA Capitol Report, as well as member discounts on ACA publications and events. Call to see how you can save up to \$600 a year!	Kathleen Schmatz, (301) 654.6664 kathleen.schmatz@autocare.org
	AESwave specializes in sales and support of automotive diagnostic equipment. Each day, thousands of technicians, educators, trainers, engineers, and technical writers use products and strategies developed at AESwave.	Carlos Menchu, (877) 351.9573 info@aeswave.com www.aeswave.com
	This partnership provides Platinum level membership pricing, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more!	Jim Gray, (704) 301.1500 jim.gray@autozone.com
	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 Waln (949) 337.2484 Eric Elbert (805) 490.6080, EricE@petrospecsBG.com www.petrospecsinc.com.
	Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit hotelstorm.com/ascca and use password Auto 1234 to get your discount.	conciierge@hotelstorm.com www.hotelstorm/ascca
	LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.	Steven Poole, (562) 320.2398 SJPoole@lkqcorp.com
	The leader in automotive thermostats; fuel, oil and coolant caps sold to the North American automotive aftermarket. Their line of thermostats is one of the most advanced in the automotive industry, using state-of-the-art manufacturing equipment, with strict quality control and functional testing, ensuring high quality and long-lasting products.	Sean Ruitenber, (618) 599.5196 sean.ruitenber@motoradusa.com
	Motul is the first lubricant manufacturer to pioneer the formulation of a 100% synthetic lubricant for automotive engines, the 300V, making use of Esters technology and issued from the aeronautical industry. Motul's 8100 line of 100% synthetic oils have OE approvals from manufacturers such as Porsche, Audi, BMW, Mercedes-Benz, and VW.	Nick Bagley, (909) 538.2042 n.bagley@us.motul.com
	NAPA Auto Care is the largest aftermarket repair network in the country with over 16,000 independently owned and nationally recognizes 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 NAPA SoCal District Sales Manager john_hartman@genpt.com
	Streamlined business supply ordering process. Free delivery over \$50. Custom pricing and discounts for ASCCA members.	Michael Nitz, (855)-337-6811 Michael.nitz@officedepot.com https://business.officedepot.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.	ASCCA@oreillyauto.com

 Print & Direct Mail Made Easy	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, manage your budget.	Josh Davis, 484-648-8626 josh@themailshark.com www.themailshark.com/ascca
	DFC is the leading manufacturer of award-winning automotive braking systems. They maintain a huge selection of brake parts for all domestic and foreign vehicle applications. Their engineers, product managers, and R&D staff work hard to give their customers first-to-market advantage.	Dan Biezonsky, 951-200-0953, danb@dynamicfriction.com , http://www.dynamicfriction.com/
EDUCATION PROVIDERS		
	The ACT Group is a partnership of long time automotive industry experts. Former Technicians, Service Writers, Managers, General Managers and owners of automotive facilities offer their expertise in a strong variety of industry training classes. Discounts are available to ASCCA members, including \$200.00 off our Service Advisor Classes.	Ray Kunz, 916-588-0775
	ATI has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years. <ul style="list-style-type: none"> • They are the industry leader in automotive business coaching providing expert management and consulting services. Get weekly business coaching from an industry expert and classes in marketing, hiring, finance, leadership and sales. 	Jim Silverman, (301) 575-9140, jsilverman@autotraining.net , www.autotraining.net
	Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel. <ul style="list-style-type: none"> • ASCCA Members have exclusive access to discounted training courses. • Save \$800 on every Service Writer course and \$55 on every seminar. (Space limited.) • FREE 30 minutes of business consulting advice per month. 	Maylan Newton (866) 526.3039, maylan@esiseminars.com .
	25% discount on all ASE exam study guides.	James Hwang (310) 857.7633
INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS		
	iATN is the world's first and largest online network of automotive service industry professionals. -Get discounted access to up to 5 premium access accounts, free job ad postings, a private forum for your shop, and unlimited access to the iATN Knowledge Base that allows you to search iATN's databases of in-use industry knowledge compiled over the last 20 years.	Greg Montero (651) 628.5706 greg.montero@iatn.com www.iatn.net
INSURANCE & LEGAL SERVICES		
	Includes an enrollment discount of \$100	Customer Service (866) 923.7767, www.armstrongprofessional.com
	Competitive dental & vision plans exclusively available to ASCCA members.	Mat Nabity, (916) 286.0918 mnabity@coremarkins.com
	FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!	Jack Molodanof , (916) 447.0313 jack@mgrco.org www.mgrco.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 customer retention, and revenue tracking tools. Kukui will help you track stats about new clients, your customer retention rate, and will help you track areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design.	Todd Westerlund (925) 980.8012 Todd@kukui.com or Patrick Egan (805) 259.3679 Patrick@kukui.com www.kukui.com

WWW.ASCCA.COM

	<p>Through internet marketing, Broadly gets great customer reviews on Google, Facebook, and other review sites. ASCCA members get a FREE account set-up (valued at \$200).</p>	<p>(800) 693.1089 marketing@broadly.com www.broadly.com</p>
	<p>Join the nation's largest network of elite auto repair shops. RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. RepairPal shops gets 8-10 new customer contacts per month, with an average repair order over \$500. (Estimated new business \$48,000/year)</p>	<p>Evan DeMik, (415) 595-3346 evan@repairpal.com www.repairpal.com</p>
<p>MERCHANT SERVICES</p>		
	<p>Receive up to a \$350 rebate on your ASCCA State dues when you use DFG to process your credit cards. Call for a free no obligation consultation.</p>	<p>Shannon Devery (877) 326-2799 www.digitalfg.com/</p>
<p>SOFTWARE PROVIDERS</p>		
	<p>A comprehensive cloud-based tool that offers simple solutions to workflow management, communication, digital vehicle inspections, and quality control.</p> <ul style="list-style-type: none"> Developed by a shop owner designed specifically for the challenges shop owners face, AutoText.me's software is easy to implement and will save you time while you solve common shop problems. Available as a benefit to all ASCCA shop owners.. 	<p>Chris Cloutier (469) 546.5725, chris@autotextme.com, www.autotext.me</p>
	<p>Members receive a promotional price for online diagnostic tool and telephone diagnostic services. New Identifix members received \$40 off each of the first 3 months and \$10 off every month after for annual savings of \$210</p>	<p>Customer Service (800) 997.1674</p>
	<p>The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. Ask for a special ASCCA member rate.</p>	<p>Matt Ellinwood, (415) 890.0906 x106 matt@shop-ware.com.</p>
<p>UNIFORM SERVICES</p>		
	<p>Nationally recognized supplier of customer and employee apparel & janitorial services with special ASCCA pricing.</p>	<p>Jessica Essad 775-813-8954 EssadJ@cintas.com</p>

ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

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

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

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

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



Scan here to learn more about your benefits
or visit <http://asca.com/resources/memberbenefits>

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

Educational Foundation – ASCCA members can also participate in the association's educational foundation that raises funds for scholarships issues to students entering into the automotive aftermarket.



Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	abec@petrospecsbg.com
Dorman Products	Frank Alviso	951-206-7023	falviso@dormanproducts.com
Frederick Blum Insurance	Fred Blum	626-401-1300	blum4@pacbell.net
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing	Tim Huddleston	805-584-0030	huddle5@sbcglobal.net
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Mitchell 1 Software	Frank Joel	818-326-0602	fjoel@ix.netcom.com
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.com
RKM Insurance Agency	Ernie Arciniega	818-243-2651	ernie@rkmins.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Van de Pol Petroleum	Wes Powell	562-236-1000	wpowell@ineedoil.com

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

ASCCA CODE OF ETHICS

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

Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

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

<p>C 1 - Automotive Consultant A 1 - Automotive Engine Repair A 2 - Automotive Trans/Trans Axle A 4 - Automotive Drivetrain A 4 - Automotive Suspension/Steering A 5 - Automotive Brakes A 6 - Automotive Electrical/Electronic A 7 - Automotive Heating/Air Conditioning A 8 - Automotive Engine Performance A9 - Diesel L 1 - Advanced Engine Performance L 2 - Med/H.D Truck Electronic Diesel P 1 - Parts Specialist Med/H.D Truck Dealership P 2 - Parts Specialist Automobile P 3 - Parts Specialist Truck Brakes P 4 - Parts Specialist General Motors P 9 - Med/H.D. Truck Suspension & Steering X 1 - Car/Light Duty Truck Exhaust Systems B 2 - Auto body Collision Repair - Painting/Refinishing B 3 - Auto body Collision - Non Structural Analysis B 4 - Auto Body Collision - Structural Analysis</p>	<p>B 5 - Auto Body Collision - Mech/Electrical Components B 6 - Auto Body Collision - Damage Analysis/ Estimating F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas M.M. - Engine Machinist Series E 2 - Truck Equipment - Electrical/Electronic Systems S 1 - School Bus - Body/ Special Equipment S 2 - School Bus - Diesel Engine S 3 - School Bus - Drivetrain S 4 - School Bus - Brakes S 5 - School Bus - Suspension/Steering S 6 - School Bus - Electrical/ Electronic S 7 - School Bus - Air Conditioning T 1 - Med/H.D. Truck - Gasoline Engines T 2 - Med/H.D. Truck - Diesel Engines T 3 - Med/H.D. Truck - Drive Train T 4 - Med/H.D. Truck - Brakes T 5 - Med/H.D. Truck - Suspension/ Steering T 6 - Med/H.D. Truck - Electrical/Electronic Systems T 7 - Med/H.D. Truck - Heating/ A.C. Systems T 8 - Med/H. D. Truck - Preventive Maintenance</p>
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ASCCA Chapter 5 2019 Board of Directors

Executive Board

2016

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

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

Secretary.....Craig Johnson
 Phone..... (626) 810-2281
 Email.....cjauto@verizon.net

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

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 Jack Scrafield..... (818) 769-2334
 Mike Bedrossian..... (626) 765-6190
 Dave Label..... (626) 963-1211

Chapter Rep

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

Committee Chairs

Seminars..... Tim Chakarian....(626) 792-9222
Socials..... Jack Scrafield....(818) 769-2334
Programs..... Tim Chakarian....(626) 792-9222

Associate Member Board Rep.

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

Chapter Staff

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

Chapter Contact Information

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

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

ASCCA State Contacts

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

President
 John Eppstein..... (619) 280-9315

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

Deputy Executive Director
 Karissa Groff.....(800) 810-4272 x116 or KGoff@amgroup.us

Membership Services
 Benjamin Ichimaru.(800) 810-4272 x137 or Blchimaru@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 Kamala Harris..... (D)
 Phone..... (916) 448 - 2787
 Email.....senator@harris.senate.gov

US Senator Dianne Feinstein..... (D)
 Phone..... (310) 914-7300
 Email.....senator@feinstein.senate.gov

US Rep Judy Chu..... (D-27)
 Phone..... (626) 304-0110

US Rep Adam Schiff..... (D-28)
 Phone..... (818) 450-2900

CA Senator Connie M. Leyva..... (D-20)
 Phone..... (909) 888-5360

CA Senator 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 Ling Ling Chang..... (R-29)
 Phone..... (714) 671-9474

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

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

CA Assembly Laura Friedman..... (D-43)
 Phone..... (818) 558-3043
 Email.....Assemblymember.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 Donald Trump..... (R)
 Phone..... (202) 456-1111
 Fax..... (202) 445-4633

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



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

ASCCA Foothill Chapter 5

November 2019

*Join us at Mijares for a class by
Toxguard on the evolution of coolants
and cooling system maintenance.*

Menu:

Taco/Tostada Buffet
Soda & Coffee
Beer & wine available

Where:

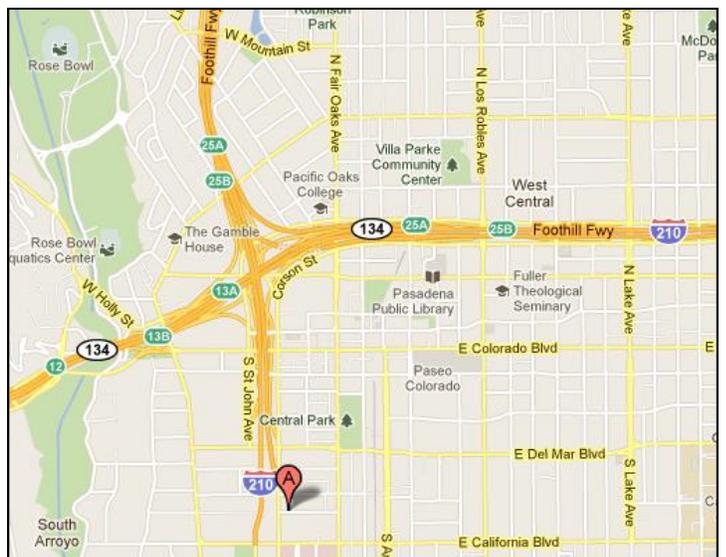
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

Tuesday, November 5, 2019
6:30 PM – Social/Networking/Dinner
7:00 PM – Program
9:00 PM – Finish

Cost:

- No Charge to Regular or Associate Chapter Member, Business Partner, Spouse or Significant Other (**max 2 per member**)
- No Charge for Potential Members
- **\$25/ea.** for Service Advisors and all others is waived this month due to the generosity of Toxguard.



Directions

From the 210 & 134 Junction in Pasadena: Go South on the 210/710 Spur towards California/Del Mar/110; Exit on California, turn left; Left again at the first light; Pass Palmetto (the first street on the right) & turn in to the Mijares parking lot; If the lot is full, park on the street

UPCOMING MEETINGS & EVENTS

Dec 7 - Chapter Holiday Party