



ASCCA Foothill Chapter 5  
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## **PRESIDENT'S MESSAGE**

**OCTOBER 2023**

Knock Knock! Who's there? Fall! Fall Who? "Fall" into the third quarter of 2023.

After such an outstanding Annual Training Conference, I'm sure we are all pumped about implementing the wonderful new ideas we learned from inspiring leaders of our industry, Associate Members & each other. Thank you to all who took the time to attend the SOLD OUT 2023 ATC in Costa Mesa last month. Learning, growing & education is all a part of what we do every day.



Additionally, through your generous donations we were able raise enough funds to start another ASCEF scholarship!

Special "Thank You" to Luke Murrey & the ETI committee along with AMG staff for hosting the 2nd annual training conference. If you attended please take the time to give feedback using the survey as planning for the 2024 ATC is already underway.

Our Chapter 5 October meeting will not be at Mijares, our regular location, as we will be celebrating Ocktoberfest at Frogtown Brewery in Los Angeles. [See page 3.](#) There will be a food truck there, & your membership gets one free dinner. Bring your staff & rub shoulders with the best in the industry.

Given today's economy we all know EVERYTHING has increased in cost, hopefully we have learned from past training seminars to adapt and raise our labor rates. October is THE time for all businesses as well as associations to review their current budgets & strategically plan for success in 2024. Chapter 5 is no exception. Your Board of Directors has met & updated our budget for 2024

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and in so doing has found ways where we can provide even greater value in today's tough economy. In reviewing our expenses, we have found throughout the years of meeting at our beloved Mijares restaurant, the cost of dinner has only increased by \$10 a person. To ensure the sustainability & longevity of our chapter the board has found it necessary to increase the cost of our monthly membership dues by only \$10 a month.

Our goal is to continue to provide the support, help & resources to shop owners & their staff as we have done since 1940 when the association was established. Chapter 5 has been the bright beacon of light & a shining example of "Shop owners helping shop owners" for decades, and moving forward into 2024 will be no different. With the growth of so many new members & young fresh ideas presented at meetings, I look forward to the future superstars of this chapter rising to join the Board and flexing not only their abilities but their AVAILABILITY as leaders, entrepreneurship & automotive professionals giving back to the industry by "Elevating, Uniting & Giving Voice."

With that in mind, mark your calendars now to be present in person at the next Team Weekend held in Sacramento November 18 & 19, 2023. Continuing our learning we will be joining the Counsel of Representatives & staff for 2024 Strategic planning & onboarding new State Board members.

If you have never attended a Team Weekend, join me & my wife as and see how you, too, can be totally rejuvenated by being surrounded by amazing shop owners who are building the future of our transportation industry.

Here are some pics from the ATC in Costa Mesa. Another of our Chapter 5 members, Seiko Nagata, has joined the State Board!

See you soon!



A handwritten signature in black ink, which appears to read "Tim Chakarian".

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



OCTOBER 3RD 2023  
6-10PM  
FAMILY & PET FRIENDLY



**IN BEER WE TRUST!**

# OKTOBERFEST CELEBRATION

WITH YOUR LOCAL CHAPTER 5!

FOOD TRUCK  
Dinner credit  
will be provided  
1 per membership

**FROGTOWN BREWERY**

2931 GILROY STREET  
LOS ANGELES 90039,

Outdoor Venue  
- be prepared

LOCATED NEAR 5 & 2 FWY INTERCHANGE

# FOOD DRIVE



## DONATIONS NEEDED!

Homeless services agency and emergency shelter Ascencia is in need of donations to fill their food pantry.

Donate canned foods, dry goods, pantry items, snacks, etc. (Non-perishables and non-expired only).

All food will go toward unhoused or food-insecure individuals and families that Ascencia serves.

**Thank you!**

We are collecting nonperishable food items at each general meeting starting at the October meeting and our goal is to donate over 200 cans or items in December.

At our September 5 meeting, we heard from Walt Commans, a long-time friend of Chapter 5, and we honored him for his decades of service to the automotive industry, our Association, and our Chapter.



## ***Shop Drawing***

Seiko's Auto Service in Monrovia was drawn in the Shop Drawing, and Seiko was present to win the \$200!

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

Remember, you must be present to win!



**Nov. 7, 2023- Mijares**

**Gene Morrill -  
“Case studies of shop owners  
– Pathways to success”  
Tips, Tricks and Methods of  
Success**

**Former Chapter 5 President and Board member. Successful owner of Certified Automotive Specialists in Glendora (now expanded to two shops,) and business coach with Elite International.**

**Gene will draw from his decades of experience and share with us some case studies of how shop owners transformed to reach greater profit and productivity in their shops and lives.**

**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](mailto:asca.05@gmail.com)**

**"SHOP OWNERS HELPING SHOP OWNERS"**

**When:**

Tuesday, Nov. 7, 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**

Oct 3 - Social Event/ Oktoberfest - Frogtown Brewery in LA/Atwater Village  
Nov 7 - Mijares - Gene Morrill: “Case Studies of Shop Owners - Pathways to Success”  
Dec 9 - TBD  
Jan 2, 2024 - Mijares - Maylan Newton

# Win Them Over with DVI



*Helping customers create repair plans through inspections is smart business.*

By Kimanzi Constable - This story was originally published in Ratchet+Wrench on March 28, 2023

**Trust is one of the best ways** to create lifelong customers. If your customers don't trust that you have their best interest at heart when recommending repair options, they won't return to your shop. In an industry where perception varies widely among customers, one of the ways to garner trust is by helping customers understand and plan vehicle repair through digital vehicle inspections (DVI).

"We've been doing DVI's for nearly 10 years, and they're visual. We have a 15-picture minimum—the more pictures you can do, the better we've found," says Joe Tilson, owner and operator of Tilson's Auto.

"Our service advisors go through the DVI and add notes about what the customer needs to know. We make sure what the customer sees makes sense. We use software called AutoVitals that helps customers understand the issues better. We bring up as much information as possible, so they understand what's important."

Here's how to help customers interpret digital vehicle inspection findings so they can make confident buying decisions with your shop.

## **Teach Customers How to Read DVIs**

No one wants to pay for services they don't understand. When customers spend money, they want to feel comfortable knowing they're getting exactly what they need to repair their vehicle. DVIs help them see what's wrong, see the significance of the repair and why it's important to fix sooner than later in most cases.

When discussing DVI with customers, help them to understand what they're seeing. Teach them how the DVI findings provide the information needed to service their vehicle best and that having the information is the best way to ensure their vehicle runs smoothly for years to come. A lot of information is coming at your customers every day—they're inundated with things they need to understand. Just receiving a DVI is not enough if they don't understand them. Be clear but know when to stop and allow them to process the information.

"For our shop, DVIs allow us to be as transparent as possible with our customers," says Diego Cardenas, service manager of Motorhaus, owned by Martin Lopez Da Cunha. "It helps when you show customers what's needed in an inspection. DVIs have made a world of difference for our shop and helped us create long-term maintenance plans when we explain the DVI findings. We show customers what's important now

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and in the future.”

## **Show Customers How to Choose a Feasible Repair Plan Based on DVI Findings**

Money is tight these days, especially with talk of inflation and a recession. Customers are conscious of where they spend money and must decide what they need. A smart customer retention strategy is to help customers create a repair plan they can afford based on DVI findings.

If a customer can't afford to fix everything the DVI findings show, what do they really need, and is there a way to make it cost effective for the customer? You may offer payment plans or the ability to finance repairs, but whatever the case, show customers how the repairs are needed and can be affordable.

"People get fixated on price compared to what's wrong with your vehicle," says Tilson. "We send customers the DVI findings, not the estimate to give the customer time to make the best choice for them. Then, we call them and walk through the findings visually. The customers can see what we're seeing when we help them interpret DVIs. They've also helped us close more business because it gives people a sense that we're doing a thorough job. It builds trust by showing that we're not hiding anything."

## **DVIs Can Create Lifelong Customers**

Digital Vehicle Inspections are an essential part of the automotive repair process and industry. DVIs are one of the best ways to understand the value your shop can provide, and they build trust. Use them properly and carefully walk customers through the findings, showing them which repairs are necessary when, and what repairs impact overall vehicle safety.

"A picture is worth a thousand words, and visual DVIs are best," says Cardenas. "Visual DVIs show the customers the important work that needs to be done in a way they can see and understand. We use a software called Shop-Ware that allows us to send texts and emails regarding DVIs and other important information. It's modernized communication and made things easier for technicians to standardize DVIs. Long term, it helps the customer save money."

*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.



# On the Far Side: Bizarre driving laws across the US

BY STAFF/WIRE REPORTS ON SEPTEMBER 25, 2023

## *The International Drivers Association highlights some of the most unusual driving laws that you can encounter on American roads*

The United States is home to many unique driving laws that vary from state to state. While some of these laws might seem quirky, they are nevertheless part of the legal framework that drivers are expected to understand and follow.

The International Drivers Association has highlighted some of the most unusual driving laws that can encounter on American roads.

### **No Honking at Sandwich Shops: Little Rock, Arkansas**

It's illegal to honk a car horn at a sandwich shop after 9 p.m. in Little Rock, Ark. The reasons for this law are not completely clear, but it may have been established to preserve the peace of dining establishments during the evening hours. Failure to adhere to this rule could result in a fine.

### **No Scavenger Hunts: Clarendon Hills, Illinois**

In Clarendon Hills, Ill., scavenger hunts involving motor vehicles are illegal. It appears that local authorities are concerned about the distractions and potential traffic violations they could cause.

### **Mandatory 'Splash Guards' for Dirty Roads: Minnetonka, Minnesota**

In Minnetonka, Minn., vehicles driving on dirty roads are required to have mud flaps or "splash guards" to prevent debris from flying onto other cars. The specificity of the law sets it apart from more general road safety regulations.

### **No Gorillas Allowed: Massachusetts**

This law isn't confined to a specific city but rather applies to the whole state. In Massachusetts, it's illegal to operate a car with a gorilla in the back seat. How and why this law was passed isn't clear.

### **No Running Out of Gas: Youngstown, Ohio**

In Youngstown, Ohio, it's illegal to run out of gas. The law may seem illogical at first glance, but it is intended to discourage negligent driving practices that could put both the driver and other road users at risk.

### **Dirty Tires Prohibited: Minnetonka, Minnesota**

Again from Minnetonka, this law prohibits driving a vehicle with "dirty tires." The law may have been implemented to reduce the debris and dirt that cars can bring onto public roads, particularly from unpaved surfaces.

### **Don't Tie Your Dog to the Roof: Anchorage, Alaska**

In Anchorage, it's illegal to tether a dog to the roof of a vehicle. Violating this law not only incurs a fine but is also considered animal cruelty.

### **The "No Blasting" Rule: University City, Missouri**

In University City, Mo., it's illegal to "squeal" or "peel" out. This law intends to discourage drivers from doing high-speed maneuvers that could lead to dangerous situations.

Published in [Association News](#) and [National News](#)

## **Tax and Business Tips from Norm Blieden, CPA**

No article from Norm this month, but he is offering a free review of 2023 YTD financials & 2022 taxes to our Chapter 5 members. You can reach him at (626) 440-9511.

# 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 keeps us informed on seminars on business management and technical subjects for our shop owner members and their technicians. **Cost is minimal and often free.** This is a tremendous member benefit for you and your employees! Give us your ideas and suggestions for seminars & we will try to schedule the seminars you want. Email the Chapter 5 office at [asca.05@gmail.com](mailto:asca.05@gmail.com).
  - 5. MONTHLY E-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.
  - 6. THE FOOTHILL CHAPTER WEBSITE.** This Foothill Chapter website at <http://www.ascca5.com/> lists members by city. It also lists upcoming seminars and meetings. Contact Joseph Appler at [asca.05@gmail.com](mailto:asca.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 [asca.05@gmail.com](mailto:asca.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](mailto:gilbertmotors@yahoo.com) for more information.
  - 9. CHAPTER SOCIALS.** Our “Planning Commission” 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. We 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 ASCCA web page has three target audiences: 1) ASCCA 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 ASCCA members can learn more about the advantages of being an ASCCA member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASCCA members quickly and easily on the ASCCA web pages. All ASCCA members statewide are listed.
  - 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 [asca.05@gmail.com](mailto:asca.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 \$850/yr. Associate membership dues are \$945/yr.
  - \$400 is the Chapter portion. In 2024, the Chapter dues will be increased by \$10/mo. (\$520/yr.), making total annual Regular member dues \$970 and Associate dues \$1,065.)
  - The remaining portion goes to the State Association.
- When memberships are held in multiple chapters, only the original membership pays the full State Association dues. Additional members pay reduced State dues of \$300/yr. All memberships pay full chapter dues.
- Annual payment is due in the Sacramento office on January 1 of each year.
- Payment plans are available upon approval by the Chapter & State Association. With all payment plans, automatic credit card payments or ACH are now required. There is a \$2.00 transaction fee added for this.
  - 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 rest of this newsletter more benefits.)

- 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 are excited 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. One dinner at the regular meetings is included in your chapter dues. (\$432/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 require automatic payments on all payment plans.)*



## What We Do For You:

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

Examples:

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

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

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

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

ASCCA has great benefit programs:

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

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

Free accounting review of profit and loss statement.

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

Super discounts on uniforms.

Discounts on Alldata and Identifix.

Camaraderie, fellowship, and life-long friends.

Network with top shops.

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

Get second opinions on cars that are giving you fits.

Education opportunities:

We periodically have free training for service advisors and technicians.

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

## Why we need you:

Meet and network with top shops.

Monitor and fight harmful legislation.

Support our great partners and save money.

Support and give back to our industry.

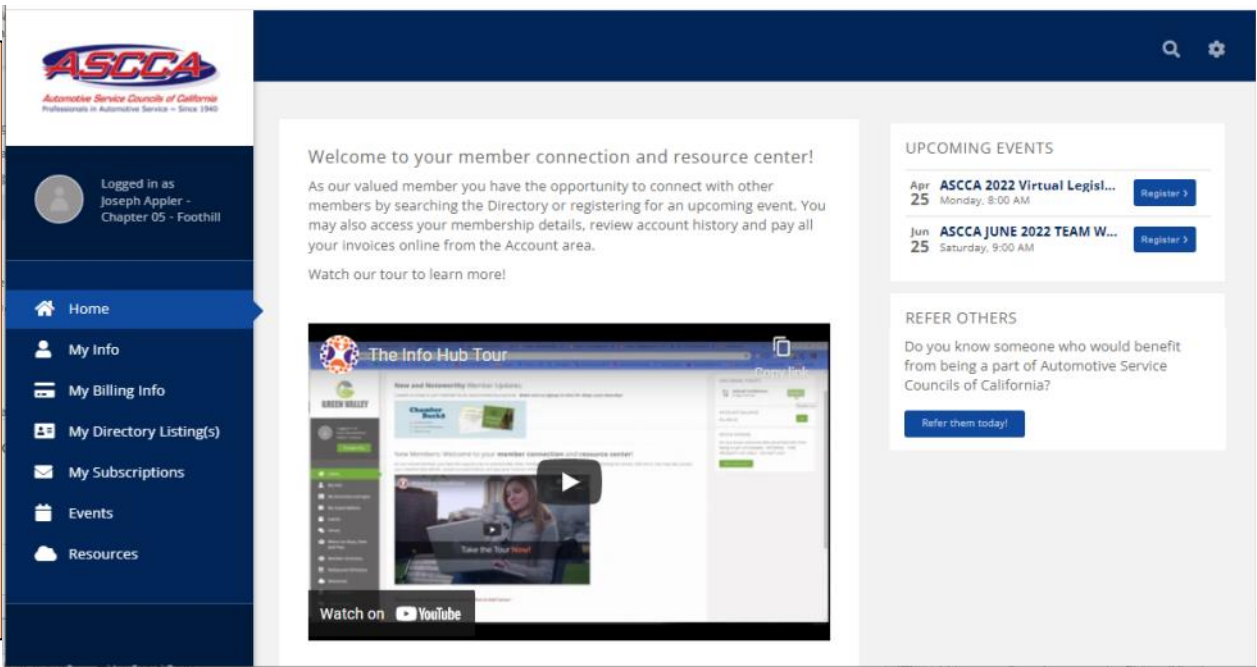
**All this for \$70.83 per month! (\$80.83 in 2024)**



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



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

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



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

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



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

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



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

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



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

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



Mechanics Marketplace offers the Automotive industry 3 staffing solutions!

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

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

## Education, Training & Business Coaching



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

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



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

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

## Insurance & Legal Services



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

Customer Service (530) 668-2777



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

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



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

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

## Internet Marketing, Web Design & Search Engine Optimization



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

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



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

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



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

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



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

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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.

### 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.

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

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

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	<a href="mailto:hansonmrktg@aol.com">hansonmrktg@aol.com</a>
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Highpoint Distributing	Tim Huddleston	805-584-0030	<a href="mailto:tim@irwindalespeedway.com">tim@irwindalespeedway.com</a>
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Undercar Plus	Blake Avelar	310-350-3083	<a href="mailto:blake@undercarplus.com">blake@undercarplus.com</a>
Van de Pol Petroleum	Wes Powell	562-236-1000	<a href="mailto:wpowell@ineedoil.com">wpowell@ineedoil.com</a>

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

# ASCCA Chapter 5 2023 Board of Directors

## Executive Board

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**Treasurer.....Thomas Maimone**  
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## Board of Directors

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 Craig Johnson..... (626) 810-2281  
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 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

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## ASCCA State Contacts

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## Government Offices/Contacts

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 Web.....<http://www.govmail.ca.gov>

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