



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

PRESIDENT'S MESSAGE

SEPTEMBER 2023

Here we go closing the last month of the third quarter. Hope everyone survived the California summer heat & storms. Remember extensions for taxes deadline is October 15th.

Have you started thinking about 2024? Start planning strategies to closing out 2023 & preparations needed for 2024. Lift inspection, Employee reviews, Budget planning for 2024. For all things "resources" go to ASCCA.com or your member portal. 30 free minutes of consultation is at your fingertips.



Back to school is here. A good time to look at our marketing & see how we can get involved to support a teacher or educator. Getting involved in your community helps build "Know, Like & Trust" with our clients from our community. This is also a great time to see what is going on with our local colleges. Chapter 5 is blessed to have 5 Colleges that elevate & teach the future superstars of our industry. Are you on an Advisory board? If not, you need to take time to give feedback to your local educators & learn what is happening in our field with certifications & schooling. These students will be looking for jobs and career paths. Is your shop ready to onboard an apprentice? Come along & see how fun learning is.

Our next meeting is Tuesday September 5th at Mijares restaurant in Pasadena, 6-9pm. Our speaker is Walt Commans, the ASE Western States Consultant. He will be speaking to us regarding the Future of ASE with regards to hybrid & EV certification, as well as the importance of making a first impression. Ensure

(Continued on page 2)

(Continued from page 1)

to RSVP today so you don't miss out.

Sep 9th & 10th is our BIG Annual training conference. Once a year we have the privilege of meeting together with all 16 chapters across the state to "Elevate, Unite & Give Voice to Automotive Professionals". There will be special training classes for Service Advisors, Managers, marketers & technicians. Technical has 2 great tracks to grow your knowledge & advance that knowledge to the next level. Plan to stick around Saturday evening for the dinner banquet & Silent Auction highlighting our Education Foundation, ASCEF. Don't miss this almost sold out event. There are a limited number of seats so book now before it sells out.

During Sunday's session the Counsel of Representative will meet to vote in our 2024 ASCCA State board of directors. We will hear from the newly committed leaders as well as from our beloved Corporate partners & sponsors who make events like this possible. So show your support. It's not too late to sign up, log-in to your portal via the ASCCA website <https://www.ascca.com/> & sign up today. Click here to get a taste of what to expect <https://www.youtube.com/@automotiveservicecouncilso2706>

Our October Chapter 5 meeting will be socials & comradery at FrogTown Brewery. Stay tuned for more info from our planning commission.

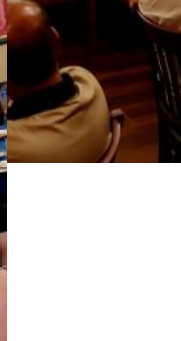
Please GET INVOLVED & flex your ASCCA strength by visiting or even joining a local committee. The planning commission & Chapter 5 board welcome any who want to see how busy shop owners like yourselves can make a difference in our industry & community by volunteering just 1 hour of your time a month. Bring your passion & ideas and help build our chapter and our industry!

I hope to see you on Tuesday at Mijares and in Costa Mesa at our Annual Training Conference the next weekend.



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

Our August 1 dinner meeting featured Emily Walling from Eastwall Environmental who gave a short presentation on best practices for storing and handling our environmental waste as regulated by our state agencies. Emily is a former CERS/ CUPA inspector that was employed by the Fire Dept to inspect auto repair shops. We emailed a recap of what she shared and she will be at our Annual Training Conference on Sept. 8-10 in Costa Mesa.



Chapter president, Tim Chakarian welcoming a new member, Francisco Sandocal of FNP Auto

Shop Drawing

Certified Automotive Specialists in Glendora was drawn in the Shop Drawing, and Gene **was present to win the \$240!**

The prize will reset to \$200 for our next drawing.

Remember, you must be present to win!



Sept. 5, 2023- Mijares

**Walt Commans, ASE
Western States Consultant
and former Membership
Director for ASCCA Chapter 5**

Walt Commans was Membership Director for Chapter 5, for many years. He will be giving his own personal views on what makes ASCCA Chapter 5 different and why we stand out.

Walt will also be speaking on many important topics affecting our industry including:

- The importance of making a good first impression in our industry
- The new ASE certifications for ADAS and electric vehicles
- How special certification is required
- The importance of ASE certification and the direction it is heading

Walt will be bringing prizes to be raffled off at the end of the chapter meeting. You definitely don't want to miss this event!

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

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

"SHOP OWNERS HELPING SHOP OWNERS"

When:

Tuesday, Sept. 5, 2023
6:00 PM – Networking/Dinner
6:45 PM – Program
9:00 PM – Finish

Where:

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

Menu:

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

Cost:

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

UPCOMING MEETINGS & EVENTS

Sep 8-10 - ASCCA Annual Training Conference in Costa Mesa

Oct 3 - Social Event/ Oktoberfest - Frogtown Brewery in LA/Atwater Village

Nov 7 - Gene Morrill - "One thing that will improve your life and business."

Dec 9 - Christmas/Holiday Party at Courtyard by Marriott in Monrovia



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

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

WHAT: 2023 ASCCA Annual Training Conference

WHEN: September 8-10, 2023

MEETING/HOTEL LOCATION: Crowne Plaza Costa Mesa

3131 Bristol Street, Costa Mesa, CA 92626

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

ASC EDUCATIONAL FOUNDATION (ASCEF)

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

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

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

This is a head's up to prepare for our Holiday Food Drive which begins immediately. The recipient charity is Ascencia in Glendale.

“Ascencia’s mission is to lift people out of homelessness, one person, one family at a time.”

More details will come out shortly, but I wanted to give you a heads up now.

Ascencia will also be the recipient of funds generated at our Chapter Christmas Party/Casino Night on Saturday, December 9.

**MARK THE DATE: 12/09/23 at
COURTYARD BY MARRIOTT IN
MONROVIA
GREAT FOOD AND FUN!!!**

Tax and Business Tips from Norm Blieden, CPA

The Trouble With 0% Financing

Companies want to make it easy to buy their big ticket items, especially at times of economic uncertainty. A popular technique is to offer 0% financing when you buy furniture, electronics and other household items. You can also take matters into your own hands with a credit card that offers 0% APR on purchases, balances transferred to the card, or both.

While paying for goods and services with 0% interest may sound appealing, there are risks you'll face that you should be aware of before you take this step.

What's hiding behind 0% financing

Here are some of the potential problems hiding behind these 0% financing offers:

- Special financing offers make it easier to overspend. Psychology Today reported that credit card use can easily result in overspending, and the same is true for loans. The key is to understand the monthly payments you are committing to, and ensuring you can handle them. At the same time, try to assess your purchase decision. Would you buy this item if the 0% offer was not available?
- Some 0% APR offers come with deferred interest. Hidden in the fine print of some 0% interest offers may lurk deferred interest charges. This means that while you're enjoying monthly payments with no interest, the interest charge accrues over time. If you miss a payment, have a late payment or haven't paid off the loan by the end of the 0% offer period, the accrued interest gets added to your unpaid balance. The key is to precisely understand what happens if you miss a payment or don't follow the 0% offer exactly as written...before you take the 0% offer.
- The 0% offer may be impacting the price. Remember, money has value and someone is paying the interest cost of the 0% financing. Usually the merchant is hiding the cost inside the price you are paying for the item.

What you can do

Before considering a 0% interest financing offer on your next purchase, do this:

- Save up for large ticket purchases. Instead of financing items and ensuring you have even more bills to pay each month, start saving for pricier purchases on a regular basis. Even better, leverage the value of your savings within higher interest savings account options that are now in excess of 4 percent.
- Turn on your negotiating switch. Whenever you see a 0% offer, there should be a discount available to you for paying upfront. Someone is paying the interest and it is probably going to be you if the financing cost is built into the price you are paying.
- Pay on time! Finally, if you do think the 0% option is a deal for you... set up auto payments. Most of these deals are unforgiving and punitive if you miss a payment, so automate them to avoid this possibility.

(Continued on page 8)

Your Home is a Bundle of Tax Benefits

There are many tax benefits built into home ownership. Here is a review of the most common.

The home gain exclusion. When you sell an asset for a profit, it creates a taxable event. If the asset, though, is your primary residence, you can exclude up to \$250,000 (\$500,000 if married filing jointly) of these gains. Special rules do apply, but this is a major tax benefit of home ownership. How to take advantage: You must live in your house for at least 2 of the previous 5 years to qualify for the home gain exclusion. Start planning now if you think you'll be selling your house in the near future so you can qualify for this tax break.

Itemized deductions. Mortgage interest and property taxes are two deductions you can claim as a homeowner. The interest is deductible on the first \$750,000 associated with loans secured by your primary and secondary residences (\$1 million for mortgages underwritten prior to 2018), while up to \$10,000 of property taxes may be deducted. You may also deduct points paid as an itemized deduction over the life of your mortgage. How to take advantage: You need to itemize your deductions to take advantage of these tax breaks. Consider bunching your mortgage interest and property taxes with other itemized deductions such as charitable contributions, taxes and excess medical expenses to try and exceed the standard deduction for your filing status.

Free rental income. You can rent out your home for up to two weeks and not claim the income. While you cannot deduct expenses in this scenario, this is a great tax break if your home is located next to a popular landmark or a major event. How to take advantage: Keep track of how many days you rent out your home so you don't go over the 14-day limit. If you rent your house for just 15 days over a given year instead of 14, you'll owe taxes on all rental income for that year, including the first 14 days.

Home office deduction. If you use a portion of your house exclusively as a home office, you may be able to deduct certain expenses such as mortgage interest, insurance, utilities, & repairs. How to take advantage: To qualify for the deduction, you generally must use this portion of your house exclusively for business purposes on a regular basis. So be sure to understand the limitations of this deduction.

Your house is a great place to control the amount of tax you owe, but only if you know the rules and can apply these rules to your situation. Use this information as a starting point to see if there are ways to leverage your home's tax benefits.

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

Vehicle Delivery Process: The First Step to Your Next Sale



The transaction isn't the end of the process—it the beginning of the next sale.

By Joe Marconi - This story was originally published in Ratchet+Wrench on Aug. 23, 2023

Every fall I have my chimney cleaned. For years, I would search for a reputable local company. Then, 10 years ago, I met Mike at AAA Chimney, and he became my go-to guy. Each year, Mike returns and earns my trust over and over. You may wonder if it's because he cleans my fireplace better than anyone else or if it's the price. While those are reasonable questions, the real reason why he gets my business year after year is simple: Before he leaves my home, Mike takes the time to review exactly what he did, gives me tips on how to best care for my fireplace and then he books the next appointment for the following year. In essence, he performs what we know as a vehicle delivery process, or in Mike's case, a chimney cleaning delivery process.

Performing a comprehensive vehicle delivery process and booking the next appointment in our industry is nothing new. Many shops have been doing it for decades. However, there are still many repair shops that have not adopted this goldmine strategy. The vehicle delivery process helps to create that memorable experience that gives the customer a compelling reason to return. When combined with scheduling the next appointment, your repair shop stays branded in your customers' minds, improving customer retention and helping to ensure future sales.

The auto repair business today is not like it was. Even 10 years ago we would measure customer retention with a factor of four, meaning that customers visited your repair shop about four times a year for routine services. Today, unless there's a breakdown or a warning light, you're lucky to see your typical customer once a year for routine service. Consumers these days don't have the same sense of urgency regarding vehicle maintenance as they once did. Just think about all those customers who have traveled over 15,000 miles in their vehicles since their last oil change. This trend has been slowly creeping up for the past 15 years, if not longer.

There's another factor we need to consider: if the length of time between visits is too long, the average consumer loses some of the emotional connection they have with their repair shop. What you don't want to happen is when the oil maintenance light does come on, your customer just finds the most convenient shop to get the oil service done. Think that doesn't happen?

Unless you're fortunate enough to be in a heavily populated area with no competition, and car counts are never a problem, you will benefit from a well-defined vehicle delivery process; a customer touch point that brings the entire customer experience full circle. Vehicle delivery is never a transaction. It is an opportunity to keep building the relationship. It's also essential that your service staff discusses and books the next appointment. Everyone reading this knows that booking the next appointment is a strategy being done by dentists, doctors, hairdressers, nail salons, eye doctors, pet groomers, and yes, even Mike at AAA Chimney.

Booking the next appointment is not limited to oil change services either. Just consider all those recommendations you make on just about every car you service each day. Why not create a process that helps to fill up your calendar with profitable future services needed by your existing customers? Don't rely solely on your CRM program either. The impact of an engaging vehicle delivery process is powerful.

Every customer that leaves your shop today will need future services and repairs. The question is: Where will they go? Make your vehicle delivery process your first step to your next sale.

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.

Curating the Customer Experience



How collecting customer information can improve your service.

By Lindsey Gainer - This story was originally published in Ratchet+Wrench on Aug. 22, 2023

“May we contact you with specials from time to time?”

It’s a simple question, but one that can change the way your shop operates in important ways. Keeping the lines of communication open with customers after their car pulls out of your garage is imperative to continue building trust and encourage a return visit.

Gregg Rainville is the chief revenue officer for Mechanic Advisor, a digital platform specializing in automated marketing solutions for the automotive industry. Of all the information you can collect from a customer, he says, there’s nothing more important than their contact details and permission to stay in touch with them once the repair is finished. He explains why here.

As told to Lindsey Gainer

Build Data Collection into Your Check-In Process

It’s important for a shop owner to collect cell phone numbers, emails and mailing addresses from every customer that comes through the door. This should be part of every check-in process, no matter what the job. How can you accomplish this? It’s simple, really ... just ask!

Have your front desk or service counter tell each new customer that the shop sends out specials, repair updates or shop news through email and text, then have them ask for their contact information and permission to reach out. You can even create a script, so they don’t forget to bring it up ... something along the lines of “If you check this box, we can send you specials from time to time” or “This allows you to be part of our VIP club where we will text you specials every now and then.” I’ve even seen shop owners pay bonuses to the service counter based on the number of cell phone numbers they collect—it’s that important.

If your shop is using digital customer management software, the request and permission is likely built into the flow of data entry. If you’re collecting information through paperwork, make sure the customer gives their permission in writing, either on their intake forms or invoice. Provide a section where they can opt-in and sign off to receive texts or emails moving forward, so you have their permission on record.

Putting the Data to Work

Not only does having a customer’s contact information allow you to ensure they’re satisfied after the visit—since you can ask for feedback and send surveys—you can also use it to request that they leave you a review on websites like Google, Yelp, Facebook, etc. to help grow your reputation online. □

Most important, a database of contacts is the foundation upon which you can build an effective marketing strategy. Sending specials, referral programs and shop news through email, text and direct mail is an ideal way to encourage return business. There are many reputable software programs and marketing companies that can help a shop build a marketing schedule and set up reach-out sequences after a visit to gauge customer satisfaction, build reviews and improve customer retention. In many, you simply ‘set it and forget it.’ You’re enhancing your customer’s experience and boosting retention without even having to think about it!

Always Respect Your Customer’s Preferences

Of all the information you can collect, I would say getting a cell phone number for texting is the most important. In today’s world, people are glued to their smartphones and like quick conversations, updates and specials sent to them through text messages. This is the way most younger customers prefer to communicate, and many of the older ones as well. I actually had a shop owner tell me once that he now feels like phone calls are intrusive, like someone is kicking in his door, and he prefers text messages from the businesses he patronizes. I think a lot of people feel the same way, that’s why it’s important to ask the customer what they prefer when you check them in and then contact them accordingly. Always communicate with your customers in the way they select, even if it’s not necessarily your preference. They’ll appreciate it, and be more receptive to future outreach.

Use technology to your advantage!

Annual New Car Ownership Costs Boil Over \$12K

Written by Brittany Moyer, AAA

Published in AutoBodyNews.com on Aug. 30, 2023

AAA's Your Driving Costs (YDC) has been a reliable data source for the expenses associated with owning and operating a brand-new vehicle for more than seven decades.

Based on the latest figures, the average cost of owning and operating a new vehicle in 2023 has increased significantly, with an annual expense of \$12,182 or a monthly cost of \$1,015. This is a sharp increase from 2022 when the average yearly cost was only \$10,728, or \$894 monthly.

The overall average manufacturer's suggested retail price (MSRP) of the new vehicles in the 2023 YDC study is \$34,876. This is \$1,575 (4.7%) higher than last year.

"It's important for car buyers to clearly understand the costs associated with owning a new vehicle," said **Greg Brannon**, AAA's director of automotive research. "Due to global supply chain issues and constrained inventory of new vehicles, car prices rose dramatically in 2022. And while the situation continues to improve, the spillover effects are keeping prices high."

It is important to note MSRP does not always correspond to a consumer's actual purchase price and may vary depending on demand. Furthermore, a higher sticker price directly impacts finance costs, with this year's vehicles boasting an average annual finance charge of \$1,253, a staggering 90% increase from the previous year.

The change in the annual cost of owning a new vehicle is also likely driven by:

- Depreciation, which is the difference between the car's value upon purchase and the value of the car when sold. According to this year's YDC projections, new vehicles are expected to depreciate by an average of \$4,538 per year over five years of ownership, up 24% over 2022.
- The jump in new vehicle prices (up almost \$1,600) compared to used vehicle values that have experienced a decline in the past year.
- Automakers across the board have focused on producing more oversized, luxurious, and expensive vehicles, loaded with extra features that bump up prices even more.

Compared to last year, one of the higher annual cost categories was fuel, but this year's average cost per mile has decreased by roughly 2 cents per mile. It's worth noting the cost of charging EVs has actually increased, by almost 2 cents per kWh over last year, from 13.9 cents per kWh to 15.8 cents per kWh. The increase is likely accounted for by higher-than-expected inflation, according to the U.S. Energy Information Administration (EIA).

Given their size, fuel economy and prices, it should come as no surprise that ½-ton pickups have the highest average driving cost among all vehicle categories covered in the YDC study. Interestingly, the pickup truck market has slowed over the last 12 months as gas prices trend high and financial costs climb. Pickup trucks excel at hauling and towing, although many buyers do not use them for these purposes. Potential buyers should remember the unique capabilities of pickups come at a high cost of more than \$1 per mile.

"The once popular pickup truck is now seeing a slight decline in demand as these vehicles have become increasingly expensive, rivaling the price of many luxury cars," said Brannon. "As interest rates continue to climb, this adds a layer of expense per month that consumers should consider when shopping for their next vehicle."

Source: AAA

Submitted by Gene Morrill, published by [AutoBodyNews.com](https://www.autobodynews.com)

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

CARS & CAREERS

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



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

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

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

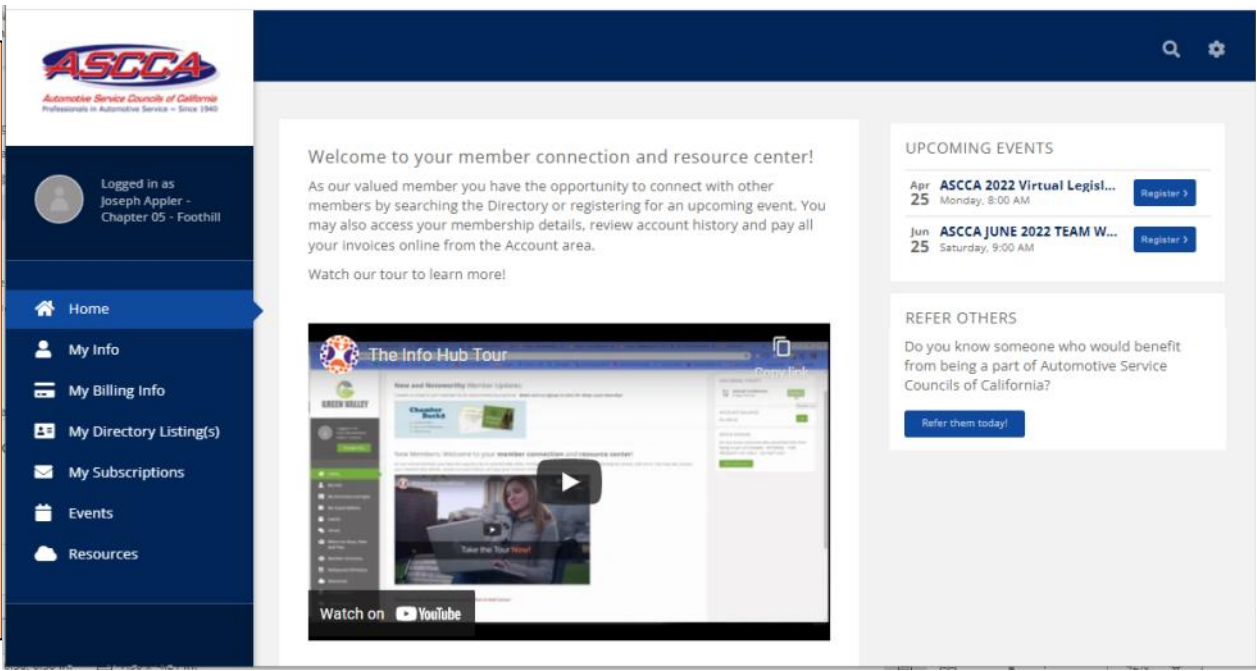
- FANTASTIC CARS, TRUCKS AND MOTORCYCLES
- OPPORTUNITY DRAWINGS FOR AUTO PARTS AND ACCESSORIES
- VENDOR BOOTHS
- FOOD TRUCKS
- EXPLORER ACTIVITIES AND DEMONSTRATIONS
- MUSIC BY 8-TRACK CARL'S MUSIC MEMORIES



PLEASE REGISTER USING THE QR CODE

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

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



DISCLAIMER

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



ASCCA Advantage

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

The ASCCA Advantage is:

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



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



ASCCA Members Get Access to Corporate Partner Discounts and Benefits

Business Supplies, Equipment & Services



AESwave specializes in sales and support of automotive diagnostic equipment.

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



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

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



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

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



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

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



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

Chris Griebling (725) 231-4723
chris.griebling@acatglobal.com



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

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



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

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



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

John Hartman (619) 300-4910
john_hartman@genpt.com



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

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



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

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



Mechanics Marketplace offers the Automotive industry 3 staffing solutions!

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

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

Education, Training & Business Coaching



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

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



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

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

Insurance & Legal Services



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

Customer Service (530) 668-2777



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

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



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

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

Internet Marketing, Web Design & Search Engine Optimization



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

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



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

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



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

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



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

customerservice
@optimizesocialmedia.net
(855) 676-1212



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

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

Merchant Service/Payment Platform



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

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



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

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



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

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

Software Providers



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

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



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

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



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

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



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

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

Uniform and First Aid Services



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

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

Additional Benefits of ASCCA Membership

Government Affairs & Political Representation

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

Member-to-Member Communications

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

Local Chapter Events

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

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

To learn more about ASCCA member benefits visit
www.ascca.com/memberbenefits

ASCCA Communications

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

ASCCA Branding

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

Educational Foundation

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

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

January 2023

ASCCA CODE OF ETHICS

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

Chapter 5 Associate Members

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

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

ASCCA Chapter 5 2023 Board of Directors

Executive Board

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

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

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

Treasurer.....Thomas Maimone
 Phone..... (626) 676-0659
 Email.....Thomas.m@crowncitytire.com

Board of Directors

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

Committee Chairs

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

Government Affairs
 Open

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

Membership
 Open

Chapter Rep

Tim Chakarian(626)792-9222

Chapter Staff

Administration & MembershipJoseph Appler
 Phone.....(626) 296-6961
 Text/Cell.....(818)482-0590
 Email.....asca.05@gmail.com

Chapter Contact Information

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

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

ASCCA State Contacts

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

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

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

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

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

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

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

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

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

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

Government Offices/Contacts

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

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

Find your US Legislator
https://openstates.org/find_your_legislator/

Find your California Legislator
<https://findyourrep.legislature.ca.gov/>

Find Everyone in the Government Whose Decisions Impact You
<https://www.commoncause.org/find-your-representative/addr/>