



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

## **WELCOME TO THE NEW YEAR!**

**JANUARY, 2024**


### **2024 Business owner's checklist for success**

*Submitted by Gene Morrill of Certified Automotive Specialists in Glendora, and Business Coach with Elite, International.*

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

1. Create goals for the company (financial, technician hour production, gross and net profit)
2. Create and/or review your mission statement, motto and culture for your shop, and share with all employees weekly at your shop meeting
3. Create a budget and stick to it
4. Build a financial and staff model to be profitable
5. Have policies and procedures for all tasks in your shop (example might be a check list for opening/closing the shop, test drive route, when to pull wheels to check brakes or how to inspect every car)
6. Have a mentor shop or shops to network with or hire a business coach
7. Review monthly P&L's and financials (this is the most important and usually missing from most shops) this can be done by you or your accountant.
8. Read and understand your financials monthly
9. Build a customer avatar (meaning the perfect customer and year, make,

*(Continued on page 2)*



*(Continued from page 1)*

- model of cars, as well as the type of services you want to work on)
- 10. Market to your existing data base every 3 months
- 11. Call existing customers to get feedback on how you and your staff are doing
- 12. Make at least 10% net profit (take home dollars for you) 20% should be goal
- 13. Have weekly shop meetings
- 14. Raise labor rate every month (this gives most heart burn)
- 15. Review and audit your RO's and technician inspections daily
- 16. Charge testing time for everything
- 17. Advertise for staff when you don't need them to have a bull pen to go to if and when you need it
- 18. Owner should not work on cars, if you choose to, find a superstar manager to watch the business
- 19. Train, train, train every person in your company, especially yourself
- 20. The last and most important, use the "F" word all the time family, friendship and fun

### **Biggest mistakes that are performed by many businesses' owners**

- 1. Leading by fear (not respecting your staff)
- 2. Not praising staff
- 3. Hiring and keeping the wrong staff
- 4. Lack of training (especially the owner)
- 5. Poor financial understanding of the company
- 6. Blaming your customers for your business issues
- 7. Worse, blaming your staff for your business issues
- 8. Not charging enough (usually due to the wrong customers, staff and type of cars in the shop)
- 9. Not charging for inspections

**You, the owner can make a difference; you just have to want to!**



**Jan 2, 2024- Mijares**

**Maylan Newton - Internal Sales From Technician to Service Advisor**

**Is communication between your Service Staff and your Technicians good? Then you probably don't need this class! But If not, join Team ESi for an education on Internal Sales, the processes and procedures between Service Advisor(s) and Technician(s) that make successful shops**

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

**If you don't receive the evite, contact Joseph at [asca.05@gmail.com](mailto:asca.05@gmail.com)**

**"SHOP OWNERS HELPING SHOP OWNERS"**

**When:**

Tuesday, Jan. 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**

Feb 6 - Mijares - Open Forum  
Mar 5 - Location TBA - Epicor, CRM Demonstration  
Mar 19 (Saturday) - Scott Brown Seminar in Monrovia  
Apr 9 - TBA

**MARK THE DATE: 3/16/24**  
**9AM-12PM**

**Courtyard by Marriott in Monrovia**

**Practical Diagnostics and  
Service Basics to Make Money  
Masterclass:  
From Oscilloscopes to HVAC  
and a Look into Future  
Diagnostics**



**Scott Brown**

***Offered by ASCCA Chapter 5***

**Seminar Description:**

Join us at 9am on Saturday, March 16th, 2024, at Courtyard by Marriott in Monrovia, for a 3-hour class led by Scott Brown.

Learn essential diagnostic skills, including oscilloscope techniques, advanced scan tool diagnostics for drivability, basic CAN network diagnostics, reading wiring diagrams, and harnessing Toyota's Tech-stream application for effective service.

Gain insights into Tesla's remote diagnostics and discover profitable HVAC service methods that will leave your customers satisfied.

Don't miss this opportunity to enhance your automotive expertise.

More details will come soon, but mark the date now!

# Tax and Business Tips from Norm Blieden, CPA

## Tips for a Smooth Tax Season

With tax season officially underway, here are tips to make filing your return as stress-free as possible:

- **Gather your tax information for filing.** Items you'll need include W-2s, 1099s, K-1s and other forms you receive from your business, employers, brokers, banks, and others. If you find any errors, contact the issuer immediately to request a corrected copy.
- **Organize your records.** Once you've started gathering your information, find a place to put all the documents as you receive them, or consider scanning documents to store on your computer. You can also take pictures of the documents with your phone as backup. Missing information is one of the biggest reasons filing a tax return is delayed.
- **Create an April 15th reminder.** This is the deadline for filing your 2023 individual income tax return, completing gift tax returns, making contributions to a Roth or traditional IRA for 2023, and for paying the first installment of 2024 individual estimated taxes. So create a reminder that works for you.
- **Know the deadlines for business returns.** If you are a member in a partnership or a shareholder in an S corporation, the deadline for filing these business returns is March 15th. Calendar-year C corporation tax returns are due by April 15th.
- **Clean up your auto log.** Create and review the necessary logs to support your qualified business miles, moving miles, medical miles and charitable miles driven by you. Gather the logs and make a quick review to ensure they are up to date and totaled.
- **Review your child's income.** Your child may be required to file a 2023 income tax return. A 2023 return is generally required if your child has earned more than \$13,850, or has investment income such as dividends, interest, or capital gains that total more than \$1,250.
- **Contribute to your IRA and HSA.** You can still make 2023 IRA and HSA contributions through either April 15th or when you file your tax return, whichever date is earlier. The maximum IRA contribution for 2023 is \$6,500 (\$7,500 if age 50 or older). The maximum HSA contribution is \$3,850 for single taxpayers and \$7,750 for families.

**Calculate your estimated tax if you need to extend.** If you file an extension, you'll want to do a quick calculation to estimate your 2023 tax liability. If you owe Uncle Sam any money, you'll need to write a check by April 15th even if you do extend.

## Ideas to Help Set Financial Goals

With the new year underway, it may be time to come up with a list of goals and that could make 2024 the most financially rewarding year for your entire family. Your motivation can be nearly anything, from saving for retirement or paying for college. Consider these resolutions that can also provide a financial boost:

- **Declutter for cash.** Go through every room of the house as a family and collect items that nobody uses or needs anymore. Sell these items through sales platforms, then use the cash to pay down debt or add to your emergency fund.
- **Work together to reduce food waste.** With inflation running high over the last few years and grocery prices on the rise, everyone in the family can do their part to reduce food spending. This means creating meal plans and shopping for groceries based on those plans, but it also means eating leftovers and cooking more at home instead of dining out.
- **Set up automatic savings.** Setting up automatic savings is another great way to make progress toward financial goals. You can set up your bank account to automatically transfer money to a dedicated savings account on a certain day each month, or on each payday.
- **Save for something fun.** Set a family savings goal for something to work toward, whether that's saving for a family vacation or the building cash to purchase a backyard playground. Having a goal can help family members part with items they don't need but can sell, or to cut their spending to help reach a common goal.

**Develop investing basics.** Set up online access for your own retirement accounts or taxable investment accounts so you can show your family the power of compound interest firsthand. You can even consider setting up investments for your kids. If they have earned income, for example, they can start investing with a Roth IRA.

Financial goals can be a family affair if everyone in your crew understands what you're working toward and what's at stake. By keeping communication open and getting your entire family on the same page, you can all work together toward the lifestyle you want.

*(Continued on page 6)*

(Continued from page 5)

## **Every Business Needs Cash!**

5 keys to better cash management

Focusing on sales and profits can create a surprise for your business when there is not enough cash to pay the bills. Here are five practices to help improve your cash management.

**1. Create a cash flow statement and analyze it monthly.** The primary objective of a cash flow statement is to help you budget for future periods and identify potential financial problems before they get out of hand. This doesn't have to be a complicated procedure. Simply prepare a schedule that shows the cash balance at the beginning of the month and add cash you receive (from things like cash sales, collections on receivables, and asset dispositions). Then subtract cash you spend to calculate the ending cash balance. If your cash balance is decreasing month to month, you have negative cash flow and you may need to make adjustments to your operations. If it's climbing, your cash flow is positive.

*Tip: Once you have a cash flow statement that works for you, try to automate the report in your accounting system.*

**2. Create a history of your cash flow.** Build a cash flow history by using historical financial records over the course of the past couple of years. This will help you understand which months need more attention.

**3. Forecast your cash flow needs.** Use your historic cash flow and project the next 12 to 24 months. This process will help identify how much excess cash is required in the good months to cover payroll costs and other expenses during the low-cash months. To smooth out cash flow, you might consider establishing a line of credit that can be paid back as cash becomes available.

**4. Implement ideas to improve cash flow.** Now that you know your cash needs, consider ideas to help improve your cash position. Some ideas include:

- Reduce the lag time between shipping and invoicing.
- Re-examine credit and collection policies.
- Consider offering discounts for early payment.
- Charge interest on delinquent balances.

Convert excess and unsold inventory back into cash.

**5. Manage your growth.** Take care when expanding into new markets, developing new product lines, hiring employees, or ramping up your marketing budget. All require cash. Don't travel too far down that road before generating accurate cash forecasts. And always ask for help when needed.

Understanding your cash flow needs is one of the key success factors in all businesses. If your business is in need of tighter cash management practices, now is the perfect time to get your cash flow plan in order.

## **Best Way to Avoid an IRS Audit: Preparation**

Getting audited by the IRS is no fun. Some taxpayers are selected for random audits every year, but the chances of that happening to you are very small. You are much more likely to fall under the IRS's gaze if you make one of several common mistakes.

That means your best chance of avoiding an audit is by doing things right before you file your return this year. Here are some suggestions:

- **Don't leave anything out.** Missing or incomplete information on your return will trigger an audit letter automatically, since the IRS gets copies of the same tax forms that you do (such as W-2s and 1099s).
- **Double-check your numbers.** Bad math will get you audited. People often make calculation errors when they do their returns, especially if they do them without assistance. The most frequent errors occur in people's calculation of their amount of tax due, as well as the number of exemptions and deductions they claim.
- **Don't stand out.** The IRS takes a closer look at business expenses, charitable donations and high-value itemized deductions. IRS computers reference statistical data on which amounts of these items are typical for various professions and income levels. If what you are claiming is significantly different from what is typical, it may be flagged for review.

**Have your documentation in order.** Be meticulous about your recordkeeping. Items that will support the tax breaks you take include: cancelled checks, receipts, credit card and investment statements, logs for mileage and business meals and proof of charitable donations. With proper documentation, a correspondence letter from the IRS inquiring about a particular deduction can be quickly resolved before it turns into a full-blown audit.

Remember, the average person has a less than 1 percent chance of being audited. If you prepare now, you can narrow your audit chances even further and rest easy after you've filed.

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

# Twenty Company Fundamentals

*Submitted by Gene Morrill of Certified Automotive Specialists in Glendora, and Business Coach with Elite, International.*

Our goal is simple: extraordinary product quality and customer service. We accomplish this by observing a common set of values and by partnering with organizations that have the finest reputation for quality. There are no shortcuts; we believe that our goals are accomplished only with a real commitment from every employee. Our values and beliefs are based on the fundamentals listed below:

1. **Do the right thing** *Integrity is not about convenience. It's an unwavering commitment to do the right thing in every action we take and in every decision we make, even when no one's looking. Make decisions that build strong, trusting relationships.*
2. **"Bring it" every day** *We each have a finite amount of time to work. Make the most of each day by approaching every task with energy, focus, purpose, and enthusiasm. Maximize your contribution by making the most effective use of your time.*
3. **Check the Ego at the door** *Our own egos and personal agendas must never get in the way of doing what is best for Toole's Garage. Don't take challenge personally or defensively. Being concerned with who gets credit, who looks good, or who looks bad is counterproductive. Make sure every decision is based solely on what will best advance Toole's Garage's goals.*
4. **Make quality personal** *We don't do good, we do great. Take pride in the quality of everything you touch and everything you do. From the way you answer the phone to the way you fill out your paperwork, from the way you set up your work area, to the way you complete your task, always ask yourself, "Is this my best work?" Remember that absolutely everything "speaks" to our customers, and everything you touch has your signature. Sign in BOLD ink.*
1. **Be performance-driven** *We appreciate effort, but we reward and celebrate results. Set challenging goals, and then go after them. Numbers are the best tools we have to help us understand how we're doing and how we can improve our performance. Holding ourselves accountable for results is a reflection of our commitment to our mission.*
6. **Go the extra mile** *Be willing to do whatever it takes to accomplish the job...plus a little bit more. Whether it's starting early, staying late, or doing something that's not in your job description, it's the extra mile that separates the average person from the superstar. Be a superstar.*
7. **Constantly evaluate and reevaluate every aspect of your job** *Don't be satisfied with the status quo. The most successful people and organizations are in a never-ending pursuit of improvement.*
8. **Take responsibility** *Identify what you don't know and find a way to learn it. Ask for what you need and take full responsibility for your success. There's no room for victims in a high-performance organization.*
9. **Honor commitments** *Our customers are counting on us, and we're counting on each other. Do what you say you're going to do, when you say you're going to do it. If a commitment can't be fulfilled, notify others early and agree upon a new commitment to be honored.*
10. **We're all in the customer service business** *Every one of us has customers, whether they're internal or external. Our most important job is to blow away our customers with extraordinary service. Know what your customers need and expect of you, and then do more.*

*(Continued on page 8)*

*(Continued from page 7)*

**11. Listen generously** *Listening is more than simply “not speaking.” It’s giving our undivided attention to the needs and priorities of others. Set aside your own judgments and pre-conceived notions. Listen with care and with empathy. Most importantly, listen to understand.*

**12. Practice blameless problem-solving** *Blame has no place in a high-performance organization. Fix mistakes by focusing on solutions, not on whose fault it was. Use these situations to learn, and then apply that knowledge by improving our processes to reduce the likelihood of repeating the same mistake. Get smarter with every mistake.*

**13. Set and ask for expectations** *We judge situations not by what happens, but by how they compare to what we expected to happen. Nearly every misunderstanding can be traced to a difference in expectations. Learn to create mutually understood expectations in every situation.*

**14. Embrace change** *Nothing stays the same. Change creates energy and excitement. Be inspired by both the challenges and the possibilities that change brings. The better and faster we are at adapting to change, the stronger and more successful we become as a company.*

**15. Appearance counts** *Your personal appearance makes a strong statement about the pride you take in your performance. Dress neatly and professionally. The appearance of our office makes a similar statement about the quality of our work. Take responsibility to ensure that everything a client sees is clean, neat, and professional. It’s not someone else’s job. It’s everyone’s job.*

**16. Be present and punctual** *Be dressed and ready to go. How you manage time sends a message about how you respect others and how you value your own commitments.*

**17. Be a source for acknowledgement and appreciation** *Positive feedback is a tremendous energy source. Regularly give, receive, and ask for meaningful (timely, specific, clear) appreciation and acknowledgement.*

**18. Be quick to ask and slow to judge** *There’s always more to the story than you think. Learn to ask questions and gather the facts before jumping to conclusions and making judgments. Be curious about what other information might give you a more complete picture.*

**19. Family** *We care deeply about and support one another. This includes our associates, our customers, and each other. Look for meaningful opportunities to create personal connections that make a difference.*

**20. Keep things fun** *Laughter is like a lubricant that helps to grease the gears. When we stop having fun, we lose the passion, energy, and enthusiasm to help people achieve their dreams. Be light-hearted and smile. Laugh every day.*

**Use the training that we offer. Get active on TeamTalk to get help and help others. Serve on the ASCCA5 Board of Directors. Reach out to non-ASCCA members to get them involved. They’re not your competition. They can become partners in the industry, making it better.**



# Are You Too Hands-On?



By [Enid Burns](#) This story was originally published in Ratchet+Wrench on Nov. 12, 2023

**As an auto repair shop owner**, it is easy to want to retain control of every aspect of the business. Sometimes, however, it is beneficial to hand off certain tasks or responsibilities to the staff. Not only does it free up time from the day-to-day operations of the shop, but it also helps team members grow professionally.

There are times when micromanaging is necessary. Such times occur with new employees or when new tools or procedures are introduced to the shop. It is important to pay attention to how the staff handles these new routines and see where you can loosen your grip on their movement.

## Identify Your Micromanaging Style

When it comes to micromanaging, small business owners and managers tend to fall into one of three styles, according to organizational psychologist Barbara Trautlein, owner of Change Catalysts.

"There's three different styles leaders have when they lead change," Trautlein tells Ratchet+Wrench.

The three types are those who lead from the head, those who lead from the heart and those who lead with their hands.

Those who lead from their head are often focused on business goals and objectives. This type of leader focuses on the "what and the why," Trautlein explains.

Leaders from the heart concentrate on the "who." That is "how to take care of people," says Trautlein. "It's a focus on communicating, collaborating, engaging."

"How" is the focus for managers who lead with their hands. The focus is on the plans, tools, processes, and training.

"People who lead from the hands are most likely to micromanage," Trautlein finds. "They really want to get it done."

That said, each style of leadership can result in micromanaging, and each has its benefits and disadvantages. There are times when each type can help a situation, though each approach can also cause friction with employees when used too closely or for too long.

## Know When to Micromanage

Owners and managers have to gauge when employees need more guidance, and when they can be given more freedom. A quick assessment of each worker, or the group, can help determine how much management is right for the team. Trautlein refers to the Skill-Will Matrix, created by leadership consultant Ken Blanchard.

The Skill-Will Matrix is a two-by-two grid with high- and low-will on the X-axis, and low- and high-skill on the Y-axis. If an employee has low skill and low will, they require direct supervision, tools, and training to build skills, plus encouragement. Guidance is key.

A worker with low skill but high will benefits from coaching, guidance and training to bring the em-

*(Continued on page 10)*

*(Continued from page 9)*

employee up to speed. Engagement to get an employee excited about tasks and responsibilities is helpful for employees with high skill yet low will.

Workers with both high skill and high will require a lighter touch. This is an employee whom you can empower with some freedom and responsibility. You can delegate tasks, and even give this worker ownership of this area of work.

### **Sometimes Shop Owners Micromanage to a Fault**

It is often necessary to manage your team closely. New employees need supervision to ensure they know where all the tools are, how to complete tasks and to be sure they are meeting all expectations. Once a worker gets up to speed on shop practices, it might be time to lighten that management grip.

Micromanagement can lower employee motivation and morale. Trautlein calls it a vicious cycle when the leader micromanages. "The employee doesn't do activities anymore. Over time it creates and perpetuates the situation the leader doesn't want. (A worker) takes less ownership and accountability."

Employees might feel like the manager doesn't trust them, or they may assume the manager is just going to do the task, so why bother?

### **Lead Through Empowerment**

By empowering employees to do their jobs, and even take ownership of certain responsibilities, a shop owner can raise morale and encourage a smooth workflow. When workers take more ownership of responsibilities, a shop owner can then concentrate on the business end, or other tasks.

Team members can take pride in their jobs when they have more leeway and responsibilities. They can also be encouraged to learn new skills and grow at their job.

Shop owners and managers can gain insight into when employees need more guidance and coaching by asking questions.

"The big thing is they observe their people and ask powerful questions to understand their needs, opportunities and issues," Trautlein advises.

Managers can also ask themselves questions. "What's my intent? Why am I thinking about stepping in? What is the impact on that?" explains Trautlein.

Sometimes the problem isn't an employee issue, but a system issue, explains Trautlein. Shop owners might look to evaluate the businesses' operations, communications, training and reward systems. Support and encouragement go a long way to leading team members without holding their hands too tightly.

*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.

# How ASCCA Dues work in Chapter 5

## Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$1,050/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.

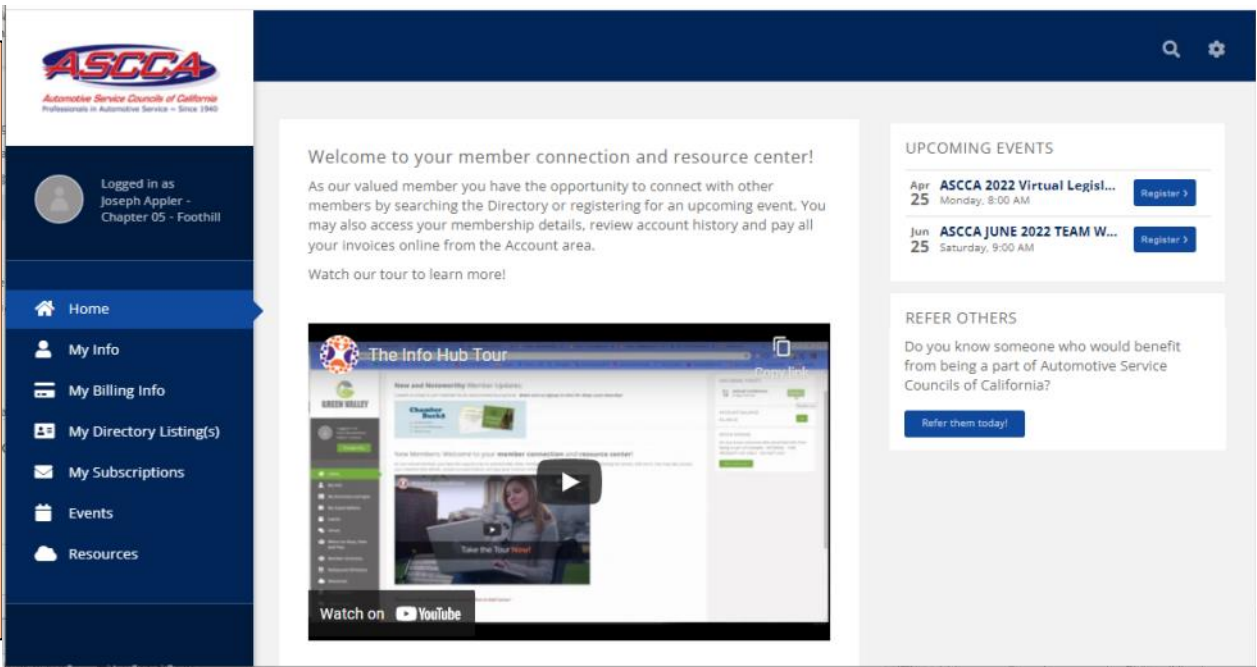
## What happens when you don’t pay your dues on time?

- 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 require 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.
- 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 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 Griebling (725) 231-4723  
chris.griebling@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@leadnearme.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

## **ASCCA CODE OF ETHICS**

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

## Chapter 5 Associate Members

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

# ASCCA Chapter 5 2023 Board of Directors

## Executive Board

**President.....Tim Chakarian**  
 Phone..... (626) 792-9222  
 Email.....[tim@bmwphd.com](mailto:tim@bmwphd.com)

**Vice-President.....Wendy Lucko**  
 Phone..... (626) 340-9790  
 Email.....[wllucko@pasadena.edu](mailto:wllucko@pasadena.edu)

**Secretary.....Ani Papirian**  
 Phone .....(818) 512-3948  
 Email.....[ani.papirianlawoffice@gmail.com](mailto:ani.papirianlawoffice@gmail.com)

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

## Board of Directors

Randy Lewis..... (909) 717-9950  
 Johanna Reichert..... (626) 792-9222  
 Craig Johnson..... (626) 810-2281  
 Gary Papirian..... (323) 255-5566  
 Kirk Haslam..... (626) 793-5656

## Committee Chairs

**Seminars & Programs**  
 Wendy Lucko.....(626) 340-9790

**Government Affairs**  
 Open

**Associate Member Board Rep.**  
 Randy Lewis.....(909) 717-9950

**Membership**  
 Open

## Chapter Rep

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

## Chapter Staff

Administration & Membership .....Joseph Appler  
 Phone.....(626) 296-6961  
 Text/Cell.....(818)482-0590  
 Email.....[asca.05@gmail.com](mailto:asca.05@gmail.com)

## Chapter Contact Information

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

Phone: (626)296-6961  
 Text/Cell: (818)482-0590  
 email: [asca.05@gmail.com](mailto:asca.05@gmail.com)  
 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**  
 Becky McGuire.....(800) 810-4272 x118 or [BMcguire@amgroup.us](mailto:BMcguire@amgroup.us)

**Communications Manager**  
 Ryan King.....(800) 810-4272 x122 or [RKing@amgroup.us](mailto:RKing@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/>