



ASCCA

Foothill Chapter 5

April 2019

President's Message:

Greetings,

I hope all is well. Make sure you take the time to look around at the beauty around us. This year the colors are awesome... Don't miss out!

We had a great training class provided by Scott Brown, with 49 ASCCA members present. All who missed this *free class* missed out. Special thanks to Gene for all his work to make this happen.

You still have time to make plans for Legislative Fly-in Day (see pg. 3.)

Different oils for different cars. Join us on April 2 to get the scoop from the engineers. Don't make a costly mistake.



Don't forget the sales tax increase on April 1.

Shop night at Hanson's in Azusa May 7. It's open to everyone, try to bring a non-member as a recruiting meeting. People from many suppliers will be there for questions and giveaways. Invite service writers and mechanics to better understand the parts they are selling and using.

I hope to see you on Tuesday!

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

UPCOMING MEETINGS & EVENTS

Apr 2 - LIQUI MOLY at Mijares

- May 7 - Shop Night at Hanson's Distributing
- Jun 4 - BAR Chief Pat Dorais at Mijares
- Jul 2 - Open Forum at Mijares
- Aug 6 - TBD at Mijares

- Sep 3 - TBD at Mijares
- Oct 1 - Oktoberfest at Montrose Bowl
- Nov 5 - TBD at Mijares
- Dec 7 - Chapter Holiday Party

With Tim Huddleston teaching about preventative maintenance at our March Dinner meeting, and Scott Brown teaching 49 participants about utilizing digital tech in our shops, March was a month of FREE education for our members!



Shop Drawing

Main Street Garage was drawn in the Shop Drawing, but was not present to win the \$300 prize.

In April, the prize increases to \$320. Remember, you must be present to win!

AUTOMOTIVE AFTERMARKET INDUSTRY LEGISLATIVE FLY-IN DAY

*Capitol Event Center
1020 11th Street
Sacramento, CA 95814*

Join the Automotive Aftermarket Industry For A Day at the Capitol!

The Automotive Aftermarket Industry is joining together for a Legislative Fly-In! Don't miss out on this opportunity to connect with others in the industry. Fill out this registration form and make your travel arrangements. Reservations will be accepted on a first come, first serve basis. Past speakers have included: *Chief, Bureau of Automotive Repair; Governor's Small Business Advocate; Governor's Economic Adviser; Chair, Select Committee on Career Technical Education & Workforce Development; Chair, Senate Transportation & Housing Committee.*

LEGISLATIVE DAY PREPARATION WEBINAR

ASCCA Is hosting a Legislative Day preparation conference call on **April 15 at 2:00 PM**. This call will provide attendees the opportunity to receive a complete briefing, by Legislative Advocate, Jack Molodanof, as to what bills the association will focus on during Legislative Day. You can access the call at www.uberconference.com/ascca.

EVENT LOCATION

This year's event will again be held at the Capitol Event Center, located at 1020 11th Street. Located a quick one block walk from the Capitol Event Center to the California State Capitol Building.

HOTEL INFORMATION

This year, Legislative Fly-In guests will be on their own to make their hotel arrangements. A walking-distance hotel can be recommended upon request.

FIRST-TIME ATTENDEE REIMBURSEMENT APPLICATION

ASCCA is excited to announce an opportunity for any ASCCA member who has not previously attended an ASCCA Legislative Day event to seek travel reimbursement. The reimbursement amounts will not exceed \$150 per person for attendees traveling within a 150□mile radius of the event location, or \$250 per person for attendees traveling further than 150 miles. **All nominations must be reviewed and approved by ASCCA Government Affairs Committee prior to the event.** [Click here](#) for the reimbursement request form.

REGISTRATION DEADLINE

Registrations must be received by **April 15, 2019** in order for staff to schedule legislative appointments on your behalf. Please return the registration form via e-mail or fax to: ayang@amgroup.us OR 916.444.7462 (fax) - OR [click here to register online](#).

Tax and Business Tips from Norm Blieden C.P.A.

Tax Day is Here!

5 Big Questions People Are Asking

The individual tax deadline of April 15 is fast approaching. Do you have all your tax arrangements in order? Here are five important questions that people are asking.

1. **What happens if I don't file on time?** There's no penalty for filing a late tax return after the deadline if you are set to receive a refund. However, penalties and interest are due if taxes are not filed on time or a tax extension is not requested AND you owe tax. To avoid this problem, file your taxes as soon as you can because the penalties can pile up pretty quickly. The failure-to-file penalty is 5 percent of the unpaid tax added for each month (or part of a month) that a tax return is late.
2. **Can I file for an extension?** If you are not on track to complete your tax return by April 15, you can file an extension to give you until Oct. 15 to file your tax return. Be aware that it is only an extension of time to file - not an extension of time to pay taxes you owe. You still need to pay all taxes by April 15 to avoid penalties and interest. So even if you plan to file an extension, a preliminary review of your tax documents is necessary to determine whether or not you need to make a payment when the extension is filed.
3. **What are my tax payment options?** You have many options to pay your income tax. You can mail a check, pay directly from a bank account with IRS direct pay, pay with a debit or credit card (for a fee), or apply online for an IRS payment plan. No matter how you pay your tax bill, finalize tax payment arrangements by the end of the day on April 15.
4. **When will I get my refund?** According to the IRS, 90 percent of refunds for e-filed returns are processed in less than 21 days. Paper filed returns will take longer. 24 hours after you receive your e-file confirmation (or 4 weeks after you mail a paper tax return), you can use the Where's My Refund? feature on the IRS website to see the status of your refund.
5. **Oops, I forgot a tax document. Now what?** The first thing to do is determine the impact the new information has on your filed return. For example, if you claim the standard deduction and then receive a mortgage interest statement that does not bring your expenses above the deduction threshold, there's nothing more you need to do. Simply file the statement with your other tax documents. If, on the other hand, you receive something like a Form 1099 with additional income, you will need to amend the tax return to claim the income. In cases like this, please call in order to review your situation and the timing of the correction.

Don't Leave Your Business Exposed

5 Insurance Tips to Protect Your Assets and Your Bank Account

Have you conducted a business insurance review lately? Changes in your business equipment, real estate holdings, the amount of inventory, and the number of employees are all good reasons to review your insurance. Here are a few policy review tips to consider:

1. **Keep in regular contact with your insurance company.** Keep your insurance agent apprised of what you are doing in your business. Try to meet with your agent throughout the year, and conduct a detailed annual review of your insurance needs.
2. **Understand how business changes affect your policy.** Figure out how your policy covers common changes, as well as other changes you know are happening soon. This involves understanding the limits and terms of your policy. You can start by asking if you're properly insured for property damage, liability coverage, health and disability, and life insurance.
3. **Conduct a competitive review.** Periodically conduct a competitive review of your insurance needs. Bring in at least two other insurance providers, as well as your current provider. The frequency of the review will be driven by changes in your business, the stability of your current insurance provider, and the need to understand the evolving landscape of business liabilities. A review will keep your premiums competitive, as

(Continued on page 10)

How To Handle Angry Customers: Using Emotion To Your Advantage

SHOPOWNER

By Josh Cable

Years ago, Kyle M.K. had a revelation: Businesses exist to serve people, but few businesses focus on the psychology of how people operate.

“Psychology and business aren’t as best of friends as they should be,” says M.K., an Austin, Texas-based customer-experience consultant and author.

While working with and studying name-brand companies such as Apple, Disney and Starbucks, he also has come to the realization that “emotion is the key to unlocking customer and employee loyalty.” That’s the focus of his book, “The Economics of Emotion: How to Build a Business Everyone Will Love.”

In an interview with *Counterman*, M.K. offered some insights that might help counter professionals understand the role emotion plays in the customer experience, and he shared some of his strategies for dealing with emotional customers.

Treat Everyone Like Your Grandmother

Auto parts stores and repair shops face a unique challenge: The majority of their customers are uncomfortable in the world of vehicle maintenance and repair. They’re intimidated. And on top of that, they’re fearful of the potential cost of fixing their car or purchasing a critical maintenance part – so emotions are running high from the get-go.

“When someone goes into an auto parts store, their defenses are already up,” M.K. says. “And it’s not your fault as a retailer. But if you ask them a question that makes them feel stupid or makes them feel that they don’t know anything about their car, they’re going to get angry. They might feel like they’re being treated unfairly, or they’re going to be fearful, because you’re encroaching on their sense of comfort. Either way, those two emotions do not react well with customer service.”

With that in mind, M.K. suggests treating every customer as you’d treat your own grandmother. Kyle M.K.

“When someone comes in and they don’t know something, it’s very easy to be like, ‘Hey, you’re coming to me for answers. That means I’m the competent one here and I’m going to show you just how confident I am in this knowledge.’ But that doesn’t really impress anybody. Nobody is impressed outside of you.”

It’s better to play the role of a teacher or coach. Rather than lording it over your customer, remember that no one is born with automotive knowledge. At some point in your life, you had to learn it too.

“These people just haven’t learned it yet,” M.K. explains. “That’s fine – be the one to teach them. Don’t make them feel bad for not knowing it. Make yourself feel good and make them feel good for teaching them how to use it.”

The Know-It-All Customer

On the other side of the spectrum, counter professionals sometimes have to deal with customers who think they know everything. These hyper-confident customers like to flex their muscles, so to speak, by talking shop with someone who is in the automotive business.

In some cases, know-it-all customers might try to test you by asking about an obscure part or vehicle. In those situations, it’s perfectly OK to say, “I don’t know, but I can find out.”

“‘I don’t know, let’s find out’ is my favorite sentence,” M.K. says. “It’s saying you don’t know and you’re not afraid to admit that, but you still can help.”



(Continued on page 6)

3 Steps for Handling Angry Customers

In any retail business, the occasional irate customer is a fact of life. When a customer comes in fuming, the last thing you want to do is yell back or treat the customer rudely.

However, while the grandmother rule mentioned earlier still applies, you also want to avoid “killing them with kindness.”

“I think that’s actually worse than yelling back, because it shows that you just don’t care,” M.K. asserts.

The most important thing to do is to listen and ask questions, he says. In an empathetic manner, try to find out why the customer is so angry, and what you can do to help. From there, M.K. suggests following these three steps:

1. Acknowledge what the customer has said to you. In other words, paraphrase what the customer just explained, so he or she knows you understand the situation.
2. Align with the customer. Get angry – on the customer’s behalf. Tell the customer, “I would be upset too if that happened to me.”
3. Assure the customer everything will be OK. Let the customer know you’ll do whatever it takes to solve the problem. “And once you do that, even if you’re sending them to a different business to solve their problem, they have immediately fallen in love with your brand,” M.K. says. “Because you didn’t care about selling them on something – you cared about solving their problem.”

M.K.’s favorite step is aligning with the customer.

“I’ve done this with thousands of customers over the course of the last 10 years, and this is the reason why I love talking to angry people. They are so amped up, and then you just say one sentence – ‘I would feel this way too if that happened to me’ – and their shoulders lower and become less tense, their jaw isn’t clenched anymore, their eyes widen and you just see this wave of relief on their face.”

Trigger Words

When a customer comes in hot, there are a few trigger phrases you should avoid. One of them is “calm down.”

“If you asked anybody how they respond when someone tells them to calm down, it usually has the opposite effect,” M.K. says. “No one likes to be told to calm down.”

You also should avoid using the terms “sir” or “ma’am.”

“If you think of us as animals, when we say ‘sir’ or ‘ma’am,’ we’ve just become super-submissive in the conversation, and the person who is angry has just become the dominant one in that relationship,” M.K. says. “They will actually pounce at that point.”

That doesn’t mean you never should call someone “sir” or “ma’am.” Just be aware that those terms can light the fuse of an agitated customer.

“When someone is mad or yelling at you and you say ‘sir,’ this is your way of killing it with kindness by being overpolite, and that actually shows that you don’t have the ability to empathize, because most people react with anger when they’re met with anger. If someone is mad at you and they’re expecting you to respond the same way, and you don’t, they actually get angrier. They’re like, ‘Oh, I’m not getting through to you.’”

Printed with permission from Babcox Publications and ShopOwnerMag.com

Click [HERE](#) for original article on ShopOwnerMag.com

Identity Crisis

Mitch Schneider

This story was originally published in Ratchet+Wrench on March 6, 2019

I've been monitoring a number of industry chat rooms (do they still call them chat rooms?) in order to remain aware of what's going on in the industry. They keep me current and allow me to continue my love affair with our industry. While wandering through one of my favorites, Scott Brown's Diagnostic Network, I came across a post written by Jorge Menchu, someone for whom I have the utmost respect.

The post opened an old wound: the identity crisis our industry has suffered since I first entered the trade in 1966. It's a crisis that leaves all of us wondering who we are and what to call ourselves.

The post suggested that while we know what it takes to be a professional automotive repair technician, it queried whether or not the term technician carried enough weight "to imply/describe those who dedicate their life to mastering the science, engineering and diagnostics of the automobile." He wondered if changing how we refer to ourselves could, in some way, improve our circumstance or standing in some heretofore unknown way.

I have written about this before. The column was triggered by a visit to X-ray imaging center. I was intrigued by three certificates hanging on the wall that identified the X-ray technicians as 'technologists.' I was absolutely fascinated with the distinction and asked the technologist helping me what distinguished a technologist from a technician. He insisted there was a significant difference in education and training.

Even though my trip to the imaging center and the column that followed occurred more years ago than I care to remember, it appears it is no less relevant today. We are trapped in an endless loop of identity confusion that has some of us constantly wondering what we can do to convince those we serve that the very essence of what we do has so dramatically changed and others completely unaware of just how important a change in the perception of the motoring public could be and/or what it could mean.

Are we looking at an industry that has evolved into three distinct and easily definable tiers: mechanic, technician and technologist, where mechanics are involved in mechanical repairs, parts replacement and maintenance; technicians are involved in a "to be defined" mid-level of light diagnostics and component replacement; and, technologists find themselves involved almost exclusively in high-level diagnostics?

Let's take a moment to see how these terms are defined. The dictionary defines a mechanic as: a person who repairs and maintains machinery. When I first started in this industry, I worked diligently to become the best mechanic I could become.

A technician is defined as a person skilled in the details or techniques of a subject, art, or profession. As the industry shifted and a new level of technology began to appear in the middle to late '70s, I shifted with it, trying to ride the transition from points to electronic ignition, from electronic ignition to computerized engine controls and emissions.

And, a technologist is defined as an expert in a particular field of technology. Wikipedia takes that definition one step further (closer to what a technologist is likely to do in our arena) using an electrical technologist as an example, and defining it as follows: "an electrical technologist, as a person whose knowledge lies between that of an electrical engineer and an electrical tradesperson and an engineering technologist, as a specialist who implements technology within a field of engineering."

In an interesting post entitled "Who Is A Technologist" by Charles Eaton that appeared in Creating IT Futures, the author suggested that technologists are likely to have these five things in common: they are likely to think strategically; they are curious and are fixated on solving problems; they see technology as a tool to serve others; they believe that technology exists to serve the public for whom it was designed; and, finally, that technologists

(Continued on page 10)

What Is The Value Of Routine Vehicle Maintenance?

Mary DellaValle

The first step in keeping your customers' vehicles in top-running condition is getting them in the mindset about the value of preventive maintenance, so that they take a proactive role in having you regularly maintain their vehicles.

While it's counter to the familiar saying, accentuate the positive, eliminate the negative, there may be some merit to pointing out the downsides of vehicle neglect to drive home the point that car care awareness and proper vehicle maintenance pays dividends.

1. Higher repair costs down the road. When seemingly minor repairs are not caught early, they have more of a multiplying effect on other components and related systems, turning small ticket repairs into big ones.
2. Detriment to vehicle resale value. Vehicles that are neglected don't maintain their appeal, both inside and out, and won't demand a higher price at resale time.
3. Reduced safety. When key vehicle systems are not performing as designed, it puts the driver and other vehicle occupants at risk for a breakdown or, worse yet, an accident.
4. Compromised performance and less miles per gallon. Similarly, when complete vehicle inspections are not performed and necessary repairs are not made, vehicles won't be able to operate at their peak. The underperforming components will put a strain on related components and reduce miles per gallon.

Want to ensure that you will be your customers' first call for all of their vehicle repair needs? Then help them be proactive about maintaining their vehicle, before a breakdown or the need for major service occurs. Taking a lead role in ensuring their vehicles are performing at their best lets them know you care. You'll be boosting profitability in automotive maintenance services, and extending the life of your customers' vehicles in the process.

So, what's the value of vehicle preventive maintenance to your customers? It's peace of mind, and you can't put a price on that.

*Printed with permission of Babcox Publications and ShopOwnerMag.com
For original article, click [HERE](#).*

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.

SHOPOWNER

The No. 1 Pathway to Higher Profits



Bob Cooper

This story was originally published in Ratchet+Wrench on March 29, 2019.

In order to build a successful business, you need to have a really good understanding of your customers, and what they want. In the repair business, we know our customers want their vehicle fixed right, they want it done as quickly as possible, and they want the best price.

But, while I was operating my shops, I discovered that what my customers wanted more than anything else was the peace of mind in knowing they wouldn't have to pay for the same repair again. That caused me to ask myself: Beyond performing the repairs to the highest standards, was there anything else I could provide that would give them with the peace of mind for which they were looking? I'm pleased to report I found the answer, and that it soared our profits, but before I share it with you, I ask that you take a moment to consider something first.

The insurance industry is one of the most successful industries of all time, and we pay them for one thing and one thing only: peace of mind. With the understanding they are in the "risk" business, insurance companies carefully evaluate their risk with every customer, which is why they consider our age, our current state of health, the type of work we do and our lifestyles. On one end of their scale, they find people who are young and in really good health, while on the other end, they have the older smokers who have high-risk lifestyles. Everyone else falls between those two extremes, so the insurance companies use actuarial tables to calculate the level of risk with each potential customer, and they price their policies accordingly.

Knowing that it's nothing more than a betting game, and that we, as shop owners, know the failure rates of our repairs just as well, if not better, than the insurance companies know the mortality rates of their customers, I decided to implement those same concepts to my businesses. The results? Not only did it have an incredible impact on my bottom line, but it also helped me realize that I was in the "peace-of-mind business," as well as in the repair businesses.

I had our advisors tell a customer that we had some great news, because there were actually two ways that we could solve their problem. For example, if their alternator failed, we could replace the failed part with a high-quality alternator that carried a full one-year warranty, or we could provide another high-quality alternator that carried a five-year warranty on both the part and the labor. The price difference between the two alternators in an example like this was roughly \$40.

As you can imagine, in most cases, the customers asked how long we expected the alternator with the one-year warranty to last, and we simply told them the absolute truth: Both are really good alternators, and both will more than likely last for years, but "if" they planned on keeping the car for a few years, and if they wanted the peace of mind knowing that if their alternator failed within the next five years it wouldn't cost them a dime, they may want to go with the one that carried the longer warranty. Since the price difference between the two services was typically no more than 10-15 percent of the total ticket, we found that the overwhelming majority of our customers chose the service with the longer warranty.

By offering such services, and assuming very little risk, not only will you provide your customers with the opportunity to buy the peace of mind that so many of them desperately want, but those added dollars will also go straight to your bottom line.

During the first year, you would cover the failure with either of the alternators, so the question is, what's your risk after that first year? In our case, the failure rate was less than 1 percent, and that was because we were very selective in which parts and services we offered extended warranties for, and we priced the services predicated on the associated risk. I'm also pleased to report the few failures we did see had little impact when you consider the incredible amount of money that we brought in every year by offering these services. We also discovered that by providing optional services with the longer warranties, we better ensured that our customers stayed with us, and, if a part did fail during that extended period, they were absolutely thrilled that there was no charge for the repair. If you're still concerned about the risk, bear in mind that we found most of our customers sold their cars within 3-4 years, and, at that point, our liability simply disappeared.

(Continued on page 10)

(Continued from page 4)

well as help you learn about coverage holes in your current policy.

4. **Identify evolving coverage risks.** As the business climate evolves, so should your insurance coverage. Think about what's on the horizon. Who would have anticipated the need to cover cyber attacks and identity theft 10 years ago?
5. **Review safety plans and company policies.** This goes hand-in-hand with a business insurance review. Make sure your team is adhering to established employment and operations policies. Getting an insurance claim approved and maintaining reasonable premiums often depend on specific factors you can reinforce through these policies.

Finding the right level of coverage for the right price is possible, but it takes some preparation and planning. Invest some time now to review your insurance policies to save a lot of potential pain and money down the road. Make sure that your workers comp insurance policy is always up to date and that you are always covered.

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.

(Continued from page 7)

value collaboration, cooperation and respect.

How many of you reading this see yourselves within the context of these definitions?

But, none of this matters—none of it! Not unless, or until, we find a way to communicate this shift to those among us who haven't a clue anything has changed. Not unless, or until, we achieve some sort of consensus within the repair community that these three distinctions are real and carry with them the rewards and responsibilities of each of these three tiers. And, perhaps most importantly, not unless or until we are able—as a cohesive community of professionals—to convince the motoring public of the changes that have occurred in our industry and how we, as a repair community, have evolved with them.

Until that happens, we will never achieve the respect or reward we deserve for the sacrifice and effort it takes to achieve proficiency in any or all of these three tiers. We need to join together. We need to establish a working definition of what each of these three levels of performance is all about. We need to establish a professional standard for what it is we do. And, we need to communicate all of that with one strong unified voice.

Unless, or until, that happens, it's all rhetoric. And, we will find ourselves endlessly involved in the same circular discussion.

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.

(Continued from page 9)

If you decide to “test drive” this really great way of helping your customers buy what they want, bear in mind that if you offer two different warranties on the same part, many states may interpret that as selling insurance, which you’re not able to do if you’re not licensed. Accordingly, I recommend that you always offer two different parts. They can both be of the same high quality, and can both come with the same warranty from the manufacturer. Remember, it’s you who’s taking the risk by offering the longer warranty on the part, not the manufacturer.

According to the Wall Street Journal, a staggeringly high percentage of the net profits generated by Best Buy comes not from the items that people like you and I buy at their stores, but from the extended coverage we are offered while standing in the checkout line. It’s a powerful profit-building tool for Best Buy, it helped me turn my shops into nationally recognized businesses, and it enabled me to help thousands of our customers buy what they really wanted: not parts, not labor, but the peace of mind in knowing that for just a few additional dollars, they wouldn’t have to worry about paying for the same repair again.

SINCE 1923



Automotive Service Councils of California
Professionals in Automotive Service - Since 1940

Ward Service

AUTOMOTIVE REPAIR
130 RAILROAD AVE.
MONROVIA, CA

Tom & Jim Ward

(626) 357-8080 • FAX 357-8060
Email: wardservice@earthlink.net

Get the Word Out!

ASCCA is “The Sign you can Trust!”

Your Association has produced a marketing tool that you can implement immediately. The goal is to make ASCCA synonymous with “TRUST”.

The sign will fit perfectly under or over the ASCCA sign. If you haven't upgraded your old ASC sign, it's time to do so. We want people to recognize who we are at a glance. You can keep the old sign on your shop wall somewhere for old time's sake. But don't remain in the past – get the current sign and help build brand identification.

ASCCA Shops ARE the BEST!

Add-on signs are \$15 each.

Complete new signs are \$35 each.

A small investment for Brand Identification!

Call Joseph at 626-296-6961 or
email to ascca.05@gmail.com
for your sign.

Chapter 5 Members get 30
minutes of free tax consultation!



NORMAN A. BLIEDEN, CPA
Tax Services • Accounting • Payroll

1201 W. Huntington Drive #108 • Arcadia, California 91007
Tel 626.440.9511 • Fax 626.793.0876 • www.bliedencpa.com
email: norm@bliedencpa.com

Garage Insurance Specialists For Over 30 Years



Automotive Service Councils of California
Professionals in Automotive Service - Since 1940

Contact Us For
the NEW
ASCCA Approved
Insurance Program

\$\$ SAVE \$\$
With an
ASCCA Member

FREDERICK BLUM INSURANCE SERVICES

Auto - Fire - Life - Commercial

SERVICE STATIONS
PARTS STORES
TUNE-UP SHOPS
RADIATOR SHOPS

REPAIR GARAGES
BODY SHOPS
TOW TRUCKS
TRANSMISSION SHOPS

SHERMAN OAKS

14930 Ventura Blvd.; Suite 330
Sherman Oaks, CA 91403
(818) 783-7838

EL MONTE

9550 Flair Dr. #309
El Monte, CA 91731
(626) 401-1300

Featuring ALLIED INSURANCE CO. Products
a NATIONWIDE CO.

FRED BLUM RAY LAGHARI STEVE KOPSTEIN

**Advertise In The ASCCA
Chapter 5 Monthly
e-Newsletter, and Let
Shop Owners Know How
You Can Improve Their
Business!**

Full-color Ad Prices for photo-ready ads
(Set-up extra, at reasonable costs)

	(Pd. Qtrly / Pd. Annually)
Full page	\$300/\$900
Half Page	\$160/\$480
Quarter Page	\$75/\$225
Business Card	\$40/\$120

Call: 626-296-6961 or email:
ascca.05@gmail.com to get started

ASCCA Foothill Chapter 5 Member Benefits

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

- 1. A VERY LOUD POLITICAL VOICE.** Individually, there isn't much we can do to shape legislation which will affect our industry, but collectively, our united voices are STRONG, LOUD AND FOCUSED. Politicians and elected officials in state, county and city governments listen to ASCCA when we talk, because we represent hundreds of members (& thousands of voters!) statewide. Often, the Bureau of Automotive Repair discusses with ASCCA rules and regulations under consideration to see how they will fit in the real world of automotive repair.
- 2. SHOP TO SHOP NETWORKING.** Our members don't see each other as competition but as comrades in the industry, helping each other to succeed. If you have a problem you can't figure out, call one of our members who specializes in that area. They'll be glad to help you out.
- 3. INFORMATIVE MEETINGS.** We hold Dinner Meetings on the first Tuesday evening of each month. Our meetings offer great speakers, camaraderie, valuable information, and the latest news on what's happening in the automotive repair industry. You also get to network with other shop owners and exchange ideas, tips, techniques and short cuts. The monthly meal is included in your dues, plus we have a long-standing special where you can bring your spouse or business partner at no charge! Our Chapter Board of Directors schedules our programs and welcomes any suggestions you have on good speakers! Contact the chapter office with your suggestions. For the location and current speaker, look on the last page of this newsletter.
- 4. CHAPTER SEMINARS.** The Foothill Chapter Board of Directors and our Seminar Committee Chair, Raul Salgado of Raul's Auto Repair in Azusa and Covina, keeps us informed on seminars on business management and technical subjects for our shop owner members and their technicians. Cost is minimal and sometimes free. This is a tremendous member benefit for you and your employees! Give Raul your ideas and suggestions for seminars & we will try to schedule the seminars you want. (626) 339-7566
- 5. MONTHLY & QUARTERLY NEWSLETTERS.** We send out an environmentally-friendly monthly email newsletter with helpful and informative articles, tech tips, contact lists and information, upcoming events, reports on recent events and vendor ads & information. Once a quarter you'll receive the newsletter from the State Association Office.
- 6. THE FOOTHILL CHAPTER WEBSITE.** This Foothill Chapter website at <http://www.asc5.com/> lists members by city. It also lists upcoming seminars and meetings. Contact Joseph Appler at ascca.05@gmail.com with questions or suggestions for the chapter web site.
- 7. CHAPTER JOB BANK.** The Foothill Chapter has established its own Job Bank Network for member shops. If you have a qualified applicant you can't use, or if you need to hire someone, send a summary email to ascca.05@gmail.com & your information will be forwarded to the entire Chapter 5 membership.
- 8. CHAPTER ASE LENDING LIBRARY** Call Darren Gilbert at (626-282-0644) or email him at gilbertmotors@yahoo.com for more information.
- 9. CHAPTER SOCIALS.** Our Socials Chairman, Jack Scrafield (818) 769-2334, arranges outstanding social events for us throughout the year. We've visited JPL, the J. Paul Getty Museum, had many "Day at the Races" at Santa Anita Race Track, toured the Autry Museum of Western Heritage, taken a murder mystery train ride including a delicious dinner, attended the races at Irwindale Speedway, had bowling dinner parties at Montrose Bowl, had several excellent parties, and toured the J. P. Nethercutt Collection of beautiful classic automobiles. Jack would like to hear from you with your suggestions for future social events.
- 10. ASCCA NET PRESENCE.** ASCCA has established a home page at <http://www.ascca.com/> The ASC web page has three target audiences: 1) ASC members now have a quick, easy reference on their computer to keep them abreast of what is occurring in the state association and within the automotive repair industry; 2) California shops that are not ASC members can learn more about the advantages of being an ASC member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASC members quickly and easily on the ASC web pages. All ASC members statewide are listed. Soon, your shop website will be able to have a link on the State site.
- 11. FREE CPA CONSULTS.** All ASCCA Chapter 5 members are entitled to a half-hour of free telephone consultation each month from chapter member Norm Blieden, CPA. The service is not limited to shop business though Norm has extensive experience in shop-related matters. This member benefit can save you a ton of money and a lot of headaches. Call Norm at 626-440-9511.

Why try to succeed alone, and re-invent the wheel? Partner with others on the same path and learn from them, as well as teach them what you have learned. If you have questions about how to access these benefits, contact the Chapter 5 office at ascca.05@gmail.com, or 626-296-6961.

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$800/yr. Associate membership dues are \$895/yr.
 - \$400 goes to the Chapter
 - The remaining portion goes to the State Association
- When memberships are held in multiple chapters, only the original membership pays the full State Association dues. Additional members pay reduced State dues of \$250/yr. All memberships pay full chapter dues.
- Annual payment is due in the Sacramento office on January 1 of each year.
- Payment plans are available upon approval by the Chapter & State Association. With all payment plans, automatic credit card payments or ACH are now required. There is a \$2.00 transaction fee for these payments. (Chapter 5 will cover the transaction fees for our members.)
 - Semi-annually: Due: January 1 & July 1
 - Quarterly: Due: January 1, April 1, July 1, October 1
 - Monthly: Due the first of each month
- If payment is not received according to the agreed-upon schedule, dues immediately become delinquent.
- If a member reaches 90 days delinquent, their ASCCA membership may be cancelled.

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

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

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

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

The ASCCA Advantage

The ASCCA Advantage outlines the value of ASCCA membership. We are proud to be able to offer a number of discounts and intangible benefits that are uniquely provided by our association.



Corporate Partners - Increasing Your Membership Value

BUSINESS SUPPLIES, EQUIPMENT & SERVICES

	ASCCA members get access to Auto Care Association's publications, the Aftermarket Insider and the ACA Capitol Report, as well as member discounts on ACA publications and events. Call to see how you can save up to \$600 a year!	Kathleen Schmatz, (301) 654.6664 kathleen.schmatz@autocare.org
	AESwave specializes in sales and support of automotive diagnostic equipment. Each day, thousands of technicians, educators, trainers, engineers, and technical writers use products and strategies developed at AESwave.	Carlos Menchu, (877) 351.9573 info@aeswave.com www.aeswave.com
	This partnership provides Platinum level membership pricing, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more!	Jim Gray, (704) 301.1500 jim.gray@autozone.com
	Provides maintenance services, equipment training & consumer education materials. Increase shop hours, parts and labor revenue, shop efficiency, and retention all while improving your customer's driving experience and vehicle performance.	Eric Waln (949) 337.2484 Eric Elbert (805) 490.6080, EricE@petrospecsBG.com www.petrospecsinc.com.
	Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit hotelstorm.com/ascca and use password Auto 1234 to get your discount.	concierge@hotelstorm.com www.hotelstorm/ascca
	LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.	Steven Poole, (562) 320.2398 SJPoole@lkqcorp.com
 <small>Leading the Way in Coverage & Service</small>	The leader in automotive thermostats; fuel, oil and coolant caps sold to the North American automotive aftermarket. Their line of thermostats is one of the most advanced in the automotive industry, using state-of-the-art manufacturing equipment, with strict quality control and functional testing, ensuring high quality and long-lasting products.	Sean Ruitenberg, (618) 599.5196 sean.ruitenberg@motoradusa.com
	Motul is the first lubricant manufacturer to pioneer the formulation of a 100% synthetic lubricant for automotive engines, the 300V, making use of Esters technology and issued from the aeronautical industry. Motul's 8100 line of 100% synthetic oils have OE approvals from manufacturers such as Porsche, Audi, BMW, Mercedes-Benz, and VW.	Nick Bagley, (909) 538.2042 n.bagley@us.motul.com
	NAPA Auto Care is the largest aftermarket repair network in the country with over 16,000 independently owned and nationally 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 NAPA SoCal District Sales Manager john_hartman@gencpt.com
	Streamlined business supply ordering process. Free delivery over \$50. Custom pricing and discounts for ASCCA members.	Michael Nitz, (855)-337-6811 Michael.nitz@officedepot.com https://business.officedepot.com/
 <small>DEDICATED TO THE PROFESSIONAL</small>	Get access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform every day, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, early-pay discounts, electronic ordering discounts, and more.	ASCCA@oreillyauto.com

 Print & Direct Mail Made Easy	Mail Shark approaches direct mail strategically by providing penetration reports and demographic analysis to make sure you're reaching the right people. They'll make it easier for you to grow your car count, manage your budget.	Josh Davis, 484-648-8626 josh@themailshark.com www.themailshark.com/ascca
 Dynamic Friction Company	DFC is the leading manufacturer of award-winning automotive braking systems. They maintain a huge selection of brake parts for all domestic and foreign vehicle applications. Their engineers, product managers, and R&D staff work hard to give their customers first-to-market advantage.	Dan Biezonsky, 951-200-0953, danb@dynamicfriction.com , http://www.dynamicfriction.com/

EDUCATION PROVIDERS

	The ACT Group is a partnership of long time automotive industry experts. Former Technicians, Service Writers, Managers, General Managers and owners of automotive facilities offer their expertise in a strong variety of industry training classes. Discounts are available to ASCCA members, including \$200.00 off our Service Advisor Classes.	Ray Kunz, 916-588-0775
	ATI has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years. <ul style="list-style-type: none">• They are the industry leader in automotive business coaching providing expert management and consulting services. Get weekly business coaching from an industry expert and classes in marketing, hiring, finance, leadership and sales.	Jim Silverman, (301) 575-9140, jsilverman@autotraining.net , www.autotraining.net
	Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel. <ul style="list-style-type: none">• ASCCA Members have exclusive access to discounted training courses.• Save \$800 on every Service Writer course and \$55 on every seminar. (Space limited.)• FREE 30 minutes of business consulting advice per month.	Maylan Newton (866) 526.3039, maylan@esiseminars.com .
	25% discount on all ASE exam study guides.	James Hwang (310) 857.7633

INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS

	iATN is the world's first and largest online network of automotive service industry professionals. -Get discounted access to up to 5 premium access accounts, free job ad postings, a private forum for your shop, and unlimited access to the iATN Knowledge Base that allows you to search iATN's databases of in-use industry knowledge compiled over the last 20 years.	Greg Montero (651) 628.5706 greg.montero@iatn.com www.iatn.net
---	---	---

INSURANCE & LEGAL SERVICES

	Includes an enrollment discount of \$100	Customer Service (866) 923.7767, www.armstrongprofessional.com
	Competitive dental & vision plans exclusively available to ASCCA members.	Mat Nabity, (916) 286.0918 mnabity@coremarkins.com
	FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!	Jack Molodanof, (916) 447.0313 jack@mgrco.org www.mgrco.org .

INTERNET MARKETING, WEB DESIGN & SEARCH ENGINE OPTIMIZATION

	The Kukui All in One Success Platform provides solutions for custom online marketing tools, website design, customer relation management, search engine marketing, email marketing and customer retention, and revenue tracking tools. Kukui will help you track stats about new clients, your customer retention rate, and will help you track areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design.	Todd Westerlund (925) 980.8012 Todd@kukui.com or Patrick Egan (805) 259.3679 Patrick@kukui.com www.kukui.com
---	--	---

WWW.ASCCA.COM

 BROADLY.COM	Through internet marketing, Broadly gets great customer reviews on Google, Facebook, and other review sites. ASCCA members get a FREE account set-up (valued at \$200).	(800) 693.1089 marketing@broadly.com www.broadly.com
	Join the nation's largest network of elite auto repair shops. RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. RepairPal shops gets 8-10 new customer contacts per month, with an average repair order over \$500. (Estimated new business \$48,000/year)	Evan DeMik, (415) 595-3346 evan@repairpal.com www.repairpal.com
MERCHANT SERVICES		
	Receive up to a \$350 rebate on your ASCCA State dues when you use DFG to process your credit cards. Call for a free no obligation consultation.	Shannon Devery (877) 326-2799 www.digitalfg.com/
SOFTWARE PROVIDERS		
	A comprehensive cloud-based tool that offers simple solutions to workflow management, communication, digital vehicle inspections, and quality control. <ul style="list-style-type: none"> Developed by a shop owner designed specifically for the challenges shop owners face, AutoText.me's software is easy to implement and will save you time while you solve common shop problems. Available as a benefit to all ASCCA shop owners.. 	Chris Cloutier (469) 546.5725, chris@autotextme.com, www.autotext.me
	Members receive a promotional price for online diagnostic tool and telephone diagnostic services. New Identifix members received \$40 off each of the first 3 months and \$10 off every month after for annual savings of \$210	Customer Service (800) 997.1674
	The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. Ask for a special ASCCA member rate.	Matt Ellinwood, (415) 890.0906 x106 matt@shop-ware.com.
UNIFORM SERVICES		
	Nationally recognized supplier of customer and employee apparel & janitorial services with special ASCCA pricing.	Jessica Essad 775-813-8954 EssadJ@cintas.com

ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

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

Proudly Display Your ASCCA Affiliation – Use of ASCCA sign, code of ethics, and logo for use on invoices, customer forms, etc.

Communications – The ASCCA Independent newsletter, email broadcasts, news alerts, member benefit flyers and our website.

Member-to-Member Communications – The ASCCA TeamTalk list serv provides members to communicate directly with their peers on a broad range of topics facing shop owners throughout California.



Scan here to learn more about your benefits

or visit <http://ascca.com/resources/memberbenefits>

Government Affairs & Political Representation – Bill tracking, reading and analyzing constantly changing information and tracking bills via our website. Representation at government meetings, lobbying, etc. Hugely beneficial because it ultimately affects your bottom line.

Educational Foundation - ASCCA members can also participate in the association's educational foundation that raises funds for scholarships issues to students entering into the automotive aftermarket.



Chapter 5 Associate Members

BG Products	Abe Chavira	805-857-5065	abec@petrospecsbg.com
Dorman Products	Frank Alviso	951-206-7023	falviso@dormanproducts.com
Frederick Blum Insurance	Fred Blum	626-401-1300	blum4@pacbell.net
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing / Justice Brothers	Tim Huddleston	805-584-0030	huddle5@sbcglobal.net
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Jeff Chin Diagnostics	Jeff Chin	818-929-9444	jchin.autologic@gmail.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Management Success!	Robert Spitz	818-500-9631	rspitz@managementsuccess.com
Mitchell 1 Software	Frank Joel	818-326-0602	fjoel@ix.netcom.com
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.com
RKM Insurance Agency	Ernie Arciniega	818-243-2651	ernie@rkmins.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Van de Pol Oil	Wes Powell	562-236-1000	wpowell@ineedoil.com

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

ASCCA CODE OF ETHICS

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

Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

To use this free service, call Darren Gilbert at (626) 282-0644 or email him at gilbertmotors@yahoo.com and tell him which study guides you would like to check out. He will bring the books to the next General Meeting for you to pick up, and you then leave your credit card information as a guarantee. You are responsible for any damage or loss of the study guide. The guides must be returned to Darren at the next General Meeting or by mail. It's that simple!

C 1 - Automotive Consultant	B 5 - Auto Body Collision - Mech/Electrical Components
A 1 - Automotive Engine Repair	B 6 - Auto Body Collision - Damage Analysis/ Estimating
A 2 - Automotive Trans/Trans Axle	F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas
A 4 - Automotive Drivetrain	M.M. - Engine Machinist Series
A 4 - Automotive Suspension/Steering	E 2 - Truck Equipment - Electrical/Electronic Systems
A 5 - Automotive Brakes	S 1 - School Bus - Body/ Special Equipment
A 6 - Automotive Electrical/Electronic	S 2 - School Bus - Diesel Engine
A 7 - Automotive Heating/Air Conditioning	S 3 - School Bus - Drivetrain
A 8 - Automotive Engine Performance	S 4 - School Bus - Brakes
A9 - Diesel	S 5 - School Bus - Suspension/Steering
L 1 - Advanced Engine Performance	S 6 - School Bus - Electrical/ Electronic
L 2 - Med/H.D Truck Electronic Diesel	S 7 - School Bus - Air Conditioning
P 1 - Parts Specialist Med/H.D Truck Dealership	T 1 - Med/H.D. Truck - Gasoline Engines
P 2 - Parts Specialist Automobile	T 2 - Med/H.D. Truck - Diesel Engines
P 3 - Parts Specialist Truck Brakes	T 3 - Med/H.D. Truck - Drive Train
P 4 - Parts Specialist General Motors	T 4 - Med/H.D. Truck - Brakes
P 9 - Med/H.D. Truck Suspension & Steering	T 5 - Med/H.D. Truck - Suspension/ Steering
X 1 - Car/Light Duty Truck Exhaust Systems	T 6 - Med/H.D. Truck - Electrical/Electronic Systems
B 2 - Auto body Collision Repair - Painting/Refinishing	T 7 - Med/H.D. Truck - Heating/ A.C. Systems
B 3 - Auto body Collision - Non Structural Analysis	T 8 - Med/H. D. Truck - Preventive Maintenance
B 4 - Auto Body Collision - Structural Analysis	

ASCCA Chapter 5 2019 Board of Directors

Executive Board

2016

President.....Kirk Haslam
Phone.....(626) 793-5656
Email.....advancemuffler1234@gmail.com

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

Secretary.....Craig Johnson
Phone(626) 810-2281
Email.....cjauto@verizon.net

Treasurer.....Jim Ward
Phone.....(626) 357-8080
Email.....jim@wardservice.com

Board of Directors

Randy Lewis.....(909) 717-9950
Gene Morrill.....(626) 963-0814
Darren Gilbert.....(626) 282-0644
Johanna Reichert.....(626) 792-9222
Jack Scrafield(818) 769-2334
Mike Bedrossian.....(626) 765-6190
Dave Label.....(626) 963-1211

Chapter Rep

Jack Scrafield(818)769-2334

Committee Chairs

Seminars..... Tim Chakarian....(626) 792-9222
Socials..... Jack Scrafield....(818) 769-2334
Programs.....Tim Chakarian....(626) 792-9222

Associate Member Board Rep.

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

Chapter Staff

Membership & Administration.....Joseph Appler
Phone.....(626) 296-6961
Text.....(818)482-0590
Email.....ascca.05@gmail.com

Chapter Contact Information

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

Phone: (626)296-6961
Text: (818)482-0590
email: ascca.05@gmail.com
Website: <http://www.ascca5.com>

ASCCA State Contacts

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

President
John Eppstein.....(619) 280-9315

Executive Director
Gloria Peterson...(800) 810-4272 x104 or GPeterson@amgroup.us

Deputy Executive Director
Matthew Peralta....(800) 810-4272 x131 or MPeralta@amgroup.us

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

Membership Services
Karissa Groff.(800) 810-4272 x133 or KGoff@amgroup.us

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

Events Manager
Rachel Hickerson.(800) 810-4272 x109 or rhickerson@amgroup.us

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

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

Government Offices/Contacts

US Senator Kamala Harris.....(D)
Phone(916) 448 - 2787
Emailsenator@harris.senate.gov
US Senator Dianne Feinstein.....(D)
Phone(310) 914-7300
Emailsenator@feinstein.senate.gov
US Rep Judy Chu.....(D-27)
Phone(626) 304-0110
US Rep Adam Schiff.....(D-28)
Phone(818) 450-2900
CA Senator Connie M. Leyva.....(D-20)
Phone(909) 888-5360
CA Senator Susan Rubio.....(D-22)
Phone(626) 430-2499
CA Senator Maria Elena Durazo.....(D-24)
Phone(213) 483-9300
CA Senator Anthony J. Portantino.....(D-25)
Phone(818) 409-0400
CA Senator Ling Ling Chang.....(R-29)
Phone(714) 671-9474
CA Assembly Luz Rivas.....(D-39)
Phone(818) 504-3911
EmailAssemblymember.Rivas@assembly.ca.gov
CA Assembly Chris Holden.....(D-41)
Phone(626) 351-1917
EmailAssemblymember.Holden@assembly.ca.gov
CA Assembly Laura Friedman.....(D-43)
Phone(818) 558-3043
EmailAssemblymember.Friedman@assembly.ca.gov
CA Assembly Jessie Gabriel.....(D-45)
Phone(818) 904-3840
EmailAssemblymember.Gabriel@assembly.ca.gov
CA Assembly Adrin Nazarian.....(D-46)
Phone(818) 376-4246
EmailAssemblymember.Nazarian@assembly.ca.gov
CA Assembly Blanca E. Rubio.....(D-48)
Phone(626) 940-4457
EmailAssemblymember.Rubio@assembly.ca.gov
CA Assembly Ed Chau.....(D-49)
Phone(323) 264-4949
EmailAssemblymember.Chau@assembly.ca.gov

Government Offices/Contacts

President Donald Trump.....(R)
Phone(202) 456-1111
Fax.....(202) 445-4633

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



Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940

ASCCA Foothill Chapter 5

April 2019

Join us for our April 2 Meeting at Mijares Mexican Restaurant!!

LIQUI MOLY is bringing their top German engineer to help us understand how to offer the right product for the need, and how to present it to your customer.

Bring your Service Advisor!

Menu:

Taco/Tostada Buffet
Soda & Coffee
Beer & wine available

Where:

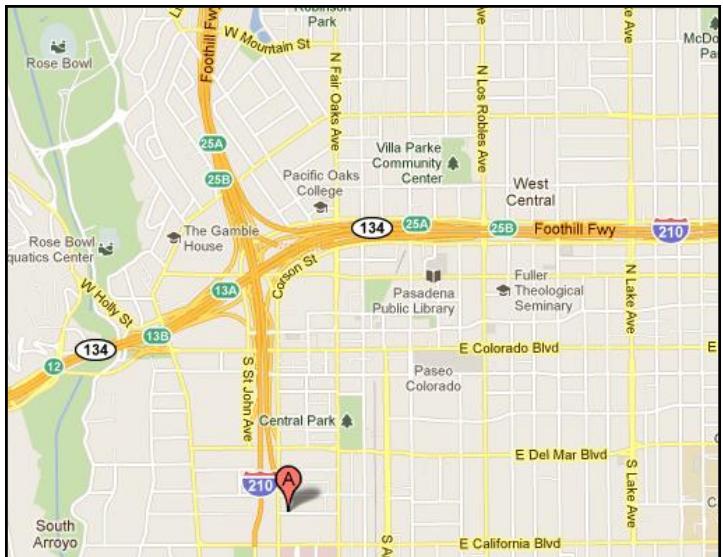
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

Tuesday, April 2, 2019
6:30 PM – Social/Networking/Dinner
7:00 PM – Program
9:00 PM – Finish

Cost:

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



Directions

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

UPCOMING MEETINGS & EVENTS

May 7 - Shop Night at Hanson's Distributing
Jun 4 - BAR Chief Pat Dorais at Mijares
Jul 2 - Open Forum
Aug 6 - TBD at Mijares

Sep 3 - TBD at Mijares
Oct 1 - Oktoberfest at Montrose Bowl
Nov 5 - TBD at Mijares
Dec 7 - Chapter Holiday Party