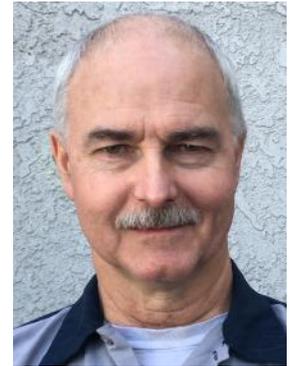




ASCCA

Foothill Chapter 5

January 2020



President's Message:

Happy New Year!!! We hope all is well with you.

Another year is history. We have a chance to think about last year's challenges, successes and failures, and move ahead, bettering our lives along the way.

A perfect way is to start the year with Maylan Newton at our ASCCA5 dinner meeting on Tuesday. We'll get a mini-class on "The Power of Influence."

Do you remember Y2K 20 years ago? Computers were supposed to go haywire, crippling us. Now tech is way more than most of us expected, and we are even *more* dependent on it.

What do you think the next 20 years will bring? Only shops who keep up with technology will survive, and being in ASCCA Chapter 5 is a good start. This year we are planning several seminars to help you keep up with, and stay ahead of the automotive technological curve. If you have suggestions for a seminar, let us know. Email your thoughts to our chapter office.

Hope to see you on Tuesday!

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

UPCOMING MEETINGS & EVENTS

Jan 7 - Maylan Newton at Mijares

Jan 25/26 - Team Weekend in Sacramento
Feb 4 - C3 Marketing at Mijares (pending)
Mar 3 - TBA at Mijares
Apr 7 - TBA at Mijares

Apr 28 - Automotive Aftermarket Industry
Legislative Fly-In Day ("Leg Day")
May 5 - Shop Night (Location TBA)

Our 2019 Holiday Casino Night Fund-raiser was a Great Success!!! In addition to a lot of fun, we raised over \$1,000 for House of Ruth, a local charity working with victims of domestic violence.





Jack Scrafield receives Lifetime Honorary Membership in ASCCA Chapter 5 as he retires from North Hollywood Auto Repair in 2020. He has been a member for decades, and has served for many years on the Chapter 5 board of Directors

ASCCA Chapter 5 Board Member Gene Morrill with Rhonda, of House of Ruth, our 2019 Christmas Charity recipient. We were able to bless them with just over \$1,000.
“Thank you” to all who contributed!



Skin Deep: An Unblemished Look At Tattoos And Hiring

Mandee Bradshaw

So maybe you don't have a tattoo. And maybe you don't have purple hair. But it's important to look beyond that and get to know the person sitting across from you ... because that might be the person whom you'll be interviewing next.

A good manager or owner checks any perceived negative opinions about a tattoo or two – or three – at the door.



The perception that millennials are different from baby boomers, or Gen X is different from Gen Y, might have some truth to it. After all, who you are as an adult is shaped by the era in which you grew up and how you grew up. But, being different – being an individual – is a good thing. When you were in your 20s, you may have had long hair. In the 1960s, having long hair was equated with being anti-social, being a troublemaker. Did that make you so? Did it make you a lesser person without valid thoughts and opinions? Of course not.

It's the same now. When you're sitting across the desk interviewing someone for your service advisor position, it's a good idea to remember when you were in the same position as this prospective employee. A good manager or owner checks any perceived negative opinions about a tattoo or two – or three – at the door. Everyone brings their own opinions into any situation, but you need to know that tattoos for any person may just be a personal form of being creative and unique, or a way to express self-identification with their peers. If they aren't right for the position, that's fine. But the hiring decision shouldn't be made on how many colors of the spectrum are on their arms or their head.

Priorities

At the end of the day, running a business is about priorities and proportion. It's about identifying what's important. Your priorities should be about advancing your company's mission, mentoring and encouraging employees to do their best, zeroing in on the big issues and identifying the projects you can delegate to capable employees. Learning to understand what an individual can contribute should be your focus.

It's just a fact that the largest group of potential employees are millennials. If you invite someone in for an interview because their resume impressed you, but you decided to pass on the candidate because they have a tattoo or a piercing, you could be missing out on a great employee. That person is simply expressing individuality and creativity. Their hair color, tattoo or piercing has nothing to do with their possible contribution to your shop. That tattoo is part of them – just like their great work ethic and the creative ideas and the imagination they bring to their work.

In the United States, 40% of the population has at least one tattoo. If you gate off that population as

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“not appropriate for my shop” instead of focusing on the skills a person can contribute to your office and not their appearance, it will be much harder to find that next great employee.

And bear this in mind: If 40% of the population has a tattoo, that means that 40% of your customers have tattoos. They are commonplace across all industries and professions – from salespeople and technicians to lawyers and business owners, both men and women.

Outward statements of individuality and creativity have always been present. In the 1950s, it was a black leather jacket and greased-back hair. In the 1960s, it was long hair and bell-bottoms. At the turn of the 21st century, the opinion of tattoos changed. Having a few tattoos is mainstream now. It may represent a person’s individuality – or it may just be that the person likes the way it looks, as simple as that. Tattoos have been around for thousands of years and they’ll be around for thousands yet to come.

Ground Rules

Self-expression is a good thing ... until it isn’t. An important aspect here is to set ground rules. So any tattoo that includes profanity – or worse, any tattoo that’s racist or visually obscene – shouldn’t be part of your team. Both for your employees and customers, that kind of statement is not something you want associated with your shop. But make sure you’re interpreting the tattoo correctly – so just ask the prospective hire to explain.



Take a look at the most productive and happiest group of people at your company. It’s probably a diverse group with different experiences and viewpoints. The probability that a few have tattoos or a different hair color – or earlobe plugs – is high. But that doesn’t impact their productivity or respect from other employees or customers.

Always think about what the person can do and can contribute to your department and company. If you catch yourself thinking less of a person with green hair or a few tats, refocus your attention on what that person can do and not what they look like.

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How to Stop Offering ‘Emotional’ Discounts



Abby Patterson - This story was originally published in Ratchet+Wrench on December 31, 2019

Like most businesses, many shop owners provide their own specials.

*Holiday Sale: \$19.99 oil change!
Buy three tires and get the fourth one FREE!
For a limited time, 20 percent off for veterans!*

Specials run for a limited time and are meant to promote a service in the shop, usually throwing in a freebie or taking a couple of dollars off the original price. And while it's fairly common knowledge this is bad practice, it's still a persistent issue. Some shop owners think offering a discount will help their business, especially when it comes to emotional discounts—when staff members, managers, and business owners give a discount to make an emotional customer satisfied with a service (either out of sympathy or fear of losing business).

“In today’s world, we feel a customer is going to bad-mouth us and post a review,” Nate Bean, owner of Integrity Automotive in Issaquah, Wash., says. “We have to look at it from a business perspective.”

Like Bean, EuroTech Car Care owner, Kenny Ware, doesn’t believe in emotional discounting. The owner of the Killeen, Texas, shop constantly looks at the facts, figures, and numbers to keep the business on track.

“We all have to give some type of discount, but discounts as a whole devalue your product,” Ware says. “You need to be firm on your prices.”

Bean and Ware provide tips for avoiding emotional discounting altogether.

Set the tone.

All in all, it's all about showcasing your shop's value and not emphasizing on price.

“Shops think discounting services upfront is the way to attract customers, but in the long term, the growth and margins will not add up to that and you will attract the wrong customers,” Ware says. “If you give a customer good quality and a good warranty, you are giving them a good customer experience and they usually won't ask for a discount.”

Ware says if a customer asks for a discount, it's simply because of the lack of the customer's perceived value.

“It's a lot of things a shop does before it gets to the point of continuously discounting service,” Ware says. “I think it starts with your advertising, your branding—not branding yourself as a cheap place. We simply don't use the word ‘free’ or ‘cheap,’ and we don't advertise tons of deals and discounts.”

Clearly communicate with employees.

If your employees don't see the value in your business, neither will the customer. Ware says employees need to understand where the money goes, what it pays for, and what it took to produce that product.

“At the end of the day, they'll end up saying, ‘There is no way we can cut the price,’” Ware says. “They have to see the value. If they don't see the value in what you're doing, they will cut the price.”

Hear the customer out.

There are customers that come in and can't pay due to financial hardship, or are outraged by a price.

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First things first, hear them out.

“Listen to everything they have to say and stay quiet,” Bean says.

Bean says to find out where they are coming from, let them voice their feelings and tell them what they are thinking or feeling. And if they bring up a discount, he usually follows up with asking the customer, “what is fair to you?” Simply put, a discount might not be what makes the customer happy.

“I think people tend to offer a discount because they think that’s what is going to satisfy the customer that is upset, but it doesn’t resolve the situation,” Bean says. “Offering a discount is just going to put a bandaid on the situation.”

Have empathy, but hold strong.

Bean says if someone can’t afford it, you have to be empathetic, but not sympathetic.

“You have to understand their situation, be patient, and allow them to express their emotions without interrupting them or acting irritated,” Bean says. “Empathy for their situation is important, but taking responsibility for it is not.”

The shop sometimes does pro-bono repairs, but those are only in cases when they come from an organization that reaches out and asks for the shop’s help.

If someone is unable to afford the repairs, Bean’s shop advises them of the option to apply for financing through the companies with which they partner. These companies check credit and determine how much the customer can safely qualify to borrow. And if the customer will not qualify for external financing, then Bean suggest contacting a friend or family member for assistance.

Reward loyalty.

Instead of discounting based on emotions, like encountering an angry customer or one that’s having a difficult time making ends meet, Bean rewards his existing customers. He gives them a rebate after the service has been done and they can redeem that for services in the future. Bean says a new customer hasn’t earned this luxury yet, whereas an existing customer that comes back time and time again, has. He says once you give a new customer that you have never seen before a discount, they will ask for it next time and the time after that. It’s not fair to the other customers who are willing to pay full price.

“The people that tend to ask for discounts are the type of people that are always asking for discounts; those are not my ideal customers,” Bean says. “Once we do this, we are devaluing our business and our industry and the services we offer. I think as an industry we need to think about that.”

Bean says paying for the set price benefits everyone that is quoted, and if his shop could offer a discount to everyone that asks for one, it simply means the shop’s pricing is too high.

“I want to make sure I am providing for the health of my business, the income of my staff, and for the customers as well,” Bean says. “As soon as I discount a repair, I am compromising the value of the work we do and the value of our business, our company, and the industry.”

SHOP STATS: Integrity Automotive Location: Issaquah, Wash. Operator: Nate Bean **Average Monthly Car Count:** 330 **Staff Size:** 12 **Shop Size:** 7,200 sq. ft. **Annual Revenue:** \$2.45 million

SHOP STATS: Eurotech Car Care Location: Killeen, Texas Operator: Kenny Ware **Average Monthly Car Count:** 200 **Staff Size:** 8 **Shop Size:** 5,500 sq. ft. **Annual Revenue:** \$1.4 million

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.

Turning Customer Engagement Into Education



Hanna Bubser- This story was originally published in Ratchet+Wrench on December 17, 2019

Strike up a conversation with Franconia Auto Repair office manager Desiree Jeremenko and you'll immediately notice that she cares.

"Desiree has a warm and caring personality, plus good sales and communication skills," Franconia Auto Repair shop owner Joe Amorosi says.

Combine these traits and you get Jeremenko's approach to customer service, which leaves the customers of Franconia Auto Repair in Hatfield, Pa., feeling confident and well taken care of. This has become a crucial part of Jeremenko's operations as an office manager—a role in which she does a little bit of everything.

What is her favorite part of the job that she has held for nearly three years? "The customer interaction," she says, without any hesitation.

Jeremenko's people skills have cultivated a foundation of reliability and respect because she knows that repair work can be intimidating and confusing to customers who may not have a frame of reference. Here, she outlines some of her strategies for maintaining customer engagement and implementing opportunities for education.

Streamline your processes.

Jeremenko has helped implement various new projects and processes. Some of those initiatives have involved making daily work at the shop simpler, such as moving more of their presence online. Jeremenko does some purchasing for the shop online, and is currently giving Franconia's website a revamp. "It's a little above and beyond," Jeremenko admits of her eagerness to do a digital overhaul, but ultimately it makes servicing customers smoother.

"I come from a sales and education background, and I believe that if you truly believe in your product and it's a solid product, then you should sell it as such," Jeremenko says. "And I believe in what our mechanics are capable of."

By streamlining and utilizing new digitized initiatives, such as a new digital vehicle inspection program that she put into place, Jeremenko is able to accurately represent the work that Franconia can provide, as well as make the entire process approachable for everyone involved. It helps with efficiency, which in turn makes for a happier customer base.

Meet customers where they are.

Aside from helping the initial processing run smoother, Jeremenko also goes the extra mile to ensure that customers are completely in tune with what is being fixed on their vehicles and why. This became important to her when she noticed holes in customer understanding.

Jeremenko wrote, researched and designed a tri-fold brochure about tire care and replacement for all-wheel drive vehicles because many of the customers she spoke to had a difficult time fully comprehending the topic. Her frustration with not being able to provide the full picture manifested into something physical that she could hand to customers.

"The reason I became so strong-minded and wanted to make something was because trying to explain all that to a customer was a little overwhelming for the customer to swallow," she explains. "I just handed one out the other day."

For Jeremenko, it is about meeting customers where they are. Not all customers have the same amount of knowledge when it comes to vehicle repair. She looks at each interaction as a learning opportunity.

Whether it be through a tri-fold or simply a conversation, Jeremenko says that the more personalized your approach is, the better.

Build a sense of community.

Ultimately, Jeremenko's hope is that the shop is a place that people can trust. "The saddest thing to hear from this side of the counter is that a customer has been shafted by another auto clinic," she says.

She strives to combat this by establishing a solid foundation. "It's a two-way street," she says. "You earn your customer's trust, and you trust your customers."

Jeremenko's role as office manager is steeped in customer service, so often, she is a customer's first point of contact. She says she has noticed on some of the online reviews left for Franconia that customers comment on the high level of comfort they feel after having a conversation with her, and this is no accident.

Jeremenko takes time to go through every detail that she can with each customer with whom she interacts. She thoroughly explains how the repair is going to be tackled, what it all means, and makes sure the customer knows what stage they are at in the process. Details like this may seem inconsequential to employees of a repair shop who know all the lingo and jargon, but to a customer this makes all the difference.

"Some people call it a little too thorough," Jeremenko says. "But some find it advantageous."

The customers that fall into the latter category are the ones returning to Franconia because of this community that Jeremenko has helped establish.

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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**.

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.	concierge@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

 <p>Print & Direct Mail Made Easy</p>	<p>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.</p>	<p>Josh Davis, 484-648-8626 josh@themailshark.com www.themailshark.com/ascca</p>
	<p>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.</p>	<p>Dan Biezonsky, 951-200-0953, danb@dynamicfriction.com, http:// www.dynamicfriction.com/</p>
<h3>EDUCATION PROVIDERS</h3>		
	<p>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.</p>	<p>Ray Kunz, 916-588-0775</p>
	<p>ATI has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years.</p> <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. 	<p>Jim Silverman, (301) 575-9140, jsilverman@autotraining.net, www.autotraining.net</p>
	<p>Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel.</p> <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. 	<p>Maylan Newton (866) 526.3039, maylan@esiseminars.com.</p>
	<p>25% discount on all ASE exam study guides.</p>	<p>James Hwang (310) 857.7633</p>
<h3>INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS</h3>		
	<p>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.</p>	<p>Greg Montero (651) 628.5706 greg.montero@iatn.com www.iatn.net</p>
<h3>INSURANCE & LEGAL SERVICES</h3>		
	<p>Includes an enrollment discount of \$100</p>	<p>Customer Service (866) 923.7767, www.armstrongprofessional.com</p>
	<p>Competitive dental & vision plans exclusively available to ASCCA members.</p>	<p>Mat Nabity, (916) 286.0918 mnabity@coremarkins.com</p>
	<p>FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!</p>	<p>Jack Molodanof, (916) 447.0313 jack@mgrco.org www.mgrco.org.</p>
<h3>INTERNET MARKETING, WEB DESIGN & SEARCH ENGINE OPTIMIZATION</h3>		
	<p>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.</p>	<p>Todd Westerlund (925) 980.8012 Todd@kukui.com or Patrick Egan (805) 259.3679 Patrick@kukui.com www.kukui.com</p>

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
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SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Van de Pol Petroleum	Wes Powell	562-236-1000	wpowell@ineedoil.com

Be sure to use the evite electronic invitation to RSVP. If you didn't receive it, contact the Chapter 5 office at 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!

C 1 - Automotive Consultant
 A 1 - Automotive Engine Repair
 A 2 - Automotive Trans/Trans Axle
 A 4 - Automotive Drivetrain
 A 4 - Automotive Suspension/Steering
 A 5 - Automotive Brakes
 A 6 - Automotive Electrical/Electronic
 A 7 - Automotive Heating/Air Conditioning
 A 8 - Automotive Engine Performance
 A9 - Diesel
 L 1 - Advanced Engine Performance
 L 2 - Med/H.D Truck Electronic Diesel
 P 1 - Parts Specialist Med/H.D Truck Dealership
 P 2 - Parts Specialist Automobile
 P 3 - Parts Specialist Truck Brakes
 P 4 - Parts Specialist General Motors
 P 9 - Med/H.D. Truck Suspension & Steering
 X 1 - Car/Light Duty Truck Exhaust Systems
 B 2 - Auto body Collision Repair - Painting/Refinishing
 B 3 - Auto body Collision - Non Structural Analysis
 B 4 - Auto Body Collision - Structural Analysis

B 5 - Auto Body Collision - Mech/Electrical Components
 B 6 - Auto Body Collision - Damage Analysis/ Estimating
 F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas
 M.M. - Engine Machinist Series
 E 2 - Truck Equipment - Electrical/Electronic Systems
 S 1 - School Bus - Body/ Special Equipment
 S 2 - School Bus - Diesel Engine
 S 3 - School Bus - Drivetrain
 S 4 - School Bus - Brakes
 S 5 - School Bus - Suspension/Steering
 S 6 - School Bus - Electrical/ Electronic
 S 7 - School Bus - Air Conditioning
 T 1 - Med/H.D. Truck - Gasoline Engines
 T 2 - Med/H.D. Truck - Diesel Engines
 T 3 - Med/H.D. Truck - Drive Train
 T 4 - Med/H.D. Truck - Brakes
 T 5 - Med/H.D. Truck - Suspension/ Steering
 T 6 - Med/H.D. Truck - Electrical/Electronic Systems
 T 7 - Med/H.D. Truck - Heating/ A.C. Systems
 T 8 - Med/H. D. Truck - Preventive Maintenance

ASCCA Chapter 5 2019 Board of Directors

Executive Board

2016

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Mike Bedrossian..... (626) 765-6190
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Socials..... Jack Scrafield.....(818) 769-2334
Programs..... Tim Chakarian.....(626) 792-9222

Associate Member Board Rep.

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Communications Manager
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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)
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CA Senator Anthony J. Portantino..... (D-25)
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Web.....<http://www.govmail.ca.gov>



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ASCCA

Foothill Chapter 5

January 2020

Kick off the new year with us at Mijares for a class by Maylan Newton: “The Power of Influence”

Menu:

Taco/Tostada Buffet
Soda & Coffee
Beer & wine available

Where:

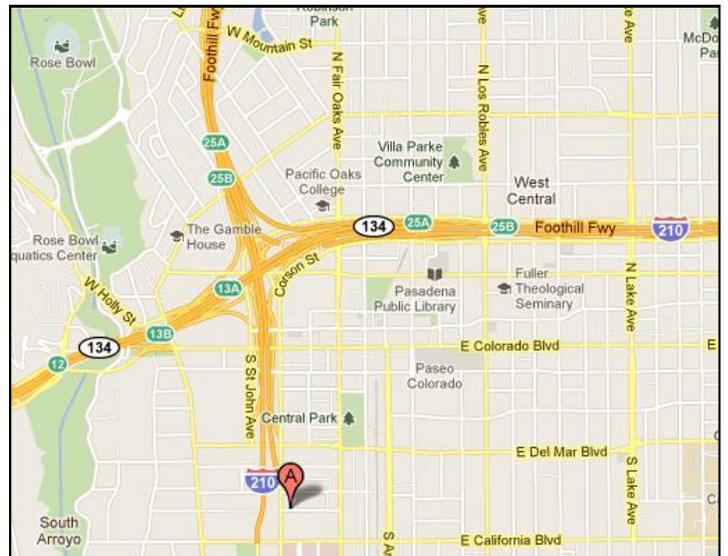
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

Tuesday, January 7, 2020
6:30 PM – Social/Networking/Dinner
7:00 PM – Program
9:00 PM – Finish

Cost:

- No Charge to Regular or Associate Chapter Member, Business Partner, Spouse or Significant Other (**max 2 per member**)
- No Charge for Potential Members
- **\$25/ea.** for all others



Directions

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

UPCOMING MEETINGS & EVENTS

Jan 25/26 - Team Weekend in Sacramento
Feb 4 - C3 Marketing at Mijares (pending)
Mar 3 - TBA at Mijares
Apr 7 - TBA at Mijares

Apr 28 - Automotive Aftermarket Industry
Legislative Fly-In Day (“Leg Day”)
May 5 - Shop Night (Location TBA)