



ASCCA Foothill Chapter 5  
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## **MESSAGE FROM JOSEPH**

**JUNE 2023**

**“We’re not at Mijares on Tuesday!!!”**

You all should have received an email that started that way. Our June meeting will NOT be on June 6 at Mijares Mexican Restaurant. Instead, we are meeting at Irwindale Speedway on Saturday, June 10 to honor our three ASCCA5 Scholarship recipients.

This is a very important event, and what we hope to be the first of an annual event, thanks to the generosity of Chapter 5 member, Tim Huddleston, who is giving us FREE ACCESS to the races, and will recognize our scholarship recipients to the whole crowd right before the races begin.

Prior to that, we will have dinner together to meet and honor each of the scholarship recipients. You should have received the evite so you can RSVP. All the information is there and on [pg. 3](#). If you don’t RSVP, we won’t have dinner available for you, so, if you want the BBQ dinner, be sure to RSVP.

Another education-related event is coming soon, as well. The annual ASCCA Training Conference and Team Weekend will be Sept. 8-10 at Crown Plaza in Costa Mesa... right in our back yard! Here’s the link for more information:  
<https://www.ascca.com/educationalconference>.

Another change in our usual schedule is for our July meeting. Since the first Tuesday falls on the 4th, and we didn’t want to take you away from family, we decided to take the opportunity to have a Chapter 5 social get-together the following Saturday, July 8. More details will follow, but mark your calendar and change the date!!!

*(Continued on page 2)*

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In August, we'll be back at Mijares for a very important meeting. We are privileged to have Emily Walling, a CERS expert, to teach us how to make sure we are in compliance with how we handle our hazardous waste. This will be a meeting you don't want to miss. Remember, one of the benefits of ASCCA is we help you stay on top of all the rules and regulations that apply to our industry. They change all time, and we are dedicated to keeping you "in the know." As many have said, **"You don't know what you don't know."**

Finally, a personal update. For those of you who are used to seeing me at our in-person events, you won't be seeing me much in the future. I have relocated my family to the Austin area of Texas so I can semi-retire, not from ASCCA, but from two of my other jobs. Don't worry, though, I'll still be doing the administrative work for the chapter. Most of it is done from my office, anyway, so it doesn't really matter where I plug my computer in.

I have worked for ASCCA, Chapter 5 since 2007, and have met many amazing people: shop owners, techs, and associate members. I value the friendships that have grown, and hope to continue them from Texas. We are hoping that there may be a couple of times in the year when I make it out to California and can show up at a Chapter 5 event or two.

Like I said, I'm still your chapter administrator, so don't hesitate to call me with your questions, suggestions, and concerns. The chapter office phone will ring my cell phone here in Texas. Please, just remember that I'm two hours ahead of you. I won't call you early, so please don't call me late. :-)

Sincerely,



Joseph Appler  
Administrator  
ASCCA Foothill Chapter 5  
Office: 626-296-6961  
Cell/Text: 818-482-0590

## UPCOMING MEETINGS & EVENTS

July 8 - Social Event TBD

Aug 8 - Mijares - Are you compliant with your hazardous waste? - Emily Walling, CERS expert.

Sep 5 - Mijares - Walt Commans, ASE

Oct 3 - Social Event/ Okoberfest - Location TBD

Nov 7 - Mijares (TBD)

Dec 2 - Christmas/Holiday Party (TBD)



# Celebrate Future Techs!

June 10, at Irwindale Speedway– 5pm

## Honoring our ASCCA Chapter 5 Scholarship Recipients

Free admission for the races. \$10 for parking.  
One meal included for Chapter 5 regular or associate member. \$20 all others.

**RSVP on the evite you received. You must RSVP if you want the delicious BBQ that will be provided.**

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

**"SHOP OWNERS HELPING SHOP OWNERS."**

### When:

Saturday, June 10, 2023  
5:00 PM – Networking/Dinner  
5:30 PM – Awards Program  
7:00 PM – Races & recognition of recipients

### Where:

Irwindale Speedway  
500 Speedway Dr.  
Irwindale, CA 91706  
Phone: (626) 358-1100

### Menu:

BBQ. Drinks, and sides

### Cost:

- \$10 for parking
- Free entry into the Speedway; pick up your tickets at the ASCCA5 table.
- One free meal per membership. All others, \$20.

## UPCOMING MEETINGS & EVENTS

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# Tax and Business Tips from Norm Blieden, CPA

## Never Take on the IRS Alone!

Sleuthing your way through a tax audit by yourself is not the same as fixing a leaky faucet or changing your oil. Here are reasons you should seek professional help as soon as you receive a letter from the IRS:

- **IRS auditors do this for a living — you don't.** Seasoned IRS agents have seen your situation many times and know the rules better than you. Even worse, they are under no obligation to teach you the rules. Just like a defendant needs the help of a lawyer in court, you need someone in your corner that knows your rights and understands the correct tax code to apply in correspondence with the IRS.
- **Insufficient records will cost you.** When selected for an audit, the IRS will typically make a written request for specific documents they want to see. The list may include receipts, bills, legal documents, loan agreements and other records. If you are missing something from the list, things get dicey. It may be possible to reconstruct some of your records, but you might have to rely on a good explanation to avoid additional taxes plus a possible 20 percent negligence penalty.
- **Too much information can add audit risk.** While most audits are limited in scope, the IRS agent has the authority to increase that scope based on what they find in their original analysis. That means that if they find a document or hear something you say that sounds suspicious, they can extend the audit to additional areas. Being prepared with the proper support and concise, smart answers to their questions is the best approach to limiting further audit risk.
- **Missing an audit deadline can lead to trouble.** When you receive the original audit request, it will include a response deadline (typically 30 days). If you miss the deadline, the IRS will change your tax return using their interpretation of findings, not yours. This typically means assessing new taxes, interest and penalties. If you wish your point of view to be heard — get help right away to prepare a plan and manage the IRS deadlines.

**Relying on an expert gives you peace of mind.** Tax audits are never fun, but they don't have to be pull-your-hair-out stressful. Together, we can map out a plan and take it step-by-step to ensure the best possible outcome. You'll rest easy knowing your audit situation is being handled by someone with the proper expertise that also has your best interests in mind.

## Prioritizing Inventory Management Can Help Your Business

Mastering inventory levels is a key to many successful and growing businesses. Here are reasons why prioritizing your inventory management is something to consider for your business:

- **Less shrink.** Shrinkage represents cash that goes to waste because inventory is damaged, stolen, or past the sell date. Shrink represents an opportunity to improve the inventory control process. Understanding the dynamics of shrink will help focus your attention in the correct areas and ultimately lead to money saved. **Action:** *Create a shrink scorecard that shows the source of shrink. If theft, is it occurring at retail or in receiving? If out of code, is the problem in all products or a select few? If damaged, is it trackable to the supplier or a part of your production process? Remember to compare waste to prior years and against your goals to see how well you are doing.*
  - **More cash.** In a perfect world, you receive your inventory as soon as it is sold. Material or product that sits in the warehouse adds storage costs and risks turning into unsaleable product. Aligning your inventory operation with your sales cycle plays directly with improving your cash flow. Understanding sales trends will allow you to optimize your stock levels and save money in the process. When you spend less on unnecessary inventory costs you have more cash to invest into marketing, new product initiatives or capital equipment that can bolster your bottom line. **Action:** *Implement just in time (JIT) with key suppliers. Explore ways to deliver product when you need it versus purchasing a larger amount and then storing it.*
  - **Improved forecasting.** The old saying garbage in, garbage out applies perfectly when trying to forecast inventory demand. If you can't trust your inventory process, it's impossible to accurately predict future output. This leaves you flying blind when budgeting and preparing for future expenditures. With a firm grip on your inventory needs and procurement-to-sales cycle, your forecasting will become more accurate. **Action:** *Create a rolling 12-month forecast of sales. The forecast should provide details on major product lines. Translate this forecast into lead times for your inventory procurement.*
- Better customer relations.** Once you've optimized your operation, the quality of your customers' experience increases exponentially. You can cut prices without sacrificing margin, improve lead times, and add new product lines with your extra cash. While the effective inventory process you built is humming along, you can focus your attention on improving your products to better match the needs of your target market. This will help boost your sales! **Action:** *Set inventory targets to shorten lead times. Measure how many back orders you have and note how often products are returned as defective. If your inventory management is improving you should see positive results in both areas.*

Inventory management will not take care of itself. Giving your inventory system the attention, it deserves will pay major dividends both now and in the future.

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

# Great Customer Service Can't Be Artificially Generated

SHOPOWNER

By Doug Kaufman

This story was originally published in ShopOwner.com on May 22, 2023

While many things in your shop can be automated, honest interactions still require human contact

Good customer service is essential for any business, but it is particularly critical for automotive repair shops.

For most people, their vehicles are their primary mode of transportation, and they depend on them for daily activities such as work, school, and errands. Therefore, when a car needs repairs, customers expect to receive excellent customer service to ensure that their vehicles are in good hands.

Firstly, good customer service can help an automotive repair shop to stand out from the competition. There are many auto repair shops, and customers have several options to choose from. Therefore, providing excellent customer service can be a crucial factor in attracting and retaining customers. When customers feel valued and appreciated, they are more likely to remain loyal to the shop and recommend it to others.

Secondly, good customer service can help to build trust with customers. Most people do not know much about their cars, so they rely on the expertise of the technicians at the repair shop. When customers receive excellent customer service, they feel confident that their cars are in good hands. As a result, they are more likely to trust the repair shop with their future repairs and maintenance needs.

Thirdly, good customer service can help to increase revenue for an automotive repair shop. When customers have positive experiences, they are more likely to return to the shop for future repairs and maintenance needs. Additionally, satisfied customers are more likely to recommend the shop to their friends and family. Therefore, investing in good customer service can lead to increased revenue through repeat business and referrals.

Does this sound accurate to you? Well, here's the truth – the majority of this essay (every word leading up to this paragraph, as a matter of fact) was created using Chat GPT, the new artificial intelligence app that is making headlines everywhere.

As a test, I asked the app to write a 300-word essay on customer service. Then, I asked it to refine it to be specifically about automotive repair shops. The first result was pretty good; the second was what you've just read. Nothing groundbreaking, but apart from not-quite-human semantics and style, nothing too far from the truth.

The fact that it got so close in only a matter of seconds terrifies me as a writer. This new technology is already creating things that sound, look and read like they've been human-generated and the picture for what we can trust in the future is getting cloudier every day.

What this exercise does point out is that as easy as it is to TALK about customer service, actually offering it is NOT automatic.

You can't just push a button or flip a switch on your service advisors and techs and generate that perfect customer interaction. Let's be honest – they know when your team is being artificial.

Maintaining the trust of your clients often takes an investment in patience, and an understanding and empathy that can't be artificially generated. While many things in your shop can be automated, honest interactions still require human contact.

# Saving the Industry by Honoring Our Techs



It's time to recommit to training and caring for these valuable team members. .

[Aaron Stokes](#) This story was originally published in Ratchet+Wrench on May 17, 2023

**Technicians have gone through an interesting period**—three years of being in high demand. Now, they find themselves falling back into the normal cycle. Some technicians are hunting to make the money they were making before only to not be able to find it. Other technicians have an amazing gig making more money than ever. Every technician needs to be thankful for the opportunity they currently have and continue to improve because it's not the same market. That was a temporary market, a hot market. It was an amazing time.

## Focusing on the Right Techs

There are some technicians who took advantage of this situation and made money they didn't deserve. Eventually, those technicians will be outed when they begin having comebacks making it obvious that they didn't diagnose well. Others bounced from shop to shop and developed a reputation for that behavior. This will put a demand on training for those technicians who chose to improve and who worked on their skills. I'm very happy that wages have gone up for technicians. I believe this will attract more talent to the industry. This also means technicians are never going to have the same market value as they did before, and they shouldn't. Those technicians were buying their own tools and most of them on a pretty strong commission. They need to be taken care of and honored for the craftsmen they are. At the same time, all technicians have to step up and prove they're deserving of the money they're now making. They're going to have to study more and learn more.

## Using Good Techs to Model Success

Technicians are some of the most intelligent people on the planet, knowing about all kinds of systems from hydraulic to suspension, mechanical to electrical. They're still underpaid to a degree in certain markets across the country, but I think on this next wave, we're going to see a shift that we've never seen before. As the market settles, you're going to see some of the top technicians making even more money. You'll see some technicians who shouldn't have been making what they were earning less, but you will see a huge difference between entry-level and top technicians. This will give a very clear path for newer technicians in our industry to go, "I can make \$10,000 doing this, I can make \$10,000 doing that. And, as I get each of these skills, make another 10 grand here and there." These young techs will see the steps it takes to get to this big money. And I think we will see an influx and technicians like we haven't seen before. This is what we need to solve the technician shortage. It's plagued this industry for decades. We can turn this entire thing around by paying these guys what they're worth and giving them the benefits they need.

## Owners Need to Step Up

That said, owners must decide to run the type of shop that technicians want to work in, especially up-and-coming techs. We've got to attract those young men and women and provide a place for them to be successful. If we do this, we'll take them to a level they've never been at before, and it's going to be amazing. If some owners start taking advantage and don't keep up, it's going to cause major issues and we're going to see technicians leave the market again. We can't screw it up this time. We need to bring all these technicians back into the fold and welcome them. If we work together and join nonprofits and other organizations to encourage people to train technicians, we can get this problem solved for our industry for the betterment of our customers.

If we can continue to honor this trade, we will attract kids who love cars and who have wanted to be in this field but haven't because of the lack of money and potential. I think if we can do all of this, we can turn things around and we see an increase in interest like we've never seen.

*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

## 2023 Business owner's checklist for success

**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. Have a 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, 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 is 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
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

*Submitted by Gene Morrill of Certified Automotive Specialists in Glendora*



# Consumers Often Report ADAS Issues After Repairs

SHOPOWNER

By Shop Owner staff published on ShopOwner.com on Feb. 21, 2023

While crash avoidance features have proven safety benefits, some vehicle owners report problems after repairs.

According to a post first published by ShopOwner sister brand [BodyShop Business](#), a new survey by the Insurance Institute for Highway Safety (IIHS) indicates that, while crash avoidance features have proven safety benefits, some vehicle owners are reporting problems with the technology following repairs.

The IIHS surveyed owners of vehicles equipped with front crash prevention, blind spot detection or rearview or other visibility-enhancing cameras. Among those who reported that at least one of those systems had been repaired for any reason, **about half said they had issues with the features after the job was completed.**

“Most of the more than 3,000 owners we contacted said they had never needed to have their crash avoidance features repaired, but for the minority of owners who did, the problems weren’t always resolved easily,” said Alexandra Mueller, senior research scientist with IIHS. “Many had issues with the technology afterward, and some said they had to have the same feature repaired more than once. Still, the vast majority said they would buy a vehicle equipped with the technology again and most were satisfied with the out-of-pocket cost.”

Many new vehicles are equipped with crash avoidance features, and their presence in the vehicle fleet is growing rapidly. IIHS research has shown that front crash prevention (forward collision warning and automatic emergency braking), blind spot detection and rearview cameras all substantially reduce the types of crashes they are designed to address. Automatic emergency braking (AEB) slashes police-reported rear-end crashes by 50%, for instance.

Under normal circumstances, these features are also quite resilient. An analysis conducted by the IIHS-affiliated Highway Loss Data Institute (HLDI), for example, showed that the reduction in insurance claims associated with Subaru and Honda crash avoidance systems remained essentially constant even in vehicles more than five years old. But vehicle repairs can make it necessary to calibrate the cameras and sensors that the features rely on to ensure they work properly — a process that can be complicated and expensive. For example, a simple windshield replacement can cost as little as \$250. But a separate HLDI study found that vehicles equipped with front crash prevention were much more likely to have glass claims of \$1,000 or more. Much of the higher cost is likely related to calibration.

In this new study, IIHS surveyed nearly 500 drivers about their most recent experiences with repairs to their front crash prevention, blind spot detection or driver-assistance cameras. Some of these owners had more than one of these features repaired, either separately or as part of the same job. Around 40% of the involved vehicles were from model year 2019 or newer.

People often had more than one reason for having their features repaired. Most owners had received a vehicle recall or service bulletin about their feature, but that was rarely the sole reason that they brought their vehicle in for service or repair. Other common reasons — which were not mutually exclusive — included windshield replacement, crash damage, a recommendation from the dealership or repair shop, and a warning light or error message from the vehicle itself.

Post-repair problems with the technology were substantially more common among people who had features repaired because of crash damage or in connection with a windshield replacement. About two-thirds of owners whose crash avoidance feature repairs involved windshield replacement and nearly three-quarters of those

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whose repairs were required due to crash damage said they had issues with the technology after repair. In contrast, fewer than half of owners who had repairs done for other reasons faced problems afterward.

Windshield repairs often make it necessary to calibrate crash avoidance sensors and cameras, though it's a common step in many repairs. Automakers stipulate systems be calibrated anytime a sensor is removed and replaced or reinstalled. Likewise, calibration is typically an early step in addressing a malfunctioning feature. About two-thirds of respondents who had had repairs done said that calibration was included. Those respondents also reported a higher incidence of post-repair issues.

Repeat trips to the repair shop are not uncommon with other routine mechanical repairs, either, and most owners reported that their insurance or warranty covered the complete cost, minus any deductible.

However, the higher incidence of post-repair issues for repairs that involved calibration suggests that repairers are struggling with the calibration process. Some calibrations are complicated and require large spaces, specialized training and expensive equipment. Calibration software is subject to frequent updates, making it difficult for shops to keep their tools up to date. This is further complicated by a lack of standardization of calibration processes. Institute researchers are tracking these problems to monitor whether they persist or diminish over time.

Repair problems are important to track because they have the potential to slow the spread of crash avoidance features that aren't standard equipment. However, in the current study, only a little more than 5% of the owners said they would not buy another vehicle with the feature they had repaired. Repair hassles also might prompt drivers simply to switch off crash avoidance features, eliminating their safety benefits.

"These technologies have been proven to reduce crashes and related injuries," said Mueller. "Our goal is that they continue to deliver those benefits after repairs and for owners to be confident that they're working properly."

Self-diagnosing systems that alert the driver or technician when something is wrong could be part of the solution. Some vehicles already have that capability, and such alerts were what prompted some of the surveyed owners to bring their vehicles in for repair. Manufacturers should also work to simplify and standardize the calibration procedure and ensure that repair shops have adequate information about how to restore full functionality to affected features. An affordable, centralized database of repair and calibration specifications and instructions from all automakers should be made available to all technicians.

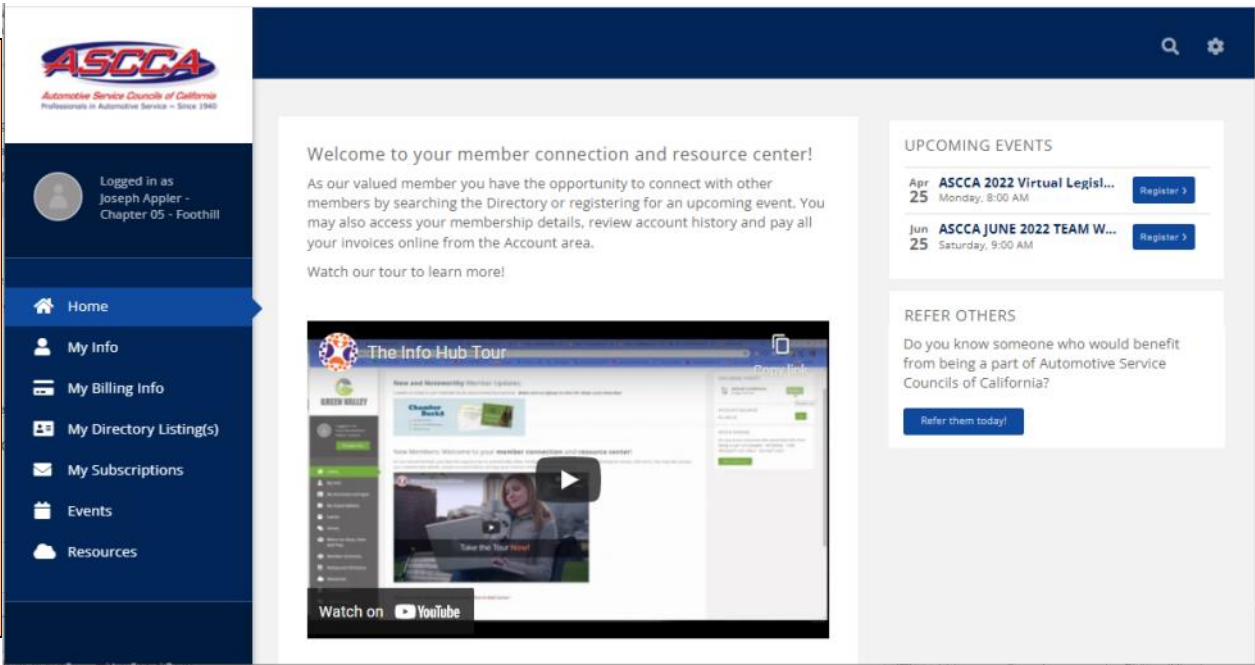
For more information on the IIHS, visit [iihs.org](http://iihs.org).

**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.**

# 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.

## What We Do For You:

ASCCA monitors and fights harmful laws and regulations that cost you money and time away from your business.

### Examples:

A legislator proposed a bill to use a grading system (ABCDF) like the restaurants. We fought this and stopped it.

Another legislator tried to change us into being debt collectors because we receive money from customers. That would mean if a customer did not pay and we called them, the customer could sue us for harassment. We fought and won this also.

We also stopped a bill that would keep us from being able to program security systems in cars. The manufacturers wanted to lock us out! Again, we fought and won.

Our state legislatures can produce 5600 bills every two years. Our dues help us watch and fight these bills, saving you a ton of dollars.

### ASCCA has great benefit programs:

Low credit card rates and a \$350 rebate at the end of the year.

Free legal advice for you, your business, or your employees.

Free accounting review of profit and loss statement.

Free review of any current or prior year's taxes.

Super discounts on uniforms.

Discounts on Alldata and Identifix.

Camaraderie, fellowship, and life-long friends.

Network with top shops.

Get advice with business structure, policies, and profit ideas.

Get second opinions on cars that are giving you fits.

### Education opportunities:

We periodically have free training for service advisors and technicians.

ASCCA awards scholarships to young people to help fill the technician shortage.

## Why we need you:

Meet and network with top shops.

Monitor and fight harmful legislation.

Support our great partners and save money.

Support and give back to our industry.

## All this for \$70.83 per month!



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# How ASCCA Dues work in Chapter 5

## Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$850/yr. Associate membership dues are \$945/yr.
  - \$400 goes to the Chapter
  - The remaining portion goes to the State Association
- When memberships are held in multiple chapters, only the original membership pays the full State Association dues. Additional members pay reduced State dues of \$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 for these payments. (Chapter 5 will cover the transaction fees for our members.)
  - Semi-annually: Due: January 1 & July 1
  - Quarterly: Due: January 1, April 1, July 1, October 1
  - Monthly: Due the first of each month
- If payment is not received according to the agreed-upon schedule, dues immediately become delinquent.
- If a member reaches 90 days delinquent, their ASCCA membership may be cancelled.

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

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

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

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





# ASCCA Advantage

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

## The ASCCA Advantage is:

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



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



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

### Business Supplies, Equipment & Services



AESwave specializes in sales and support of automotive diagnostic equipment.

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



Mechanics Marketplace offers the Automotive industry 3 staffing solutions!

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

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

## Education, Training & Business Coaching



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

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



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

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

## Insurance & Legal Services



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

Customer Service (530) 668-2777



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

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



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

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

## Internet Marketing, Web Design & Search Engine Optimization



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

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



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

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



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

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



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

customerservice  
@optimizesocialmedia.net  
(855) 676-1212



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

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

## Merchant Service/Payment Platform



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

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



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

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





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

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

## Software Providers



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

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



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

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



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

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



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

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

## Uniform and First Aid Services



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

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

## Additional Benefits of ASCCA Membership

### Government Affairs & Political Representation

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

### Member-to-Member Communications

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

### Local Chapter Events

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

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

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

### ASCCA Communications

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

### ASCCA Branding

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

### Educational Foundation

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

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

January 2023

## **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	<a href="mailto:abec@petrospecsbg.com">abec@petrospecsbg.com</a>
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>
Norm Blieden CPA	Norm Blieden	626-440-9511	<a href="mailto:norm@bliedencpa.com">norm@bliedencpa.com</a>
SC Fuels & Lubes	Dennis Giardina	310-722-3357	<a href="mailto:giardinad@scfuels.com">giardinad@scfuels.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  
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**Secretary.....Ani Papirian**  
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**Treasurer.....Thomas Maimone**  
 Phone..... (626) 676-0659  
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## 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  
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 Website: <http://www.ascca5.com>

## ASCCA State Contacts

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

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

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

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**Membership Services**  
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**Accounting Executive**  
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**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)

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 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/>