



ASCCA Foothill Chapter 5  
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[www.ascca5.com](http://www.ascca5.com)

## **PRESIDENT'S MESSAGE**

**APRIL, 2024**

Happy Spring, Everyone,

With all the rain we've been having it should be a green and beautiful Springtime.

This is a time of year we should be focusing on getting our customers' cars ready for vacation. We should be checking our databases to ensure those who have not seen us for a while get the maintenance that will help keep them from breaking down and spoiling a wonderful vacation.



Do you know what CRM stands for?

Are you utilizing your computer database properly?

Join us on Tuesday, April 2, at Mijares, where Epicor will be showing us ways to help us reach our customer database more effectively.

Have you checked out [ASCCA.com](http://ASCCA.com) lately?

We have [Team Weekend](#) May 17-19 in Walnut Creek. Come to the meeting and join us at the Art, Wine, and Music Festival on Saturday. Squirrel!

Also mark your calendars for September 13-15 for the [ASCCA Annual Training Conference](#) in Irvine.

Hope everyone is doing well. Hope to see you this spring.

Advanced Mufflers and Auto Repair  
1234 E. Walnut St, Pasadena, CA, 91106  
(626) 793-5656



## Apr. 2, 2024- Mijares Epicor

**Epicor Service CRM - the cutting-edge automated solution to boost your revenue cycle by using the data in your existing shop management system.**

- **Cultivate a High-Spending, Loyal Customer Base**
  - **Recover Big Jobs That Got Away**
  - **Boost Your Online Reputation**
    - **And Much More!**

**One meal is included for Chapter 5 regular or associate member;  
\$36/ea. for all others.**

**RSVP on the evite.**

**If you didn't receive the evite, contact Joseph at  
ascca.05@gmail.com**

**"SHOP OWNERS HELPING SHOP OWNERS"**

**When:**

Tuesday, Apr. 2, 2024  
6:00 PM – Networking/Dinner  
6:45 PM – Program  
9:00 PM – Finish

**Where:**

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

**Menu:**

Taco/Tostada Buffet Soda & Coffee  
Beer, wine, & spirits available at your cost

**Cost:**

- One Free Dinner per Regular or Associate Chapter Member
- No Charge for Potential Members up to two times
- \$36/ea. for all others

## UPCOMING MEETINGS & EVENTS for 2024

May 7 – Shop Night at Crown City #2  
June 8 – Irwindale Scholarship event  
July 2 – Social event– location TBA  
Aug 6 – David Fischer  
Sept 3 – Mijares - Service Writers Class

Sept 13-15 Annual Training Conference- Hilton  
Irvine Orange County Airport  
Oct 1 – Oktoberfest  
Nov 5 – Open Forum?  
Dec 3 or 7 – Christmas event



# EPICOR SERVICE CRM

THE CUTTING-EDGE AUTOMATED SOLUTION TO BOOST YOUR REVENUE CYCLE BY USING THE DATA IN YOUR EXISTING SHOP MANAGEMENT SYSTEM.



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- Recover Big Jobs That Got Away
- Boost Your Online Reputation
- And Much More!

RSVP ON THE EVITE YOU RECEIVED. IF YOU DIDN'T RECEIVE THE EVITE, CONTACT JOSEPH AT [ASCCA.05@GMAIL.COM](mailto:ASCCA.05@GMAIL.COM)

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**THANK YOU TO OUR ASCCA CHAPTER 5 SPONSORS**





# 2024 ASCCA Chapter 5 Yearly Sponsorship Packages/Opportunities

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

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

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

Free admission to each general meeting for 1 person

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

A special section in the newsletter highlighting all sponsors

Testimonials on the webpage and Face Book from existing customers

A business half page ad in our monthly newsletter

An opportunity to speak at one of our monthly meetings

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

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

Testimonials from members using your service or product.

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

Your logo and ad on our website

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

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

Free admission to 5 general meetings for 1 person

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

A special section in the newsletter highlighting all sponsors

A quarter page ad in our monthly newsletter

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

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

Your logo on our website

## **The Silver Circle Club \$750.00** for the year

Free admission to 2 general meeting for 1 person

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

A special section in the newsletter highlighting all sponsors

A business card ad in our monthly newsletter

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

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

# Thank you to our ASCCA Chapter 5 Annual Sponsors

Elite Circle:



Gold Circle:

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

Silver Circle:



Scott Auto Parts



# Tax and Business Tips from Norm Blieden, CPA

## Annual Tax Quiz - Is It Taxable?

The IRS seems to always have a surprise up its sleeve for the unsuspecting taxpayer. Here's a fun True or False quiz to test your knowledge of what's taxable. Enjoy!

- If a thief steals someone's property, he owes tax on the value of the stolen property.
- **True.** *But don't expect the person whose property was stolen to issue a Form 1099. Tax instructions tell you to list this as stolen property on your tax return. This part of the tax code is what famously put gangster Al Capone behind bars.*
- Scholarships are never taxable.
- **False.** *If you get scholarship money to cover tuition, fees and books, you pay no taxes. But if your scholarship also covers room and board, travel and other expenses, that portion of the award is taxable. Students who get financial aid in exchange for work must also pay tax on that money even if they use it to pay tuition.*
- Minor gambling winnings are not taxable.
- **False.** *When lady luck smiles on you, the tax collector typically doesn't. While virtually all gambling winnings are deemed taxable income, not all winnings are reported to the IRS. The IRS requires reporting of winnings at various thresholds depending on the game: \$1,200 or more from bingo or slot machines, or more than \$5,000, minus the wager, from a poker tournament. If reported, the payer will issue you a Form W-2G and report what you won to the IRS. The practical nature of keeping track of and claiming this minor income is a different matter entirely.*
- If you lose your job and start collecting unemployment benefits, the IRS will cut you a tax break.
- **False.** *The IRS considers unemployment income to be a replacement for your regular income, and is therefore taxable. (During the pandemic, the IRS was legislated to make this unemployment tax-free, but this was only for a limited time.) The good news is that not all states do the same.*
- If someone forgives an amount of money that you owe them, you typically have to pay taxes on that amount.
- **True.** *Debt cancelled or otherwise discharged for less than what you owe – credit cards, mortgages, loans and so on – is generally taxable income per the IRS. Exceptions can include student loans, debts discharged in bankruptcy, or amounts in specific mortgage foreclosures as defined in a special tax law. The creditor may send you a federal Form 1099-C in the amount of the cancelled debt, which means the money also gets reported to IRS.*
- An agreement between two small businesses to get free hair cuts in exchange for mowing a lawn is not taxable.
- **False.** *When you exchange services in lieu of cash in a formal arrangement, the fair market value of the goods and services are fully taxable. You should get an IRS Form 1099-B or the like showing the value of cash, property, services, credits or other items that you received from the barter. On the positive side, any expenses you incurred to hold up your end of a deal are typically deductible as a business expense.*

## Tax Day is Here!

With the individual tax-filing deadline on Monday, April 15th, now is the time to complete all filing arrangements and payments. What follows is information typically provided in our filing instructions to you when the tax return is completed. However, upon review, it makes sense to provide this information to everyone, whether you have filed or not. It is good information to know, so if you have not already done so, ask yourself these questions:

1. **Did you sign your e-file authorization form?** IRS Form 8879 needs to be signed by you before your taxes can be e-filed. If filing jointly, your spouse needs to sign as well. If you haven't already, please return the signed form ASAP to ensure that your taxes can be e-filed on time. But don't sign it before reviewing the tax return. Remember, this signature means you agree with the accuracy of the tax return.
2. **Do you need more time to file?** If you are not ready to file your taxes before the initial April 15th deadline, you can file for a six-month extension. Be aware that it is only an extension of time to file — not an extension of time to pay taxes you owe. You still need to pay all taxes by April 15th!
3. **Do you owe money?** If yes, make your tax payment now! The IRS has several payment options on their website. If mailing a payment, include Form 1040-V and ensure the mail is postmarked on or before April 15th. Sending the payment by certified mail will ensure you have proof of a timely payment. Late payments, even by one day, are subject to IRS penalties and interest.

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**4. Do you need to deposit funds in your IRA or HSA?** Did you claim an IRA or HSA contribution on your tax return? In order for the deduction to be valid for 2023, all deposits to those accounts need to be made by April 15th. Once completed, save proof of the contribution with your 2023 tax files.

**5. Do you need to make an estimated tax payment?** The first quarter estimated tax payment for 2024 is also due by April 15th. If you owe taxes for 2023, making 2024 estimated payments might make sense for you. A quick way to calculate a first quarter payment is to divide the taxes you paid in 2023 by four, then adjust this number for any paycheck withholdings. Send your payment along with Form 1040-ES to the IRS by April 15th. Then schedule a tax-planning meeting to determine the best approach for the remainder of the year.

If you do miss a deadline, file your return and pay the taxes as soon as you can to stop the accruing of interest and penalties.

## **Make Online Reviews Work For Your Business**

Many factors play into a potential customer's decision to buy your product or service, but one thing is clear — online reviews are at the top of the list. Here are suggestions to improve yours:

- **Create an impactful online presence.** Unless you just opened your business, there's a good chance it already exists in at least one of the main online directories: Google My Business, Yelp and Bing. If so, claim the listing and start managing your customer reviews. If it doesn't, go through the process to create a new business profile. Then add a review section to your website to encourage your customers to engage with your business online. As you grow your online footprint, your search engine optimization (SEO) will make it easier for prospective customers to find you.
- **Solicit great customer reviews.** A personal request from you might be all that's needed to spring a happy customer into action. Maybe it's a sincere thank you note after a productive meeting or a customer appreciation email campaign that provides a link to your directory listings. The goal is to have your satisfied customers leave a review to boost your online profile and increase your SEO. Remember to make this process as easy as possible for your customers.
- **Use negative reviews to your benefit.** By keeping a close eye on your listings, you have the opportunity to show potential customers how you effectively handle negative situations in a timely manner. Take the time to understand their complaint, empathize with their situation, apologize for the problem, and offer a quick, reasonable solution. Most importantly, always remember to write an effective response to the complaint by remembering you are writing the response to future readers, not just the complainer.
- **Keep listings fresh.** A long history of reviews is good to show that you are an established business, but current reviews are imperative to building a prospective customer's confidence. Seek out online reviews and keep your directory listings up to date to continue to show relevance and ongoing business activity.
- **Negative folks have power.** The five star review provides entirely too much power to complainers, as most satisfied customers say nothing. The best home run in these situations is to get the complainer to provide their own glowing review of how you solved their problem. This transfers the complainer's power to you as a positive promotion for your business.

Managing your online review profiles may seem scary, but by understanding the mechanics of how they work, you can successfully display your quality business reputation to the online community.

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

# Bennett: Build a Better Shop: The Power of Covey's 7 Habits



By [Mike Bennett](#) This story was originally published in Ratchet+Wrench on March 21, 2024

**Try these 7 Covey-inspired habits tailored for today's shop leader.**

**About a year ago**, I wrote an article titled [10 Must-Read Books for Auto Repair Shop Owners](#). One book I mentioned was Steven Covey's "[The 7 Habits of Highly Effective People](#)." In my journey as a shop owner and a leader, I've found incredible inspiration and guidance in this book. The principles hold even more relevance today, helping us navigate the fast-paced demands of business and leadership. We live in a world where everything from customer expectations to technology changes at breakneck speed. To thrive, we need resilience and effectiveness – the ability to stick to our core values and do the right thing, even when things get hectic.

Covey's work reminds us that real strength comes from who we are inside. Through his 7 habits, he teaches us the importance of leading ourselves well before we can effectively lead. They also help us make better choices, dream big, and build strong relationships with ourselves, our employees, and our customers. A habit isn't just one thing—it's three:

- **Knowledge:** Understanding what to do and why.
  - **Skill:** Knowing how to do it.
  - **Desire:** Really wanting to do it.
- Ready to evolve from simply running a shop to building a purposeful business? Let's dive into the 7 habits of highly effective leaders.

## **1. Be Proactive**

Being proactive means taking control of your life and your shop. It's understanding that what we do comes from our choices, not just from what's happening around us. Proactive people don't waste time blaming problems on the economy or demanding customers. They take action based on their values, not their moods. Think of it like this: reactive shop owners get stressed by weather changes impacting business. Proactive ones focus on marketing strategies for those slower days.

## **2. Begin with the End in Mind**

Imagine your ideal shop five years from now. More bays? A specialized service? That's your destination. This habit is about setting a clear vision for your business before you start each day. A clear vision ensures you're always moving in the right direction, not just putting out fires or chasing the latest trend that doesn't serve your long-term goal. Paint a clear picture, and both you and your team will flourish because of the clarity your vision can provide.

## **3. Put First Things First**

This is about managing your priorities when running a busy shop. Urgent tasks scream for attention—a customer complaint, an equipment breakdown ... but are they truly the most important thing to focus on for your shop's long-term success? Important tasks get us closer to our goals. They might be employee training, streamlining workflow, or building customer loyalty. Focus on those, even when the urgent pulls at you.

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#### **4. Think Win-Win**

This mindset is crucial for building a thriving team and loyal customer base. It's seeing negotiations—whether with employees, vendors, or customers—as opportunities to find the best solution for everyone. Win-win thinking rejects the idea that someone has to lose. This builds trust and leads to the kind of long-term relationships that fuel successful shops.

#### **5. Seek First to Understand, Then to Be Understood**

Genuinely listening to customers and employees sets great leaders apart. This isn't just hearing their words; it's about understanding their needs and where they're coming from. It's about granting them your full attention and concentration, free from distraction. And this doesn't mean you'll always agree, but listening genuinely does give whoever you are talking to the confidence that at least you really heard them. This builds a foundation for compromise, understanding, and finding solutions. It makes customers feel heard and makes your team feel valued.

#### **6. Synergy**

Synergy is the idea that the whole is greater than the sum of its parts. In a shop, it means finding ways for your team to collaborate to achieve more together than they could alone. Brainstorming solutions to a complex repair or cross-training for smoother workflow—these are ways synergy shows up. It requires setting aside ego and seeking out the collective intelligence of your team.

#### **7. Sharpen the Saw**

This is about taking care of your most valuable asset—yourself. Working long hours and overlooking personal needs is sometimes necessary or just the “easier” solution. But neglecting yourself makes you less effective. This applies to physical health, mental sharpness, and finding ways to re-energize. Think of it like this: you don't ignore maintenance on your shop equipment; give yourself the same care for long-term success.

#### **Adopting These New Habits**

The power of these habits lies in their ability to inspire purpose and integrity. By adopting them, we can confidently navigate the challenges of running a shop or leading a team. This is a call to action for leaders across the auto repair industry to harness these principles. Imagine the impact when we create shops where personal growth and effective leadership flourish together.

#### **Your Next Step**

Pick one habit to focus on. It could be setting a weekly time to envision your shop's future or consciously seeking to understand a customer's problem truly. Start small and let the momentum of these habits propel you toward the shop and the life you've envisioned and deserve.

I hope my enthusiasm for *The 7 Habits of Highly Effective People* inspires you to read it yourself and find your path to the most effective you possible. If you have any thoughts email me at [mbennett@autotraining.net](mailto:mbennett@autotraining.net).

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.

# ASCCA

## Keeping California Independent Shop Owners in Business Since 1940



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

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

Some of our Accomplishments:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# How ASCCA Dues work in Chapter 5

## Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$1,020/yr. Associate membership dues are \$1,115/yr.
  - \$520 is the Chapter portion which helps to fund Chapter operations.
  - The remaining portion goes to the State Association.
- When memberships are held in multiple chapters, only the original membership pays the full State Association dues. Additional members pay reduced State dues of \$300/yr. All memberships pay full chapter dues.
- Annual payment is due in the Sacramento office on January 1 of each year.
- Payment plans are available upon approval by the Chapter & State Association. With all payment plans, automatic credit card payments or ACH are now required. There is a \$2.00 transaction fee added for this.
  - Semi-annually: Due: January 1 & July 1
  - Quarterly: Due: January 1, April 1, July 1, October 1
  - Monthly: Due the first of each month
- If payment is not received according to the agreed-upon schedule, dues immediately become delinquent.
- If a member reaches 90 days delinquent, their ASCCA membership may be cancelled.

## What do you get for your dues? (This is the “short” list. See the rest of this newsletter more benefits.)

- Amazing connection with your peers in the automotive industry.
  - Older shop owners who have gone ahead & you can benefit from what they’ve learned.
  - Newer shop owners who are excited to learn from what you’ve experienced.
- A loud voice to the legislators who are passing laws which have a direct effect on how you can operate your business.
- Opportunities to meet the legislators with power in numbers. (They will listen better.)
- Great discounts from endorsed vendors (see the ASCCA Advantage flyer) which will more than make up for your dues costs.
- Timely communications regarding what’s going on in the industry.
- Access to seminars & classes at an ASCCA discounted rate.
- Monthly dinner meetings with special speakers who know our industry. One dinner at the regular meetings is included in your chapter dues. (\$432/yr. value.)
- Monthly e-newsletters with important, educational, & sometimes entertaining information that is designed to improve your bottom line.
- 30 minutes a month of free legal counsel.

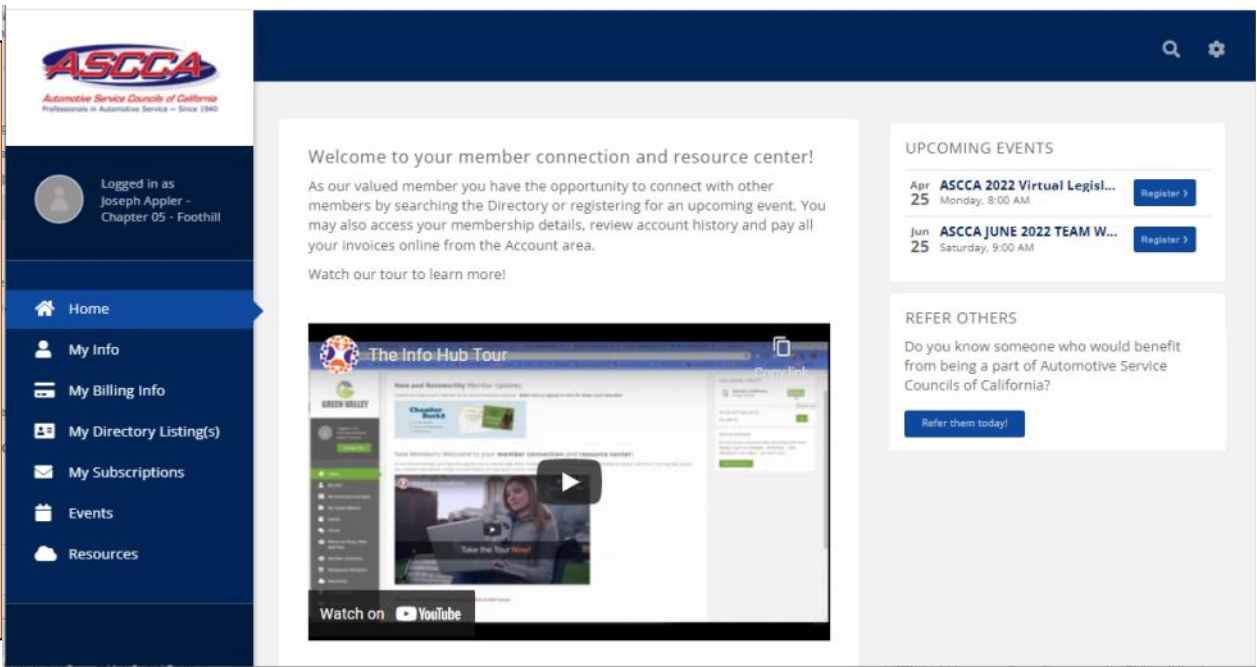
## What happens when you don’t pay your dues on time?

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



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

→→→  
 Have you created your member profile yet?  
 Go to ASCCA.com and click on “Member Login” to create your profile. From there, you can pay your dues, get info. and more!  
 →→→



## DISCLAIMER

The Automotive Service Councils of California, their officers, board members, employees, members and affiliates in no way warrant the quality, competency, or merchantability of any goods or services advertised in this publication. In connection with this disclaimer, the Automotive Service Councils of California in no way warrant or insure the goods or services described herein, and each and every individual contracting with these manufacturers shall do so at their own risk. Furthermore, individuals utilizing these services are forewarned that the Automotive Service Councils of California have conducted no investigation into any representations made in any advertising, literature, or ad distributed by the advertisers in this or any other publication. Additionally, please be advised that the opinions and comments expressed by the contributors to this periodical are those of the contributors alone and do not necessarily reflect the opinions of the Automotive Service Councils of California, or ASCCA Chapter 5, or their officers, directors, members or staff.



# ASCCA Foothill Chapter 5 Member Benefits

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

- 1. A VERY LOUD POLITICAL VOICE.** Individually, there isn't much we can do to shape legislation which will affect our industry, but collectively, our united voices are STRONG, LOUD AND FOCUSED. Politicians and elected officials in state, county and city governments listen to ASCCA when we talk, because we represent hundreds of members (& thousands of voters!) statewide. Often, the Bureau of Automotive Repair discusses with ASCCA rules and regulations under consideration to see how they will fit in the real world of automotive repair.
  - 2. SHOP TO SHOP NETWORKING.** Our members don't see each other as competition but as comrades in the industry, helping each other to succeed. If you have a problem you can't figure out, call one of our members who specializes in that area. They'll be glad to help you out.
  - 3. INFORMATIVE MEETINGS.** We hold Dinner Meetings on the first Tuesday evening of each month. Our meetings offer great speakers, camaraderie, valuable information, and the latest news on what's happening in the automotive repair industry. You also get to network with other shop owners and exchange ideas, tips, techniques and short cuts. The monthly meal is included in your dues, plus we have a long-standing special where you can bring your spouse or business partner at no charge! Our Chapter Board of Directors schedules our programs and welcomes any suggestions you have on good speakers! Contact the chapter office with your suggestions. For the location and current speaker, look on the last page of this newsletter.
  - 4. CHAPTER SEMINARS.** The Foothill Chapter Board of Directors keeps us informed on seminars on business management and technical subjects for our shop owner members and their technicians. **Cost is minimal and often free.** This is a tremendous member benefit for you and your employees! Give us your ideas and suggestions for seminars & we will try to schedule the seminars you want. Email the Chapter 5 office at [asca.05@gmail.com](mailto:asca.05@gmail.com).
  - 5. MONTHLY E-NEWSLETTERS.** We send out an environmentally-friendly monthly email newsletter with helpful and informative articles, tech tips, contact lists and information, upcoming events, reports on recent events and vendor ads & information.
  - 6. THE FOOTHILL CHAPTER WEBSITE.** This Foothill Chapter website at <http://www.ascca5.com/> lists members by city. It also lists upcoming seminars and meetings. Contact Joseph Appler at [asca.05@gmail.com](mailto:asca.05@gmail.com) with questions or suggestions for the chapter web site.
  - 7. CHAPTER JOB BANK.** The Foothill Chapter has established its own Job Bank Network for member shops. If you have a qualified applicant you can't use, or if you need to hire someone, send a summary email to [asca.05@gmail.com](mailto:asca.05@gmail.com) & your information will be forwarded to the entire Chapter 5 membership.
  - 8. CHAPTER ASE LENDING LIBRARY** Call Darren Gilbert at (626-282-0644) or email him at [gilbertmotors@yahoo.com](mailto:gilbertmotors@yahoo.com) for more information.
  - 9. CHAPTER SOCIALS.** Our “Planning Commission” arranges outstanding social events for us throughout the year. We've visited JPL, the J. Paul Getty Museum, had many “Day at the Races” at Santa Anita Race Track, toured the Autry Museum of Western Heritage, taken a murder mystery train ride including a delicious dinner, attended the races at Irwindale Speedway, had bowling dinner parties at Montrose Bowl, had several excellent parties, and toured the J. P. Nethercutt Collection of beautiful classic automobiles. We would like to hear from you with your suggestions for future social events.
  - 10. ASCCA NET PRESENCE.** ASCCA has established a home page at <http://www.ascca.com/> The ASCCA web page has three target audiences: 1) ASCCA members now have a quick, easy reference on their computer to keep them abreast of what is occurring in the state association and within the automotive repair industry; 2) California shops that are not ASCCA members can learn more about the advantages of being an ASCCA member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASCCA members quickly and easily on the ASCCA web pages. All ASCCA members statewide are listed.
  - 11. FREE CPA CONSULTS.** All ASCCA Chapter 5 members are entitled to a half-hour of free telephone consultation each month from Chapter 5 sponsor Norm Blieden, CPA. The service is not limited to shop business though Norm has extensive experience in shop-related matters. This member benefit can save you a ton of money and a lot of headaches. Call Norm at 626-440-9511.
- Why try to succeed alone, and re-invent the wheel? Partner with others on the same path and learn from them, as well as teach them what you have learned. If you have questions about how to access these benefits, contact the Chapter 5 office at [asca.05@gmail.com](mailto:asca.05@gmail.com). or 626-296-6961.**

## ASCCA CODE OF ETHICS

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



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

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

License # 0G39707



# ASCCA Advantage

ASCCA is the vehicle to help you improve your repair shop operations today, saving you time AND money – while positioning your shop and the industry for long-term growth and success tomorrow.

## The ASCCA Advantage is:

-  Business management coaching
-  Education and training opportunities
-  Free legal consultation
-  Free HR services and resources
-  Access to discounts and rebates
-  Networking events with local chapters
-  Statewide association events and lobby days
-  Information on CA laws impacting shop owners
-  Political representation with the state
-  Updates on industry news
-  Access to TeamTalk – an online forum for peer-to-peer advice on vehicle repair, business issues, and more!



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





## ASCCA Members Get Access to Corporate Partner Discounts and Benefits

### Business Supplies, Equipment & Services



AESwave specializes in sales and support of automotive diagnostic equipment.

Carlos Menchu (877) 351-9573  
info@aeswave.com



ASCCA members get special pricing for Auto Zone's Platinum Level Membership, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, access to electronic ordering software, and more.

Jim Gray (704) 301-1500  
jim.gray@autozone.com



Opus IVS empowers technicians to meet the challenges of today's increasingly complex vehicles through a range advanced diagnostic, programming, and remote assistance services. Our fully-integrated diagnostic support system combines dealer-trained technician expertise with diagnostic technology to ensure we make our customers more profitable, more accurate, and more efficient.

Kevin Fitzpatrick (631) 486-3506  
kevin.fitzpatrick@opusivs.com



Provides maintenance services, equipment training & consumer education materials. Increase shop hours, parts and labor revenue, shop efficiency, and retention all while improving your customer's driving experience and vehicle performance.

Eric Elbert (805) 490-6080  
EricE@petrospecsBG.com  
Eric Wain (949) 337-2484



ACAT Global delivers cost-effective and cutting-edge solutions that reduce Greenhouse Gases, meeting reliability and durability for all internal combustion engine applications worldwide. ACAT's proprietary catalytic converter technology is engineered for the most demanding of off- and on-road applications.

Chris Griebing (725) 231-4723  
chris.griebing@acatglobal.com



California Employers Services has been making compliance easy since 1997. ASCCA members can email or call for advice on California Labor Laws and Cal-OSHA questions! We know the laws and how they are being enforced. Ask about our 30-day trial or our special packages and prices.

Dave Fischer (559) 472-3542  
cesyes@hotmail.com



Mail Shark helps auto repair shops, quick lube, and tire dealers acquire and retain more customers with strategic weekly direct mail marketing. Our weekly mail marketing strategy provides the ultimate flexibility to customize a mailing and payment schedule that aligns perfectly with every shop's goals and budget.

Josh Davis (484) 648-8626  
josh@themailshark.com



NAPA Auto Care is the largest aftermarket repair network in the country with over 16,000 independently owned and nationally recognized automotive, collision, and truck service centers. NAPA's mission is to help all member businesses increase their car count and sell more services.

John Hartman (619) 300-4910  
john\_hartman@genpt.com



Get access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform every day, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, early-pay discounts, electronic ordering discounts, and more.

Sergio Gonzales (916) 962-3270  
ASCCA@oreillyauto.com



WORLD PAC supplies automotive replacement parts directly from the most respected manufacturers in the industry. Their speedDIAL Parts Catalog and FulfillmentOrderingSystem can check real-time parts availability. Technical training, business management solutions, and other services for independent shops are provided by experienced professional instructors.

Rob Morrell (510) 755-6058  
mkroll@gmail.com



Mechanics Marketplace offers the Automotive industry 3 staffing solutions!

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

Elie Massakli (800) 989-8094  
info@mechanicsmarketplace.com



## Education, Training & Business Coaching



ATI is the leading coaching and training company, with more than 1,700 active members who represent the best shops in the US and Canada. We help independent auto repair and collision repair shop owners improve their businesses and their lives, with proven, measurable, and field-tested strategies and practices.

Karen Dee (301) 575-9102  
contact@autotraining.net



ESI provides repair shops with up-to-date full facility training for management and personnel. ASCCA Members get: exclusive access to discounted training courses; \$700 cost savings on every Service Writer course and \$55 on every seminar (space limited); and FREE 30 minutes of business consulting advice per month.

Maylan Newton (866) 526-3039  
maylan@esiseminars.com

## Insurance & Legal Services



Armstrong & Associates provides ASCCA members with A+ rated property casualty company policy options and an exclusive workers' compensation program including comprehensive safety & claims services. You'll receive the utmost care and service along with the most competitive insurance programs. ASCCA members get a \$100 enrollment discount.

Customer Service (530) 668-2777



CoreMark's team of highly qualified Employee Benefits Consultants offer ASCCA members their valuable support tools and resources proactively helping businesses be in compliance. CoreMark advises ASCCA members on how to make the best possible benefits investment decisions for their businesses as well as attracting and retaining the best talent to grow their business.

Mat Nabity (916) 286-0918  
mnabity@coremarkins.com



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

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

## Internet Marketing, Web Design & Search Engine Optimization



With Broadly, you can provide a 5-star customer experience with a responsive website, automated web chat, streamlined text and email communication, and flexible mobile payment option. Broadly makes it easy for customers to find you, work with you, and rave about you.

Zack Romero (602) 421-9225  
zackromero@broadly.com



The Kukui All in One Success Platform provides auto repair shops with a custom website, SEO reliability, robust CRM, PPC management, call tracking, online appointment setting, online payments, social media management, review management, and intuitive analytics. You can also take advantage of customer engagement and trust-building solutions like digital vehicle inspections as well as automated postcard, email and text marketing campaigns.

Greg Waters (415) 516-4948  
greg@kukui.com



RepairPal has over 3,000 Certified shops in its network. These high quality shops offer at least a 12/12 warranty, have a high customer satisfaction rating, and guaranteed fair prices. Millions of monthly website visitors are matched with trustworthy shops in their area and the average customer spends \$600 on their first shop visit. Companies like USAA, CarMax, Consumer Reports, and Verizon send their members and customers to RepairPal Certified shops.

Darrin Baum (916) 826-7195  
dbaum@repairpal.com



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

customerservice  
@optimizesocialmedia.net  
(855) 676-1212



LeadsNearMe is known for its ability to get big results with Google. As experts at Google Ads and Local SEO, we build amazing websites and maximize your Facebook exposure. LeadsNearMe combines many years of experience, proprietary Google Ads software, and a thirst for getting better every day to blow up your phones.

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

## Merchant Service/Payment Platform



360 Payments is a payment solution designed specifically for automotive repair shops. With industry-leading customer service, you also get access to revolutionary features such as Text-to-Pay, Integrated Consumer Financing, and 360 Capital. By offering seamless integrations for most shop management systems, you can create a better customer relationship, offer more financing opportunities, and streamline the checkout process in your shop.

Doug Manske (720) 782-5783  
dmanske@360payments.com



DFG provides credit card processing, mobile payments, and text to pay options with great rates and personal service. ASCCA auto shops a \$350 savings or check rebate each year when processing all of their credit card payments with DFG.

Shannon Devery (877) 326-2799  
shannon@dis-sangabrielvalley.com





Facepay's disruptive technology allows business owners to adopt a modern payment structure with a low-cost, fixed monthly subscription instead of paying 2.5% of their revenues to credit card processors. ASCCA members get a free 30 day trial.

Jess Elshere (530) 360-6085  
jess@facepay.io

## Software Providers



Shop-Ware shop management software is the #1 choice for multi-shop and single location operators. Cloud-based technology allows you to write repair orders in seconds and share them with your customers for instant approvals. Win back wasted time, increase shop profits, and get more 5-star reviews.

Roxanne Doche (949) 945-4310  
roxanne@shop-ware.com



Modern shop management system with an easy-to-use workflow and a modern approach to customer care. Tekmetric champions transparency, innovation, and above all, a service-mentality that puts customers first. Grow your business and still be there for the things that matter most in life.

Sunil Patel (832) 930-9400  
sales@tekmetric.com



AutoVitals offer the only complete shop success solution that drives profitable growth. Our digital platform offers a suite of tools that drive guaranteed results including Digital Vehicle Inspections and Workflow Automation.

Sales@autovitals.com  
(866) 949-2848  
www.autovitals.com



Shop Boss is a leading shop management software for independent auto repair shops. This software facilitates smooth day-to-day operations with its integrated features such as auto repair labor guide, estimating, parts ordering, markup calculator and customer self-check-in.

Luke Kushner  
(925) 997-4970  
luke.kushner@vehlo.com

## Uniform and First Aid Services



Nationally recognized supplier of customer and employee apparel & janitorial services. Let Cintas take care of your shop's maintenance needs and get exclusive pricing with your ASCCA membership. Keep your employees on brand, your bathrooms stocked, floors clean, and much more.

Robert Faulkenberry  
(303) 591-4102  
faulkenberryR@cintas.com

## Additional Benefits of ASCCA Membership

### Government Affairs & Political Representation

ASCCA's lobbyist tracks bills (new proposed laws), provides members with updates on any proposed legislation that will impact the auto service industry or independent shop owners, and provides representation at government meetings.

### Member-to-Member Communications

Access to ASCCA's highly-valued resource, TeamTalk, offers members an online forum to communicate and share tips on a broad range of topics facing shop owners throughout California.

### Local Chapter Events

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

The ASCCA "Business Acceleration Team" (BAT) is a small group of shop owners who have joined together to provide free, short-term business coaching, consulting, and mentoring to their ASCCA peers. Get connected today!  
[www.ascca.com/BAT](http://www.ascca.com/BAT)

To learn more about ASCCA member benefits visit  
[www.ascca.com/memberbenefits](http://www.ascca.com/memberbenefits)

### ASCCA Communications

Stay up to date with the latest industry information through the ASCCA independent newsletter, email broadcasts, news alerts, member benefit flyers, website and social media updates.

### ASCCA Branding

Members are able to display their association affiliation with ASCCA signage, its code of ethics, and logo for use on invoices, customer forms, and more.

### Educational Foundation

Members can participate in the association's educational foundation that raises funds for scholarships that are awarded to students entering the automotive aftermarket.

Follow ASCCA on Facebook (@AutomotiveServiceCouncilsofCalifornia) and Twitter (@ASCCA1)

January 2023

## Chapter 5 Associate Members

Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	<a href="mailto:hansonmrktg@aol.com">hansonmrktg@aol.com</a>
Hawley Insurance Services	Bruce Hawley	714-865-2907	<a href="mailto:bruce@hawleyinsuranceservices.com">bruce@hawleyinsuranceservices.com</a>
Highpoint Distributing	Tim Huddleston	805-584-0030	<a href="mailto:tim@irwindalespeedway.com">tim@irwindalespeedway.com</a>
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	<a href="mailto:rlewis@jasperengines.com">rlewis@jasperengines.com</a>
Mark Christopher Auto Center	Joe Gomez	562-221-6273	<a href="mailto:jggomez@markchristopher.com">jggomez@markchristopher.com</a>
Undercar Plus	Blake Avelar	310-350-3083	<a href="mailto:blake@undercarplus.com">blake@undercarplus.com</a>
Van de Pol Petroleum	Wes Powell	562-236-1000	<a href="mailto:wpowell@ineedoil.com">wpowell@ineedoil.com</a>

***Be sure to use the evite electronic invitation to RSVP for our monthly meetings.***

***If you didn't receive it, please contact the Chapter 5 office at [asca.05@gmail.com](mailto:asca.05@gmail.com)***

Justin Scott - (909) 767-1681

Scott Auto Parts



 Norman A. Blieden, CPA/CGMA  
Accounting • Tax Services • Payroll  
Business Consulting • Business Broker

[norm@bliedencpa.com](mailto:norm@bliedencpa.com)

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# ASCCA Chapter 5 2024 Board of Directors

## Executive Board

**President.....Kirk Haslam**  
 Phone..... (626) 793-5656  
 Email..... [advancemuffler1234@gmail.com](mailto:advancemuffler1234@gmail.com)

**Vice-President.....Craig Johnson**  
 Phone..... (626) 810-2281  
 Email..... [craig@cjauto.net](mailto:craig@cjauto.net)

**Secretary.....Open**  
 Phone .....

**Treasurer.....Thomas Maimone**  
 Phone..... (626) 676-0659  
 Email..... [Thomas.m@crowncitytire.com](mailto:Thomas.m@crowncitytire.com)

## Board of Directors

Tim Chakarian..... (626) 792-9222  
 Randy Lewis..... (909) 717-9950  
 Wendy Lucko.....(626) 340-9790  
 Gene Morrill .....(818) 261-6009

## Board of Directors (con't)

Seiko Nagata.....(626) 321-8393  
 Gary Papirian..... (323) 255-5566  
 Johanna Reichert..... (626) 792-9222  
 Jim Ward.....(818) 840-7516  
 Mike Bedrossian.....(626) 483-4400

## Committee Chairs

### Seminars & Programs

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

### Revenue & Benefits

Gene Morrill .....(818) 261-6009

### Associate Member Board Rep.

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

### Membership

Tim Chakarian.....(626) 792-9222

### Government Affairs

Open

## Chapter Rep

Tim Chakarian .....(626)792-9222

## Chapter Staff

Administration & Membership .....Joseph Appler  
 Phone.....(626) 296-6961  
 Text/Cell.....(818)482-0590  
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## Chapter Contact Information

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 Website: <http://www.ascca5.com>

## ASCCA State Contacts

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

### President

Lee Chesnin..... (310) 393-9889

### Executive Director

Gloria Peterson...(800) 810-4272 x104 or [GPeterson@amgroup.us](mailto:GPeterson@amgroup.us)

### Deputy Executive Director

Anne Mullinax.....(800) 810-4272 x116 or [AMullinax@amgroup.us](mailto:AMullinax@amgroup.us)

### Membership Services

Jacob Gray .....(800) 810-4272 x137 or [JGray@amgroup.us](mailto:JGray@amgroup.us)

### Accounting Executive

Nito Goolan.....(800) 810-4272 x103 or [NGoolan@amgroup.us](mailto:NGoolan@amgroup.us)

### Manager Digital and Social Media

Sarah Austin.....(800) 810-4272 x110 or [SAustin@amgroup.us](mailto:SAustin@amgroup.us)

### Events Manager

Natalie Perry.....(800) 810-4272 or [nperry@amgroup.us](mailto:nperry@amgroup.us)

### Communications Manager

Jonathan Flom..... (800.810.4272 ext. 141 [jflom@amgroup.us](mailto:jflom@amgroup.us)

### ASCCA Attorney

Jack Molodanof .....(916) 447-0313 or [Jack@mgrco.org](mailto:Jack@mgrco.org)

## Government Offices/Contacts

**President Joe Biden.....(D)**  
 Phone .....(202) 456-1111  
 Fax.....(202) 445-4633

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

## Find your US Legislator

[https://openstates.org/find\\_your\\_legislator/](https://openstates.org/find_your_legislator/)

## Find your California Legislator

<https://findyourrep.legislature.ca.gov/>

## Find Everyone in the Government Whose Decisions Impact You

<https://www.commoncause.org/find-your-representative/addr/>