



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

PRESIDENT'S MESSAGE

AUGUST 2023

Welcome to Summer, Chapter 5!

The sweltering heat has folks slowing down. Make sure you pace yourself in the shops.

Hopefully your marketing is bringing in those AC jobs.

Well, we took July off for Independence Day, but now, we're right back at it again. Emily Walling, from EastWall Environmental, will help us learn regulatory compliance regarding hazardous waste at our August meeting at Mijares.

Make plans now to hear from our dear friend and industry trainer, Walt Cummins, at our September meeting. Before he retires he will be sharing insight you won't want to miss. He will also be giving us an outsider's perspective of what makes ASCCA Chapter 5 great.

Also in September is the Annual Training Conference, Saturday & Sunday, September 9 & 10. This year there are two technical tracks, not to mention: marketing classes, management training, and sales tips and tricks to improve your shop's performance.

It's in Costa Mesa, so travel won't be an issue. There's more information in this newsletter on page 5.



(Continued on page 2)

(Continued from page 1)

You can sign up using your portal on the ASCCA.com website.
(See page 10 in this newsletter for more info.)

Search YouTube for “Automotive Service Councils California” for tips and testimonials. Why not make a simple 60 second video yourself and tell us what you’re looking forward to learning at this year’s conference.

On Sunday, the Council of Representatives will elect the 2024 State Board of Directors for ASCCA. Come learn how your amazing association works, and lend a helping hand to: “Elevate, Unite, and Give Voice to Automotive Professionals.”



Tim Chakarian
President, ASCCA Chapter 5
Bimmer PhD
1539 E. Walnut St.
Pasadena, CA 91106

ASCCA In the Know

You don't know what you don't know.

You can't manage what you don't know.

How do you find out what you don't know?

**ASCCA Shop Owners Helping Shop Owners
can show you what they know.**

You decide if you want to be in the Know !

“WHAT THE ACTUAL HECK?”



MAKING SENSE OF ENVIRONMENTAL COMPLIANCE

Hazardous materials compliance is confusing at best and infuriating at worst. While most may agree that the foundation for environmental regulations holds a place in a business, sometimes it can seem like the verbiage ...and numbers ...and thresholds ...and timelines.. and exemptions and.... is all just too hard to keep up with, especially in California.

PRESENTED BY

Emily Walling

- 15 years regulatory compliance
- B.S: Environmental and Occupational Health
- Masters of Public Health: Health Education
- Registered Environmental Health Specialist (NEHA)
- ICC Certifications: Fire Inspector, Fire Plans Examiner, UST Inspector
- OSFM: APSA Inspector



"SHOP OWNERS HELPING SHOP OWNERS"

AUGUST 1, 2023 FROM 6PM TO 9PM
AT MIJARES MEXICAN RESTAURANT @
145 PALMETTO DR, PASADENA, CA 91105



August 1, 2023- Mijares

Are You in Compliance with Your Hazardous Waste?

Emily Walling is a former CUPA/ CERS field agent and has decided to help businesses with compliance, reporting, and hazardous waste regulations. She hails from Northern California and is making a special trip to Southern California for Chapter 5 on August 1. Let's take advantage of her efforts and her generous gesture in sharing her knowledge and time. Come find out what you don't know.

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

RSVP on the evite you received.

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

"SHOP OWNERS HELPING SHOP OWNERS."

When:

Tuesday, Aug 1, 2023
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

Sep 5 - Mijares - Walt Commans, ASE; An Outsider's Perspective on ASCCA Chapter 5... and more!
Sep 8-10 - Annual Training Conference in Costa Mesa

Oct 3 - Social Event/ Oktoberfest - Location TBD
Nov 7 - (TBD)
Dec 2 - Christmas/Holiday Party (TBD)



ASCCA 2023 Annual Training Conference [Register now](#)

ASCCA Annual Training Conference is back and better than ever! We are excited to provide this program and engage in the ASCCA community. We have a strong line up of speakers with a focus on effective teamwork, communication and technology. At this year's conference, you will gain tools and knowledge to better your social media skills, employee retention, increased sales, team productivity, and day-to-day management.

WHAT: 2023 ASCCA Annual Training Conference

WHEN: September 8-10, 2023

MEETING/HOTEL LOCATION: Crowne Plaza Costa Mesa

3131 Bristol Street, Costa Mesa, CA 92626

STUDENT SUPPORT: ASCCA and the ASC Educational Foundation support student's education and introduction into the automotive service industry. We are seeking donations to help sponsor students seeking to attend the Annual Training Conference (ATC) event. A donation of \$199.00 will sponsor the entire registration for one student. Your opportunity to donate is located in the additional items on this registration page.

ASC EDUCATIONAL FOUNDATION (ASCEF)

On Saturday evening, the Dinner event will be dedicated to raising awareness and funds for the Foundation. ASCEF is hosting a Silent Auction, Cornhole Tournament and food and drinks. Full registration tickets include access to this event, but the Cornhole Tournament will require advanced sign up. The Tournament will be a single elimination event. Space is limited.

Click [HERE](#) for the schedule of events and to view this on the website.

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.

There's No One Size Fits All Repair Shop Business Model



Knowing your business and your customers safeguard your shop against trends that may not benefit you.

By Joe Marconi This story was originally published in Ratchet+Wrench on July 27, 2023

The year was 1973 and, like many from my era, I started my career working as a technician in a gas station. The typical gas station had two to three bays, and at least two to four gas pumps. Part of my job description was to pump gas if needed. Self-serve was not yet the norm. By the way, we were open seven days a week, with half days on Christmas, New Year's, Easter and Thanksgiving.

The automotive repair industry has changed dramatically over the past few decades. There aren't many gas station/repair shop business models these days. Today, there are franchises, tire stores, off-road shops, specialty shops and other niche businesses. In many markets, the independent general auto repair shop model dominates the typical modern-day model. No matter what business type, it seems shop owners crave benchmarks and guidelines. While there is merit to this, there's no one size that fits all business model. And there shouldn't be.

Numbers Vary Between Shops

The reason why I bring this up is that there are a lot of discussions these days about certain standards that auto repair shops should aspire to. Perhaps the most popular is setting a standard for the right KPIs and profit margins. Also, many industry people are promoting the five-day workweek as the standard, with some saying that a four-day work has benefits that outweigh the five- or six-day work model. Additionally, it's common to hear that technician production and efficiency standards need to fit into a certain range to determine the overall success of the company.

We all understand the value of benchmarking as a way of analyzing what we are doing compared to other similar businesses. However, auto repair shops are like fingerprints; no two are alike. And from my experience as a former repair shop owner and now a business coach, trying to fit your repair shop into a neatly formed benchmark-based model may be more detrimental than beneficial.

If we look at KPIs and margins, for example, it's typical for a general repair shop to strive for 70% or better on labor profit and a 50% part margin. But everyone reading this understands that percentages and dollars are not the same. Some shops do not fall into the typical percentage range, but their business model produces remarkable results to their bottom line in terms of "profit dollars."

Customers Trump Trends

Let's talk about the four and five-day workweek. As I mentioned earlier, back in the '70s, the gas station I worked at was open seven days a week, with half days on holidays. When I started my own business in 1980, I was not about to be open seven days a week, and holidays were out of the question altogether. But being open six days a week was something I felt I needed to do. I had to be there for my customers. Through the years we tried to close on Saturdays, but it just didn't work for us. This is not to say you must be open six days a week or even five days a week, which is the point I'm making. Some point to employee morale and increased production by not working a five- or six-day workweek. This may be true and probably is for many shops. But can anyone say that this is true for every repair shop, in every area of the country?

Know Your Shop

Here's the bottom line. While there is a benefit to having standards and benchmarks, every repair shop is different. Learn what others are doing but understand your business model and the KPIs that drive dollars to your bottom line. Then decide for yourself what makes the most sense for your business, not someone else's.

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.

Reframing the Recession



Finance expert Dennis McCarron shares industry insight on how to help your customers while protecting your business.

By Kacey Frederick This story was originally published in Ratchet+Wrench on April 25, 2023

Since the pandemic, Americans have feared another recession on the horizon. Dennis McCarron, a partner at an automotive brokerage called [Cardinal Brokers](#), spoke to Ratchet+Wrench about [what a recession would mean to shops](#) and how shop owners should respond.

It's assumed that the auto industry in general tends to be resistant to economic downturns, as most consumers will always need transportation.

"When the economy goes down and people pull back on their spending, they still have to go to work, they still have to pick up their kids: they still need a mode of transportation," McCarron says.

With a lack of adequate public transit and a long-standing "love affair with independent transportation," as McCarron puts it, most Americans will not, or cannot, choose to give up their vehicle. This also means people hold onto vehicles for longer amounts of time, resulting in more repairs needed and profit for auto shops.

Though the auto industry remains an essential service for most people, shop owners will still see the effects of a recession with more people skipping out on maintenance.

How Customers Respond to Recessions

Most people do not budget for automotive repairs and maintenance in the United States, McCarron points out. It's typically something that comes out of emergency funds or money stowed away for vacations or other nice things.

In the case of a recession, as the cost of everyday essentials increases, people are not as willing to pay for maintenance if they feel it isn't urgent. Businesses will see their average repair orders decrease as people put off minor maintenance due to financial issues, resulting in less profit for shops.

Caring for Financially Concerned Customers

There are things that shops can do to help themselves before a recession hits: they must take care of their customers.

"You have to develop a reputation as an honest, dependable, reliable business [so that] people will feel comfortable coming to you even when money is tight," McCarron states.

McCarron says that one of the best things someone could say about a business is, "they're expensive, but..." The worst thing a business could hear from the customers is "every time I come in here, it's a thousand dollars."

"To someone not in the industry those two things may sound like they're the same type of sentence, but they're not," McCarron says. "One is representative of 'that business charges a lot of money, but they always do good work.' The latter is a representation of very aggressive over-selling: trying to force sales onto a customer."

(Continued on page 8)

(Continued from page 7)

And that is the worst thing a shop can do: become pushy with customers. McCarron says it's "never a good thing for a shop to do."

The job of a shop is to [inform the customer of the state of their vehicle](#). They need to decide from that point. Shops must know how to accept "no" as an answer and not let a potential rejection stop them from telling the customer about issues with their vehicle.

"My job is to help keep you informed and then educate you on how to properly maintain this vehicle, but I'll never cross that line and tell you things like 'you have to do this,' or use safety as a weapon," he warns.

Shops must make their customers feel they are in control. Interactions cannot simply be transactional. The biggest way to gain attention is through word of mouth, which is why taking care of existing customers is essential.

There are more initiative shops can take on their end to attract new customers, too. Getting involved with the local community will spread the business' name and associate it with being a positive influence.

McCarron has plenty of ideas for such involvement, such as "local community projects like Girl Scouts, Boy Scouts, [events with] the town, maybe a church or a synagogue—any kind of local grassroots event. Doing a car care clinic, teaching people how to change a flat tire on the side of the road.

"I think you need to get involved and just make people aware that you exist," he adds.

Don't Lower Your Standard

If shops are confident that they are offering quality service at a fair price, they shouldn't be concerned with cutting their prices and should especially not consider cutting valuable technicians. Doing so would be "cutting off your nose to spite your face," McCarron says.

Instead, they should focus on maximizing efficiency and productivity. Systematizing and finding the "rhythm" of the shop, as McCarron describes it, helps move business along faster, such as telling customers specific pick-up times instead of vague phrases like "end of the day."

When people come in, shops should "interview the customer." When they bring a vehicle in and they're asked questions about the problem, if it's a problem that the shop is not equipped to resolve, they can avoid wasting valuable time looking at a vehicle that they can't even work on.

Systematizing the process, community involvement, and customer outreach: these factors can help a shop establish a growing customer base, even if times are rough—because people will always need cars fixed. Remind your community you're there to take care of them and have systems in place to ensure every customer is satisfied.

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.

Here's an opportunity to inspire the next generation of young people to get excited about a career in Automotive Technology. We had a booth there last year and we want to have one again this year. Who of our shop owners will join us this year? Let Joseph know you want to be a part of this great event!

CARS & CAREERS

Presented by Greater LA Scouting Explorer Program
A Car Show Highlighting Careers in Mechanical and Automotive Engineering



INTERESTED IN LEARNING MORE ABOUT THE INDUSTRY?
SEPTEMBER 23, 2023 (10:00AM – 4:00PM)

SANTA ANITA PARK
285 West Huntington Drive Arcadia, CA (Enter at Gate 3)
(Holly Avenue and Huntington Drive)

Free admission for all visitors \$45 for entries (includes T-shirt)
if registered before September 22nd. \$50 at the door

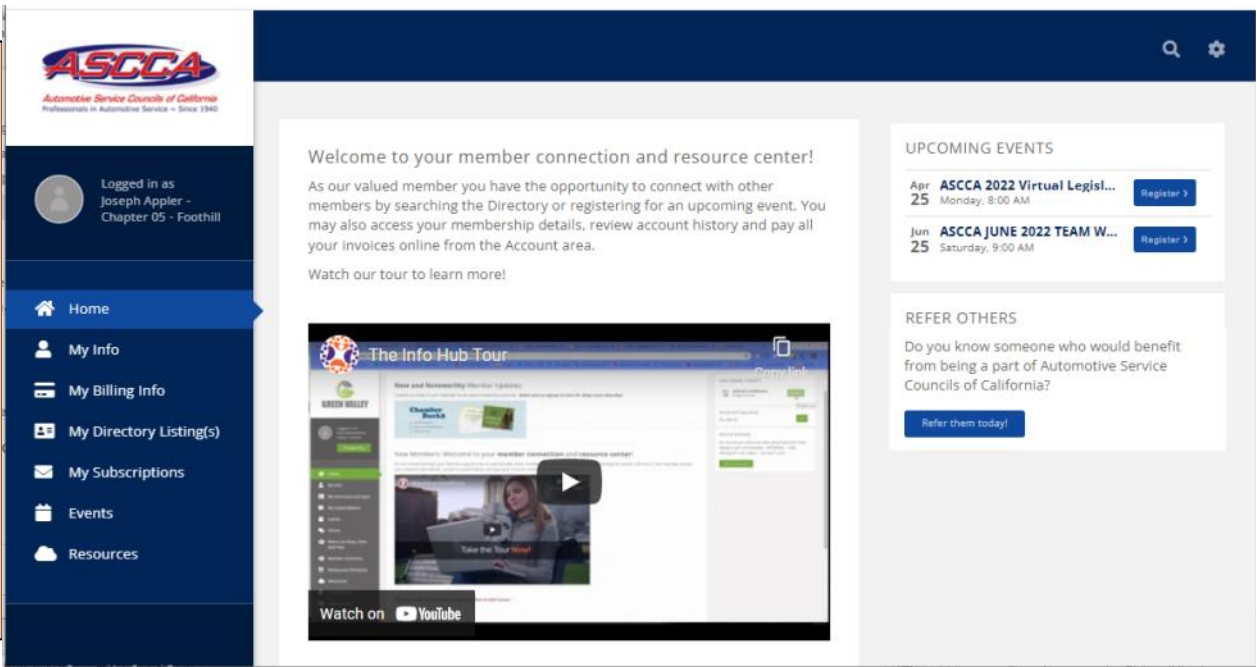
- FANTASTIC CARS, TRUCKS AND MOTORCYCLES
- OPPORTUNITY DRAWINGS FOR AUTO PARTS AND ACCESSORIES
- VENDOR BOOTHS
- FOOD TRUCKS
- EXPLORER ACTIVITIES AND DEMONSTRATIONS
- MUSIC BY 8-TRACK CARL'S MUSIC MEMORIES



PLEASE REGISTER USING THE QR CODE

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.

Tax and Business Tips from Norm Blieden, CPA

Hiring Family Members - What You Need to Know!

Many business owners hire their children, their spouse, or other family members to work in their business. Sometimes this works out well. Other times it causes problems. Here are some of the key pros and cons of putting family members on your payroll.

Hiring your children

Hiring your kids for a part-time job usually has more tax advantages and fewer drawbacks than hiring others. The financial advantage is that if you're paying your child to do useful work, the business gets a tax deduction for the wages paid. Your child will probably pay little or no income tax, and the after-tax wages stay in the family.

To ensure the wages are fully deductible the child must be doing a real job that helps the business, and the wages must be reasonable for the work performed. Keep detailed records of hours worked and pay salary regularly, preferably on the same schedule as other employees. In other words, treat your child just like any regular employee.

In addition, depending on how your business is organized and the age of your child, **you may be able to avoid paying Social Security, Medicare, and unemployment on their wages.** To qualify, you must be a sole proprietor or a husband-wife eligible partnership and your child must be under the age of 18.

Hiring your spouse or other relatives

An advantage to hiring your spouse or other relatives is that you have an employee whom you know well, and who may be more motivated or more flexible than a non-family member. And in many family-owned businesses, it's a powerful way to train the next generation who will take over leadership of the company.

That same familiarity can bring disadvantages, however.

Few families are without some internal or intergenerational conflict, and that can be disastrous if it spills over into the workplace. You must also consider the effect on other employees. Any sign of favoritism or unequal treatment can cause resentment and ruin the motivation of other employees.

Be cautious moving forward

There are plenty of businesses where hiring family members has worked out just fine, but other businesses where it didn't work out.

So think long and hard before you bring family members into the business. Talk to them and to your key employees beforehand so everyone understands and is comfortable with their roles in the company.

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

Eight Easy Steps to Begin Choosing and Training Your Successor



By Charlene Parlett, ATI Executive Coach This story was originally published in Ratchet+Wrench on June 2, 2023

Planning for succession is critical to the success and longevity of any business, and there are many options to choose from. Do you want to keep ownership and put someone else in charge? Do you want to sell the business to someone who works for you? Is there a family member who wants to take over? What about your real estate? Will you sell the building with the business, or rent instead?

Many auto shop owners consider succession planning an afterthought they don't need to worry about until they are ready to retire. Unfortunately, the unthinkable happens far too often, leaving family members and your employees in a difficult situation with no guidance on how to proceed. Many businesses facing these uncertainties cannot move forward when the owner can no longer be a part of the daily operations.

Having a plan is not just about preparing for retirement. It's also about the comfort of knowing that your business will run exactly how you want it to when you're away for vacation or if the unexpected happens.

Here are the [Automotive Training Institute's](#) top eight tips for creating your shop's succession plan:

1. **Start early:** Identify potential successors early and start preparing them to take over key roles in the organization. This will help ensure a smooth transition when the time comes.
2. **ASK if they want to be a shop owner:** Too often, owners assume family members — or one of their technicians — want to be the next generation of shop owners, only to be disappointed when the time comes to pass the mantle and they don't want it. Have those conversations early and often as life circumstances change for everyone involved.

Get ATI's FREE Succession Flow Chart to help you identify the best players to perform the most critical responsibilities while you're away from the shop. [Click here.](#)

3. **Build a successful and profitable business:** I know this sounds like a no-brainer, but many auto shop owners can feel like having just enough is good enough. When it comes to selling your business or handing it over to someone else to run for you, you have to have a model that works well, with a customer base that keeps coming back.
4. **Develop Standard Operating Procedures (SOPs):** Identify critical roles and create step-by-step instructions for carrying out your most important routine operations. SOPs aim to achieve efficiency, quality output, uniformity of performance, and operational compliance. They are the "playbook" for how you want things done in your shop. A well-developed SOP manual not only makes onboarding new employees easier; it has financial value in the sale of your business.
5. **Encourage leadership development:** Everyone in your organization will benefit from leadership training. Encourage leadership development within the organization by providing opportunities for education, experience, and [coaching on leadership](#). This will help potential successors develop the skills and experience they need to be successful in their roles.
6. **Communicate openly and honestly:** Be transparent with your successors and shop staff about the process, timelines, and expectations. This will help build trust and confidence in the plan and ensure a smoother transition. A change of ownership can make your team feel uncertain; the more they are aware of the process going forward, the more secure they will be.
7. **Continuously review and update the plan:** A succession plan should be a living document that is regularly reviewed and updated to reflect changes in the organization, its leadership, and its goals. Continuously evaluate the plan's effectiveness and adjust as necessary to ensure its success.
8. **Build a Board of Advisors:** This can include your spouse, trusted friends, fellow business owners, your accountant, your lawyer, and your business coach. Sit down and talk about what you want the future to look like for you and your shop. Get a wealth of advice from people who may see things from a different perspective or know your blind spots.

It takes time and planning to move your business from a job you own to being the owner; it takes even more time and knowledge to prepare it for the next generation. Start planning today for what you want your tomorrow to look like! You — and your family — will be glad you did.

About the Author: Charlene Parlett, AMAM, CEC, and PFP, is a Certified Profit First Professional, a former shop owner, and has been coaching since 2014. Charlene helps clients find the right solutions to their challenges and encourages them to make the changes that result in having the life they dreamed about when they got into business ownership. ATI's 34 full-time, certified coaches, including Charlene, have helped ATI's members earn over \$2.5 billion in return on their coaching investment since ATI was founded.

When an Employee Brings You Bad News, Say Thank You!



Learning to receive feedback with humility is an important trait shop owners must possess.

By Joe Marconi This story was originally published in Ratchet+Wrench on June 27, 2023

Steve Jobs may have been best known as the co-founder of Apple Computer and a great entrepreneur, but his style of leadership and management was highly controversial. Jobs would schedule meetings with his team, then randomly point to someone and ask, “Tell me what’s not working at this company?” After that person gave their opinion, he would then turn to the group and ask for everyone’s feedback. Then he would point to another person, and say, “Tell me what is working?” While his technique may appear divisive, Jobs placed a high value on getting valuable feedback. Which meant that he had to know the truth, no matter how ugly it might be.

For most people, it’s difficult to receive critical feedback. No one enjoys learning that we dropped the ball, or that something isn’t going right. And how often does an employee walk up to you, and pull you aside to inform you of bad news? Not very often, right? While receiving praise and recognition does motivate us, growth opportunities also exist when things go wrong. How we deal with adversity and bounce back from failure tells us a lot about our mental toughness. Great success is never dependent on everything going right all the time. That’s not reality.

Look at it this way: getting only good news all the time is mostly useless. On the contrary, bad news can be good news. And we should accept and welcome it. If employees are reluctant to bring you bad news, it’s an indication that they may fear confronting you. As the shop owner, you need to do a little self-reflection to ensure that you are a leader that is approachable, and not on the defensive when an employee wants to sit down and discuss things. Be mindful of how you interact with others too. Your body language and the tone of your voice will either draw people to you or push them away.

If you truly want to grow as a business owner and as a leader, you need to allow others to voice their opinions and let you know that your company, at times, may not be the paradise you believe it is. The question is how do you create an environment that gives people the confidence and willingness to confront you with critical issues?

Make it known that you want to create a work environment where feedback, especially when things go wrong, is accepted and welcomed. Remember, if people fear bringing you bad news or only tell you the good things, you may not have an open environment where people feel they can discuss all issues, good and bad. It’s also important to realize that to give critical feedback to others, you must be open and willing to receive critical feedback.

At the start of any team meeting, let your employees know that you will be asking for everyone’s opinions on ways to improve. Emphasize that you want to hear not only what’s going right, but also where the company is failing. People’s opinions may not be shared by everyone, but one’s perspective is their reality. We need to listen to all voices. Be transparent and let everyone know that you will listen to everyone and do your best to act on everyone’s feedback. Another thing to be aware of; don’t allow an atmosphere that encourages gossip or venting. This will promote negativity and bring down morale. You need honest, healthy feedback that everyone can accept and learn from.

The bottom line? The next time someone brings you bad news, look them straight in the eye, smile, and say, “Thank you!”

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 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

To learn more about ASCCA member benefits visit
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

BG Petrospecs	Abe Chavira	805-857-5065	abec@petrospecsbg.com
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing	Tim Huddleston	805-584-0030	tim@irwindalespeedway.com
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Mark Christopher Auto Center	Joe Gomez	562-221-6273	jggomez@markchristopher.com
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Undercar Plus	Blake Avelar	310-350-3083	blake@undercarplus.com
Van de Pol Petroleum	Wes Powell	562-236-1000	wpowell@ineedoil.com

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

ASCCA Chapter 5 2023 Board of Directors

Executive Board

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

Vice-President.....Wendy Lucko
 Phone..... (626) 340-9790
 Email.....wllucko@pasadena.edu

Secretary.....Ani Papirian
 Phone(818) 512-3948
 Email.....ani.papirianlawoffice@gmail.com

Treasurer.....Thomas Maimone
 Phone..... (626) 676-0659
 Email.....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 & MembershipJoseph Appler
 Phone.....(626) 296-6961
 Text/Cell.....(818)482-0590
 Email.....asca.05@gmail.com

Chapter Contact Information

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

Phone: (626)296-6961
 Text/Cell: (818)482-0590
 email: 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

Deputy Executive Director
 Anne Mullinax.....(800) 810-4272 x116 or AMullinax@amgroup.us

Membership Services
 Jacob Gray(800) 810-4272 x137 or JGray@amgroup.us

Accounting Executive
 Nito Goolan.....(800) 810-4272 x103 or NGoolan@amgroup.us

Manager Digital and Social Media
 Sarah Austin.....(800) 810-4272 x110 or SAustin@amgroup.us

Events Manager
 Becky McGuire.....(800) 810-4272 x118 or BMcguire@amgroup.us

Communications Manager
 Ryan King.....(800) 810-4272 x122 or RKing@amgroup.us

ASCCA Attorney
 Jack Molodanof(916) 447-0313 or Jack@mgrco.org

Government Offices/Contacts

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/

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/>