



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

FEBRUARY 2026

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or use this QR code:



If you refer a shop who joins, you get \$125 when they pay their first year.

PRESIDENT'S MESSAGE

FEBRUARY 2026

As we move into 2026 we cannot do business as usual and stay competitive and profitable as in the past. Our customers are now 24/7 customers, often texting/ making appointments in the middle of the night.



At my shop, most online appointments or requests for services are at 11:00pm to 4:00am. Is your shop management or CRM provider handling these requests? If not, another shop's CRM system will be.

We are continuing our "Making Money" series so we can still stay competitive, profitable and handle our customers requests for services and repairs. Join us at Mijares Mexican Restaurant in Pasadena on February 3 at 6:00pm. (See the info on [page 3](#).)

We also have coming up Elites "Fly with the Eagles" 3-Day Shop Owner and Manager Bootcamp on February 19-21 in Glendale, CA.

See you there!

Craig Johnson

ASCCA Chapter 5
President, 2025-2026
Craig Johnson Automotive
Rowland Heights
626-810-2281



JOIN US AT MIJARES ON FEBRUARY 3 FOR OUR MONTHLY DINNER MEETING

**“Numbers to Track, What They Mean & How
to Make Money Using These Numbers”**

We will dive into Sales, Gross Profit (GP), Expenses and the best number of all- Net Profit (NP). Net Profit is the amount left for you.

(We will show you how you can make it work in your shop.)

We will also show you how to build a profitable model for your shop, Show you how to calculate your break-even number for each day, and what are the best numbers to watch and be tracked & why.

Do you understand productivity and efficiency?

We will get you up to speed, it's important.

Please save the date, February 3rd, and join us for some number pie and fun, you won't regret it.

The best part of our meeting is the networking: meet others and grow to a super star shop.

“SHOP OWNERS HELPING SHOP OWNERS”

Doors open at 5:45 - Buffet served at 6:15 - Program begins at 7:00

**Primary regular and associate member is free;
all others are \$42/each at the door.**

As always, potential members are free for two up to two meetings.

When:

Tuesday, Feb. 3, 2025
6:00 PM – Networking/Dinner
7:00 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 5 Member
- No Charge for Potential Chapter 5 Members up to two times
- \$42 ea. for all others

RSVP on the Evite you received or, if you didn't get an Evite, RSVP to ascca.05@gmail.com

About 50 shop owners, spouses & managers were present to learn from Tom Amero from Elite Worldwide. He gave us a beginning-of-the-year inspiration on how our leadership mindset will steer us to how shops view every situation, and he challenged us to move into 2026 with a positive and fun vibe. — Thank you, Tom.



2026 FIRST QUARTER MEETINGS & EVENTS

The Chapter 5 Making Money Series (Who doesn't want to make money?)

Don't let another year go by, and not make money.

- This is a 3-month January, February and March series at our general meetings on Basic Key Performance Indicators (KPI's- numbers that make you profit.) How these numbers apply to you, and what they mean.
- How to set a basic budget, How to understand a P&L statement (Profit & Loss, hopefully more profit than loss.)
- How to avoid slow days and marketing.
- This is for owners, for sure, maybe managers and maybe service advisors
- Our friends at Elite Worldwide are flying in to kick this off, so don't miss this free opportunity to be a super star, have less stress, and make money.
- First Tuesday of each month.

Jan 6 - Elite at Mijares

Love the Shop Again — Mindset Shifts for Leaders Who Want More

Tom Amero, Director of Operations, Elite Worldwide

Primary Goal/Purpose:

Help shop owners reignite their passion for their business by adopting the mindsets and leadership habits that create thriving, people-first shops.

Key Sections:

- Growth vs. Fixed Mindset – how the way you think shapes your results.
- Extreme Ownership – turning challenges into opportunities by taking full responsibility.
- The Question Behind the Question (QBQ) – reframing problems to find powerful solutions.
- Building a Winning Culture – creating an environment employees and customers love.
- Training, Coaching, and SOPs – the leadership tools that set your team up to win.

Overview:

This fast-paced, story-driven session helps owners move from burnout to belief, showing how a renewed mindset and clear leadership principles can transform both results and morale.

Summary of the next two meetings

Our February Meeting will be on Profit Structure

What numbers to look at & how to calculate a profit number for your shop. Labor, parts, lost sales, effective labor rate and how to make a profit. How to calculate your break even number per day.

Our March meeting will be on making a budget for profit and exploring the P&L statement

We will give you an excel budget for you to use in your shop. Show you the benefits of reading a P&L statement.

All shops are welcome, please let others know of this making money opportunity.

2026 ASCCA5 Calendar of Events

January							
Su	M	Tu	W	Th	F	Sa	
				1	2	3	
4	5	6	Elite at Mijares		9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

February							
Su	M	Tu	W	Th	F	Sa	
1	2	3	Making \$\$ Series #2 at Mijares			7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	Elite "Fly with the Eagles" in Glendale			

March							
Su	M	Tu	W	Th	F	Sa	
1	2	3	Making \$\$ Series #3 at Mijares			7	
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April							
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June							
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29	30						

December							
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20	21	22	23	24	25	26	
27	28	29	30	31			

Yellow Monthly Chapter meetings
 Orange Board meetings at 6:pm on Zoom. Come sit in. [Click HERE to join us.](#)
 Blue Special Events

My Own Burnout Wake-Up Call— Gene Morrill

I have come to be a flame thrower, since overcoming my burnout.

Over the many years of shop ownership, I started in 1978, I have battled with burnout myself. From the outside, things looked great — the business was growing, we were making more money. But behind the scenes, I was wearing down.

It wasn't one big crash — it was more like a slow leak. I started waking up in the middle of the night with my mind racing and couldn't fall back asleep. I'd go into the next day foggy and frustrated, showing up for everyone but not *fully present* with my family, my friends, or my team. I started forgetting important things — more than normal, and more than I was okay with.

And the hardest part? I *knew* I was burning out, but I kept pushing. Why? Because there's only so much time and I wanted to get things done.

But here's what I've learned the hard way: if we don't take care of ourselves, we'll eventually run out of fuel — and everything we care about suffers.

So I started making some shifts. Protecting space to think. Saying no more often. Reclaiming rest. I'm still figuring it out, but I'm climbing out of it stronger — and more aware of how easy it is to fall into that pattern if we're not careful.

If any of that sounds familiar, you're not alone. Burnout doesn't mean you're weak. It means you've been running too hard, for too long, without enough support. And there's a way back.

For new or short time shop owners, you most likely have not experienced this, so hopefully you can make better decisions than I did.

6 Ways to Fight Back Against Burnout

Here are six things you can start doing now to protect your energy, your mindset, and your love for your business:

1. Guard Your Schedule

Stop giving away every hour of your day. **Say no** to unnecessary meetings. Unsubscribe to any emails not relevant to now. Block time for planning, for thinking, even for a short walk or a workout. Protecting your schedule isn't selfish — it's what strong leaders do to stay sharp.

2. Let Your Team Help

You don't have to solve every problem yourself. Give your team a chance to rise by handing off more responsibility. It's not about letting go of control — it's about building a team you can trust and freeing yourself up to lead. Look in the mirror, you can be the largest roadblock.

3. Make Space to Think

You're not just a technician or a manager. You're the *visionary* of your business. You need time to work *on* the shop, not just in it. Step away from the chaos long enough to refocus on your mission, your goals, and what really matters. Put a "Do Not Disturb" sign on your door and protect this time like your life depends on it.

4. Take Care of Your Body and Mind

Burnout often starts with skipped meals, late nights, and no movement. Start small — 30 minutes of exercise, going to bed on time, a few minutes of quiet in the morning. This isn't fluff. It's fuel. You can't pour from an empty cup.

5. Make the Tough Calls

That conversation you've been avoiding? That team member who isn't working out? That thing in your gut you know needs to change? Face it. The longer you wait, the heavier it gets. Making hard decisions creates freedom — and breathing room.

6. Get Around the Right People

You were never meant to do this alone. Whether it's your coach, a peer group, or fellow shop owners online, connection changes everything. Start by building a relationship with an ASCCA fellow shop owner, have a breakfast, lunch or dinner with them or even a small group of members. They're a great way to reset, get perspective, stay grounded and build lasting relationships. I have.

If you're looking for deeper support and accountability, consider hiring a coach. All successful shops have a coach; all successful sports figures have a coach; and all successful leaders have a coach. Think about that.

Final Thought

Burnout doesn't just affect your business — it affects your relationships, your health, and your peace of mind. You've built something great. Now let's make sure you build it in a way that's *sustainable* and *fulfilling*.

If this hit home for you, don't keep pushing through alone. Talk to your ASCCA friends, hire a coach, or find a mentor. Show up to the next ASCCA meeting. Reach out. You're part of a community that's here to lift you up.

Don't make another resolution, make a commitment to succeed.

My former owner, 40-ish years ago always said, "If you don't succeed—suck eggs."

Gene

FYI: You matter. Your health matters. Your energy matters.
And we're here to help you win — in business and in life.

Tax and Business Tips from Glenda Y. Lang, CPA, CFA



Year-end tax planning strategies

Why it is even more important to file and pay online

It is now more important than ever to e-file returns and make e-payments whenever possible, due to a change in the way the USPS postmarks mail. Starting December 24, 2025, mail is no longer postmarked until it reaches a regional processing center, which may not be where the mail was dropped off and could create a gap of days between the date the mail piece is dropped off and the date it is postmarked. This has very clear implications for time-sensitive mailings such as tax returns.

The change appeared in the August 26, 2025, statement the USPS filed in the Federal Register proposing to add new §608.11 to the Mailing Standards of the United States Postal Service Domestic Mail Manual. According to the statement, §608.11 explains that “while the presence of a postmark (also known as a “cancellation”) on a mailpiece confirms that the Postal Service was in possession of the mailpiece on the date of the postmark’s inscription, the postmark date does not inherently or necessarily align with the date on which the Postal Service first accepted possession of a mailpiece”. Interestingly, the statement also notes, “The proposed Domestic Mail Manual addition does not signal a change in postmarking procedures”.

Options for taxpayers using mail

Taxpayers who want to ensure that returns or payments sent through the mail are timely submitted will need to request a hand-stamped postmark at the USPS counter to record the actual mailing date. Another option is to purchase postage at the counter, where the stamp includes the date the mail was accepted. Taxpayers can also use certified or registered mail to show proof of mailing date, but note that there is an additional cost for these services.

For the purposes of tax returns, with the recent phaseout of paper checks for both taxpayer refunds and tax payments, more and more taxpayers are likely e-filing and making payments online. Executive Order 14274 was issued by President Trump on March 25, 2025, and directed the U.S. Treasury to stop issuing paper checks by September 30, 2025, as well as mandating that all payments to the federal government be made electronically “as soon as practicable”. Although, to date, there are no changes being made to how payments to the U.S. Treasury should be made, so taxpayers should continue to use existing payment options until further notice.

X & L CPAs, LLP
595 E Colorado Blvd., Ste 432; Pasadena, CA 91101
(626)440-9511; info@xlcpas.com

DONUT 94 SEAGULL MANAGEMENT

Monday morning and Louie's Auto is humming. Service Writers, Willie Makit and Betty Wont both arrived early and get all the repair orders organized and ready.

Techs Rex Karrs and former shop teacher turned tech, 3 Fingers, each had easy jobs to get started and top tech Frankie had time to oversee their work.

Seldom had a Monday started off so well. Meanwhile, things weren't so good at Casa de Louie. He had just discovered, after he had stepped in it, that there was fresh dog poop on the floor in the bathroom at home.

He turned on the water in the shower to warm up as he wiped up as much mess as he could with tissue. The toilet seemed slow to drain after the mess was flushed. He notices the water in the shower is not getting warm. There's no hot water. The shower drain is backing up, as well.

Louie does what he can to get ready. He can call the plumber after he gets to work. As he approaches his car, he notices it seems to be low to one side. Great, he has a flat tire. He is pretty well steamed now as he changes the tire.

He arrives at work. The parking lot is filling up. He goes straight to his office without saying much. Soon, he calls Betty to come to his office.

"Betty, you're not writing nearly as many repair orders as Willie," , he said.

"Willie is a train wreck some days. I have to correct his work and sometimes even call customers". Replied Betty.

"Well, step it up, Betty. If you can't improve production, I may have to get someone in here who can", he said gruffly.

"Frankie, come up to the office now"

"Yes Boss" What's up?

"Frankie, your billed hours have slipped recently".

"Sorry Boss. I've had to redo a few of Rex's jobs. And Willie keeps giving 3 Fingers cars on which he really doesn't have the training to complete. The tire mounting machine keeps malfunctioning, and I've had to repair it. I've mentioned this several times, but you haven't called the people to repair it. We really need a new one."

"Nothing but excuses. You need to work harder" bellowed Louie.

Louie walks to his car and tells Betty he'll be back later.

Frankie heads out back for a smoke break and Betty follows. Frankie tells Betty that Louie is a Seagull Manager.

Betty cocks her head and asks what is that?

Frankie says that "everything is flowing smoothly. Louie swoops in flapping his wings, making all kinds of noise, disrupting everything and pooping all over. After that he flies away, just like a seagull.

Betty spits coffee out her nose.

You know this needs to be shared. Please do it and ask your friends to join.

Thanks for reading.

Print this out and lay it on appropriate desks.

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Submitted by Gene Morrill

Please Support the Sponsors of ASCCA Chapter 5

Elite Circle:



For over 30 years, Elite has gone above and beyond to help automotive professionals refine their skills, grow sustainably, and reclaim their personal lives! From sales training, to management coaching, to a mastermind peer group, Elite offers a way for anyone to experience the expertise of our team of industry leaders and veterans. We strive to breed success the RIGHT way, through tried and true methods and sustainable techniques.



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We have been using Hawley Insurance for years. Every year they compare our Workmen's Comp. and business insurance to get us the best rates for what we need. They are always a phone call away or will visit your shop. They only handle commercial, so they know what we need. Great people always.
Kirk - Advance Muffler

Gold Circle:

Invite your vendors to join our annual sponsorship circles.
All the information is on page 15

Silver Circle:



Norm Blieden, now X & L CPAs, has been our accountant since 2022, and their expertise and attention to detail have significantly streamlined our financial processes. Both have made a noticeable positive impact on our business operations. I highly recommend their services.
Luis Lopez Automotive

I have been using Justin from Scott auto parts for 10+ years. He supplies our case oil, Freon, coolant, brake cleaner products. He also keeps us well stocked on our fasteners. He comes by at least twice a month- very reliable! He keeps us informed with the latest trends, pricing increases, oil types, etc.- and his wife's cookies are the Best ever!
Paul Brow: All-Car Specialist



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That is only \$2.90 a day!



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The ASCCA Way Will:

- Increase your profits
- More time off and less stress
- Build a network of shop owners to work with
- Training programs at a large discount
- Lower insurance costs & other programs
- A free look at your financials

With the programs and resources available in our association, there is something here for everyone.

What are you waiting for? Join today and take advantage of this fantastic opportunity.

Contact: Gene at (818)261-6009 or
Joseph at ascca.05@gmail.com

Join ASCCA Chapter 5 by clicking [HERE](#)
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ASCCA monitors and fights harmful laws and regulations that cost you money and time away from your business.

Examples:

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

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

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

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

ASCCA has great benefit programs:

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

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

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

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

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Super discounts on uniforms.

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

Camaraderie, fellowship, and life-long friends.

Network with top shops.

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

Get second opinions on cars that are giving you fits.

Education opportunities:

We periodically have free training for service advisors and technicians.

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

Why we need you:

Meet and network with top shops.

Monitor and fight harmful legislation.

Support our great partners and save money.

Support and give back to our industry.



All this for \$87 per month!



Coaching. Peer Groups. Training.

This is ELITE.

WHO WE ARE:

✓ People-First Community:

Where people matter over profit and integrity is prioritized.

✓ Dedicated Experts:

Seasoned shop owners providing tailored coaching.

✓ Results Focused:

Achieve measurable success with ethical, tried-and-true practices.



1:1 COACHING

Top Shop 360 delivers transformative 1:1 coaching for your auto shop's success. See significant growth with personalized, expert strategies and a balanced approach to business. Did we mention NO CONTRACTS?



PEER GROUPS

Elite's Pro Service Peer Group is an energetic community of top shop owners, sharing insights and engaging in dynamic in-person events for shared growth and success.



SERVICE ADVISOR TRAINING

Our Masters Program elevates service advisors into top sales performers, mastering sales objections, ethical high-ticket sales, and exceptional customer relationship management.



MANAGEMENT COURSE

Fly with the Eagles is an in-depth workshop equipping shop owners with a roadmap for leadership excellence, financial mastery, and transformative marketing strategies.

GET IN TOUCH

Eliteworldwide.com/contact/

Contact@Eliteworldwide.com

10 Practical Ways To Grow a Business

1. Improve customer service
2. Upsell existing clients
3. Add complementary products
4. Increase repeat purchases
5. Build partnerships
6. Create referral programs
7. Optimize online presence
8. Train your team
9. Improve systems
10. Track numbers weekly





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The Elite Circle Club: \$2,500.00 The Gold Circle Club: \$1,500.00 The Silver Circle Club: \$750.00

Ask them to choose which level at
this [link](#) or use this QR code.



For more information, or if you have questions,
contact Gene Morrill at 818-261-6009

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TOUCH



(909) 767-1681

Glenda Y. Lang, CPA

Partner



X & L CPAs, LLP

595 E. Colorado Blvd. Ste 432, Pasadena, CA 91101

(626) 440-9511

www.xlcpas.com

Glenda@xlcpas.com

ASCCA Chapter 5 2026 Board of Directors

Executive Board

President.....**Craig Johnson**
Phone.....(626) 810-2281
Email.....craig@cjauto.net

Vice President.....**Seiko Nagata**
Phone(626) 321-8393
Email.....seikosautoservice@gmail.com

Secretary.....**Open**
Phone.....
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Treasurer.....**Greg Lipp**
Phone.....(909) 260-2632
Email.....gmlipp@gmail.com

Board of Directors
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Seminars & Programs - Seiko Nagata

Revenue & Benefits - Open

Membership - Gene Morrill

Government Affairs - Open

Chapter Rep - Open

Chapter Staff

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

ASCCA State Contacts

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

President
Jennifer Barizon(650) 771-1703

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
Natalie Perry.....(800) 810-4272 or nperry@amgroup.us

Communications Manager
Jonathan Flom.....(800) 810-4272 ext. 141 jflom@amgroup.us

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

Government Offices/Contacts

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

Governor Gavin Newsom.....(D)
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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.
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