



ASCCA Foothill Chapter 5

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MAY 2026

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Join ASCCA Chapter 5 by clicking [HERE](#),
or use this QR code:



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

PRESIDENT'S MESSAGE

MAY 2026

Are we ready as Shop Owners for the next phase?

In the past there were notable events that changed our business such as the 2009 Economy and Covid. Now it's the re-classification of our staff into what current employers are paying techs with much lower skill levels than what our staff have but being paid a lot more.



This last weekend, Scott Brown and I represented independent shop owners at a NASTF event in Detroit where we met with the auto manufacturers. In the past they would voluntarily show/share their newest service information and tooling at ETI TOOL TEC. Now the aftermarket tool people are behind for the most part. The OE scan tools are now Client Based on their servers and we get to use them with their permission.

This is what's NASTF is all about, making sure the independent aftermarket has the same service information and tooling that the dealers have. We have that now through agreements, and Scott and I are on the NASTF Board representing your interests.

Please join [NASTF.ORG](https://www.nastf.org) it's free. Now, more than ever, you need to have ASCCA in your corner.

Don't miss our vendor fair at O'Reilly in Alhambra on Tuesday, May 5th. There will be a lot of great information and relationships there.

A handwritten signature in black ink that reads "Craig Johnson".

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



Vendor Fair at O'Reilly Auto Parts With ASCCA Chapter 5

May 5th, 5:30-9:00 pm
800 E. Valley Blvd.; Alhambra, CA 91801

Do you have questions about products you use?
Do you want to ask a vendor what's coming soon?
Do you want to learn more about ASCCA Chapter 5?



Autel O'Reilly (of course)
360 Steer/Autoops
Drive BG Chemical
MPA GRIE Brakes SMP
Western State

Vendors will explain about their products
and answer your questions.

No charge to attend; Dinner is provided
Come learn about the benefits of ASCCA Chapter 5
Special message from the ASCCA State President

“Shop Owners Helping Shop Owners”



RSVP on the evite if you
received one, or call
Enrique at (805) 636-4457
so we'll know how many to
prepare for.

A LOOK BACK AT OUR APRIL MEETING

We had a room full with 40 in attendance at Mijares as we welcomed new members and Dori Eppstein helped us learn how to create shop culture that builds ownership.



DONUT 107 Be the greatest thing since sliced bread

People have been baking bread for thousands of years. Otto Rohwedder had an idea that changed bread forever. He was the inventor of the bread slicing machine. The original was 5 feet long and increased a bakery's sales by 2,000% in 2 weeks. For those of you who were looking out the window in math class that is an increase in sales of 20 times.

No surprise, but his machine was turned down by many bakeries before the first sale. Unsuccessful people will always explain why a new idea won't work. Successful people will often embrace new ideas and look for ways they will work.

Today's Donut is to understand that we don't need more customers, we need BETTER customers. Car count is not the Holy Grail of Auto Repair Shop success.

I may have been the original promoter of oil changes while-u-wait back in the late 80s. It was 3 months/3,000 miles, so we were seeing the same cars 3 to 4 times a year. We needed to see them because they required constant attention.

15 years ago, we were doing a ton of oil changes. An analysis revealed that a lot of these "customers" were just using us to find what their cars needed so they could get repairs done for less elsewhere or even do it themselves.

I had begun to switch some of my customers over to extended service synthetic motor oils. In my area, these oils worked very well for a year or 8,000 miles, whichever came first. This was a long process that I will detail in another donut. I was selling very high quality bread.

10 years ago, I took a bold step and decided to get rid of the bottom feeders who only wanted the low profit oil changes and nothing else. It was my fault. I was the one offering the job, they were just saying yes. This is a very important distinction for any shop owner who hates the cheapskate "bottom feeders".

If my oil change lasted 8,000 miles, what else needed to happen then? Right, brake inspection, tire rotation and a full inspection. Pay attention if you believe that free comprehensive vehicle inspections should be done on every car.

My bold step: No more "just an oil change". From now on, it's an Annual Inspection. That includes an oil change plus all the other stuff. We are now performing a very intensive inspection, including before and after road tests.

We are also getting paid to do it for people who want it done and are willing to address the mechanical needs of the machinery. That means they want to fix what we find. This is the bread slicer.

Over the next year, we lost 30% of our customers. I said this was a bold step.

However, our average repair order doubled. Our net profit went up. We found that we had more time to review the real maintenance needs of our best customers. We were giving better service. We were selling sliced bread for people who didn't want to slice it themselves at home.

People who bring cars to your shops can roughly fall into 3 groups. There are Customers. They expect to pay a fair price for good work. There are your Clients. You have a relationship with these people. They want you to be here next year.

Finally, there are people with broken cars. They don't give a rip about the success or failure of your business. They may lie, cheat or steal from you. You owe these people nothing. Don't do them a favor, they will use it against you. Don't stay late to get a job done for them. They will post a 1 star review because the car wasn't done on time.

Be a bread slicer and look for ways to provide better service for your best clients.

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2026 ASCCA5 Calendar of Events

January						
Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	Elite at Mjares		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 Mjares		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 Mjares		7	
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April						
Su	M	Tu	W	Th	F	Sa
			1	2	3	4
5	6	7	"Shop Culture" at Mjares		10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May						
Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	Vendor Fair at O'Reilly in Alhambra		9	
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June						
Su	M	Tu	W	Th	F	Sa
	1	2	Marketing Essentials Mike Delacruz at Mjares			
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July						
Su	M	Tu	W	Th	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August						
Su	M	Tu	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September						
Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	ASCCA Annual Training Conference in Irvine		
20	21	22	23			
27	28	29	30			

October						
Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November						
Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December						
Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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

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



Taxpayers who need help paying their tax bill have options

I am reposting this article from the Internal Revenue Service (IRS) as I found it helpful. You may use the links included and share it with others who may benefit.

IRS Tax Tip 2026-31 April 14, 2026

The filing and payment deadline for most 2025 federal tax returns is April 15, 2026. There are exceptions for [taxpayers in a disaster area](#), [combat zone](#) or [living and working abroad](#). Taxpayers who can't pay their tax bill by the deadline shouldn't panic – the IRS offers a variety of options to help taxpayers meet their obligations.

Those struggling to meet their tax obligation may consider several [options](#) to resolve their tax bill. The [Tax Debt Help](#) tool on IRS.gov provides individuals and businesses with a simple, accessible way to explore payment options and identify next steps based on their situation. These options include:

Online payment plans

Most individual taxpayers qualify for an [online payment plan](#). The quickest and easiest way to set up a payment plan is through the [online payment agreement](#), available on IRS.gov. Setup fees may apply.

- Short-term payment plan – The total balance owed is less than \$100,000 in combined tax, penalties and interest. This gives a taxpayer up to 180 days to pay their balance in full.

[Long-term payment plan](#) – Also known as a simple plan or installment agreement. This option is available online and to individual taxpayers that owe \$50,000 or less in combined tax, penalties and interest. Most taxpayers have up to 10 years to pay off their balance, but the longer the term on the payment plan, the more [interest, penalties and fees](#) will add up.

Payments may be made using direct debit (automatic bank withdrawal). This eliminates the need to send in a payment each month, saves postage costs and reduces the chance of default.

Once the online application is complete, the taxpayer is notified immediately whether their plan is approved. There's no paperwork and no need to call, write or visit the IRS.

Other payment options

Anyone who can't qualify for an online payment plan should consider these options:

[Offer in compromise](#) – Some taxpayers qualify to settle their tax liabilities for less than the total amount owed by submitting an Offer in Compromise. Taxpayers should use the [Offer in Compromise Pre-Qualifier tool](#) on IRS.gov to see if they qualify.

[Temporary delay of collection](#) – Taxpayers can contact the IRS to request a temporary delay of the collection process. If the IRS determines that the taxpayer is unable to pay, it may delay collection until the taxpayer's financial condition improves. Penalties and interest continue to accrue until the full amount is paid.

Taxpayers can get details on these options and more by visiting the [Tax Debt Help](#) page or reviewing [Topic 202, Tax payment options](#), on IRS.gov.

Penalty relief to eligible taxpayers

Taxpayers may qualify for [penalty relief](#) if they tried to comply with tax laws but are unable to due to circumstances beyond their control.

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



LOOKING AHEAD TO JUNE 2 FOR OUR MONTHLY DINNER MEETING

“Marketing Essentials”

With Mike Delacruz of Overdryve

A practical, no-nonsense session that uncovers what’s really driving—or holding back—your shop’s growth. We’ll identify key gaps, refocus on what matters, and equip you with the essential marketing fundamentals your business needs to move forward with confidence. Please save the date, June 2nd, 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.

If for medical or dietary reasons you don't plan to eat,
please contact me directly at asca.05@gmail.com

When:

Tuesday, Jun. 2, 2026
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 asca.05@gmail.com**

Please Support the Sponsors of ASCCA Chapter 5

Elite Circle:



(253) 655-7053



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.



714-528-9600

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

**Invite all your vendors to join our annual
sponsorship circles.
All the information is on page [14](#)**

Gold Circle:

Silver Circle:



(626) 440-9511

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



(909) 767-1681

ASCCA LEADS THE WAY

**Monthly membership Dues are only \$87.00
That is only \$2.90 a day!**



This will take your shop to the next level and beyond

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 asca.05@gmail.com

Join ASCCA Chapter 5 by clicking [HERE](#)
or use this QR code:



Chapter 5 Associate Members

Autotech IQ Member Since 2026	Uwe Kleinschmidt	866-678-8505	Uwe@autotechiq.com
Hawley Insurance Services Member Since 2002	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing Member Since 2005	Tim Huddleston	805-584-0030	tim@irwindalespeedway.com
Jasper Engines and Transmissions Member since 2025	Albert Nava	626-864-4590	Albert.Nava@JasperEngines.com
Mark Christopher Auto Center Member Since 2010	Joe Gomez	562-221-6273	jggomez@markchristopher.com
Parts Authority Member Since 2026	Tom Ogaz	951-218-9740	togaz@partsauthority.com
RepWorks Marketing Member since 2025	Robert Flores	310-722-0842	rf@repworksmktg.com
Undercar Plus Member Since 2022	Blake Avelar	310-350-3083	blake@undercarplus.com
Van de Pol Petroleum Member Since 2003	Wes Powell	562-236-1000	wpowell@ineedoil.com

Thank you to our annual Chapter 5 Sponsors:



714-528-9600



(253) 655-7053



(626) 440-9511



(909) 767-1681

THANK YOU TO OUR ASCCA STATE CORPORATE PARTNERS!



CHOOSE TO BE THE BEST FOR \$87/MO!

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@mgrco.org

Free accounting review of profit and loss statement. Free review of any current or prior year's taxes.

Glenda Lang (626)440-9511; info@xlcpas.com

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.

Elite
PEOPLE. PRINCIPLES. GROWTH. RESULTS.

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.

GET IN TOUCH

 [Eliteworldwide.com/contact/](https://eliteworldwide.com/contact/)

 Contact@Eliteworldwide.com



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.

Hi Everyone,

It's time for another quick security reminder. Phishing attempts continue to be one of the most common ways attackers try to gain access to accounts and sensitive information, so staying alert is important. Here are a few simple best practices to keep in mind:

- **Verify the sender:** Always double-check the sender's email address, not just the name. Small changes in spelling or domains can indicate a phishing attempt.
- **Be cautious with unexpected requests:** If you receive an email asking for sensitive information, payments, or urgent action, take a moment to verify it through another method before responding.
- **Check links before clicking:** Hover over links to see where they actually go. If something looks off, don't click.
- **Watch for red flags:** Poor grammar, unusual tone, or unexpected attachments can all be signs of a phishing email.
- **Report anything suspicious:** If you're unsure about an email or message, please forward it to me so that I can take a look.

A quick pause and double-check can prevent a much bigger issue.

Gene Morrill
Certified Automotive Specialists, Glendora
gene@certautospec.com

The logo for Hawley Insurance Services features three vertical blue bars of varying heights on the left. A blue swoosh curves over the text. The text "Hawley Insurance Services" is in a serif font, with "Hawley" on the top line, "Insurance" on the second line, and "Services" on the third line.

Hawley Insurance Services

2729 Saturn St., Suite B, Brea, CA 92821

Garage Liability - Workers' Compensation - Individual & Group Health - Life Insurance

License # 0G39707

714-528-9600

*Use Our Annual Sponsors and Invite Your Vendors to
Become an ASCCA Chapter 5 Annual Sponsor!*

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



(909) 767-1681

Elite

PEOPLE. PRINCIPLES. RESULTS.

(253) 655-7053



Glenda Y. Lang, CPA

Partner



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ASCCA Chapter 5 2026 Board of Directors

Executive Board

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Vice President.....Seiko Nagata
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 Email..... seikosautoservice@gmail.com

Secretary.....Open
 Phone.....
 Email.....

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

Board of Directors

Gene Morrill(818) 261-6009
 Steve Tomory.....(562) 322-4685
 Robert Flores.....(310) 722-0842

Immediate Past President

Kirk Haslam.....(626) 240-8555

Board Advisors

Wendy Lucko.....(626) 340-9790
 Gary Papirian..... (323) 255-5566
 Mike Bedrossian.....(626) 483-4400

Committee Chairs

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
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Chapter Contact Information

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 Website: <http://www.ascca5.com>

ASCCA State Contacts

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

President

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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

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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@mgrco.org

Government Offices/Contacts

President Donald Trump.....(R)

Phone(202) 456-1111
 Fax.....(202) 445-4633

Governor Gavin Newsom.....(D)

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

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/>

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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.

Support our Chapter Sponsors:

