



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

NEW YEAR'S MESSAGE FROM YOUR BOARD OF DIRECTORS

JANUARY 2023

First of all, we want to thank you for your faithful membership in ASCCA Foothill Chapter 5. Without you, we wouldn't exist. The fact is, we exist of and for you and your businesses, to unify and give voice to independent shops.

Thankfully, in 2022 we saw the beginnings of returning to our monthly meetings, social events and seminars for our Chapter 5. We look ahead to 2023 for even more meetings and events that will build our shops and our Chapter.

We also saw some changes on our Board of Directors as some long-time members stepped aside to allow some "new blood" to rise up. Special thanks to Gene Morrill and Jim Ward who served on the board 38 and 22 years respectively. They are still available to help mentor and build our Chapter and our board.

Norm Blieden and Glenn Davis also stepped aside after serving several years each on our board.

Heartfelt "THANKS" to all four for their service to Chapter 5.

We also welcomed some new board members in Thomas Maimone of Crown City Tire Auto Care and Wendy Lucko of PCC, who bring unique skillsets to the board. Thomas has agreed to take the baton from Jim as Treasurer, and brings the experience of serving on other boards in that capacity. Wendy is stepping in as interim Vice President for Mike Bedrossian who needed to pass that baton due to the workload at his shop limiting his available time for the VP duties (though Mike is remaining on the Board.) Wendy also serves on the ASCCA State Association Board of Directors as well as the ASCEF board. She has been an education member of Chapter 5 for decades and will be a great asset on our Chapter 5 Board.

Ani Papirian of Bussard's All-Pro stepped up as Secretary to follow Craig Johnson who served as Chapter Secretary for years.

(Continued on page 2)

Rounding out the board are current president Tim Chakarian (who is also our Chapter Rep and State Chapter Rep chair,) past-presidents Kirk Haslam, Darren Gilbert, and Craig Johnson, along with Gary Papirian, Greg Lipp, Randy Lewis, and Johanna Reichert.

Each one brings unique gifts and commitment to our Chapter Board, and there's room for more. If you want to grow in your understanding of ASCCA and deepen relationships with other members, consider joining the Board. You can sit in on a couple of meetings to see what is involved before making the decision.

As our "planning commission," comprised of Wendy Lucko, Ani Papirian, Johanna Reichert, and Joseph Apler, looks ahead to 2023, let them know if there is a dinner topic, seminar, or social event you'd like to see. Just send an email to Joseph at asca.05@gmail.com with your ideas.

One thing to look forward to is our June meeting. It will be on a Saturday at Irwindale Speedway, courtesy of Tim Huddleston of Highpoint Distributing, where we will honor our 2023 ASCCA Scholarship recipients. Stay tuned for more information.

Finally, we want to encourage you to get involved with our Chapter 5 and State ASCCA activities. This is a proven way to grow your business and experience more success. We hope to see you at our upcoming events.

We wish you a happy and profitable 2023!!

Your ASCCA Foothill Chapter 5 Board of Directors

Marconi: You Can (and Will) Survive an Economic Downturn



By Joe Marconi This story was originally published in Ratchet+Wrench on December 12, 2022

Speaking with shop owners around the country, it appears that the recent surge in business may be showing signs of vulnerability. For most automotive repair shops, the past few years have been a comfortable ride with sales and profits exceeding expectations. While no one can predict what will happen in the future, should we be concerned at this point?

The COVID pandemic may have been a challenge for businesses in general. However, it proved to be a minor blip on the economic radar screen for most repair shops. Yes, there were some areas around the country where business slowed to a crawl and some repair shops had to close their doors permanently. But for the most part, the conditions caused by [the pandemic created the perfect opportunity](#) for most auto repair shops. Will this perfect opportunity lead to the perfect storm? Let's take a closer look.

Due to the pandemic, many repair shops received some monetary relief in the form of the Economic Injury Disaster Loan, the Payroll Protection Program, and more recently, the Employee Retention Tax Credit. The concern is what these programs are having on the economy. Another issue is this: Did these programs give us a false sense of accomplishment, boosting our cash reserve when most shops experienced an increase in business?

If we are honest with each other, then we need to consider two things. How many of us were prepared for such an extraordinary event as COVID? And how much of the recent boon in our businesses resulted from anything we did? Most shops are reaping the rewards of ideal conditions caused by factors that were mainly out of our control

(Continued on page 5)



Join us on January 3, at 6 pm at Mijares Mexican Restaurant “New Laws for 2023” *Do you know what’s changed?*

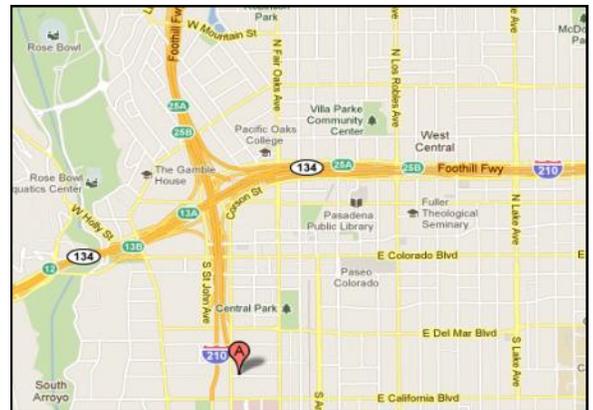
The fact is that you have a repair shop to run and don't have time to research all the new laws.

That's why ASCCA does the research for you!

Come as early as 6:00 to hang out with other members.

Bring a non-member shop owner to experience the greatest benefit of ASCCA Chapter 5:

"SHOP OWNERS HELPING SHOP OWNERS."



Directions

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

Menu:

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

When:

Tuesday, Jan. 3, 2023
6:00 PM – Social/Networking/Dinner
7:00 PM – Program
9:00 PM – Finish

Cost:

- No Charge to Regular or Associate Chapter Member, Business Partner, Spouse or Significant Other (**max 2 per member**)
- No Charge for Potential Members up to two times
- **\$35/ea.** for all others

Where:

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

UPCOMING MEETINGS & EVENTS

We are still planning a fantastic schedule of meetings for 2023.

Stay Tuned!!!

Tax and Business Tips from Norm Blieden, CPA

Keys to Keeping Great Business Records

Your bookkeeping system is the financial heart and lifeblood of your business. When set up and operating properly, your books help you make smart decisions and seamlessly turn your financial data into useful information. Here are four key characteristics to building and maintaining a healthy bookkeeping system:

- **Select the proper accounting method.** There are two different methods for recording transactions: cash-basis and accrual-basis. In general, the cash-basis method records a transaction when a payment is made, while the accrual-basis method books the transaction upon delivery of the good or service. Cash-basis is easier to track and a useful option for smaller businesses and sole-proprietors. Larger businesses who buy from vendors on account (accounts payable) generally use accrual-basis accounting. Selecting the proper method affects any related financial transactions and how your financial statements are displayed. A correct approach will also include consideration of outside factors, including IRS rules (businesses with more than \$25 million in gross receipts must use accrual-basis), bank covenants, and industry standards. Once a choice is made, it can be changed but it must be properly reported to the IRS.
- **Create an account structure that fits the company.** Every business has a chart of accounts included in their bookkeeping system. These accounts sort the business's transaction data into six meaningful groups. They are assets, liabilities, equity, income, cost of goods sold and other expenses. Each group will often have numerous accounts and sub-accounts associated with them. Having the right mix of accounts, created and grouped in an organized fashion, will help you properly classify transactions and prepare usable financial statements. The proper account structure for your company will mesh with your specific information needs.
- **Enter accurate and timely transactions.** The value your data provides is dependent on each transaction being recorded correctly and on time. Entering transactions in the wrong account can cause major issues down the road. Financial reporting that is delayed can hide problems that need immediate attention. Some transactions are relatively straightforward, and some are more complex (like payroll, accruals and deferrals). It's important to have someone who understands both your business and the accounting rules to enter your transactions in a timely fashion. In addition, a good month-end close process that involves reviewing each account will help you identify and fix mistakes from the initial entries.
- **Establish financial statements for decision-making.** The main financial statements are the income statement (income - expenses = gross profit), the balance sheet (assets - liabilities = equity) and statement of cash flow. Each statement has a specific purpose:
 - **Income statement.** The income statement shows company performance for a select period of time, typically monthly with a full-year summary. At the end of each year the income statement restarts.
 - **Balance sheet.** The balance sheet displays a company's overall health on a specific date. It is perpetual. This means it doesn't end until the business is closed or sold. It includes one line that summarizes the current year and prior year results from the income statement.
 - **Statement of cash flow.** This statement summarizes the inflows and outflows of cash. It ensures you know whether you have enough cash and the pattern of your cash position over time.

If properly executed, your bookkeeping system will create accurate financial statements that can be used to make key financial decisions.

Feel free to call with any questions or to discuss bookkeeping solutions for your business. As always, should you have any questions or concerns regarding your tax situation please feel free to call Norm Blieden, CPA at (626) 440-9511

(Continued from page 2)

Today, we face high inflation, rising interest rates, parts shortages, a technician shortage, rising wages and a possible recession. Is this all doom and gloom? No, of course not. As a former shop owner who spent [41 years working in the trenches](#), I have lived through many economic downturns and survived. From each economic downturn, the hardships endured led to valuable business and life lessons for those willing to view the tough times not as stumbling blocks but as stepping stones to a better future.

The strategy now for shop owners is to build their companies to prepare and withstand the unknowns. You cannot assume things will stay the same. They never do. Complacency can be just as damaging as fear and negativity. Revisit your key performance indicators to ensure you continue earning a profit. Build a healthy cash reserve. If needed, [adjust your pricing, margins and labor rates](#). Get your personal finances in order, too. Continue your marketing efforts, especially if you feel you are heading into a slowdown. Don't make the mistake that so many companies make and pull your advertising budget to cut expenses. Bump up your training programs and invest in new technology. Perhaps the most important component in preparing for the future is assembling a great team of employees and [creating a workplace environment](#) that tells your employees, we care, and we want you to stay

Our economy goes through wild swings, combined with good and bad times. The truth is that no economic situation is sustainable forever. The companies that prepare and grow their companies in the best of times will make it through the tough times. However, surviving is not the goal; thriving is. Become diligent with your approach to your company. Work hard today to grow your business in every aspect. Preparation, combined with hard work, will always pay off in any economy.

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.

10 THINGS THAT REQUIRE **ZERO TALENT**

- 1. Being On Time**
- 2. Making An Effort**
- 3. Being High Energy**
- 4. Having A Positive Attitude**
- 5. Being Passionate**
- 6. Using Good Body Language**
- 7. Being Coachable**
- 8. Doing A Little Extra**
- 9. Being Prepared**
- 10. Having A Strong Work Ethic**

Stokes: Don't Be First



Aaron Stokes— This story was originally published in Ratchet+Wrench on November 11, 2022

Remember when everybody was buying nitrogen machines to put nitrogen into car tires? People said, 'This is going to be the future. Everybody's going to do it. You've got to do it.' A lot of people tried it, but it didn't stick. We all raced out and spent money. Now we're seeing that again with the new A/C machines. People ran out and bought these two to three years ago when they weren't serving cars yet, and now prices continue to drop. We're just now getting to where it's common that we've needed one consistently in all of our stores, but people were buying them too early—back in 2018.

I believe that when you run out to become the first on any equipment or adopt any change in the industry, you also risk being totally wrong. As we watch some of the massive changes heading our way, yes, we need to keep an eye on electric cars, but also what's happening with gasoline cars, hybrid cars, and diesels. One of the big issues coming is this battery crisis. Batteries are going to be extremely expensive, and customers will need financing options to fix their cars. I'm seeing more problems develop around the issues of electric vehicles and, with California and other states claiming they're going to try to force only electric cars to be sold after certain years, people are going to panic. We need to be careful not to rush into this too quickly, but instead, go to some of our mentors, the old-timers in the industry. We need to say, 'Hey, remember we went to fuel injection? Remember when we went to every car having A/C, power windows, a sunroof, and automatic transmission?' As an industry, we've seen fads come and go; we've seen changes stay and we've had to adapt. But if you adopt too quickly, you can spend a lot of money only to find yourself hung out to dry wishing you had not gone down that path.

That said, I'm a big believer in being out there on the front end of things, but not so far that I get my nose cut off. I want to make sure that I'm conservative, but at the same time, that I'm not stuck behind the eight ball. This means I have to pay attention to the trends in the industry and ask, 'Is this going to stick? Is this something that I think is going to continue?' For example, look at all the new refrigerants for cars. I have to pause and ask myself, 'OK, who is forcing this? The EPA. What are the odds they're going to keep forcing it? Pretty high. All right, I'm going to invest in this A/C machine.' Next, I have to decide when to do it. If I'm the first, I'm going to pay \$10,000 for an A/C machine. Three years later, that same machine is 2,900 bucks. So, there has to be a return on investment that makes sense before I leap ahead of everybody else. You may think leaping ahead with some new equipment is going to make you the biggest and the best, like some shops did with ADAS, but you have to be careful not to get too far ahead. If you want to be ahead in our industry, be ahead in repair service, be ahead in customer service, be ahead in the way you pick up and deliver cars, in the way you answer the phone, in the way you leave candy on the seat for your customer, in the way you leave a thank you card on the seat for your customer. That can help you get to the next level because if you follow the wrong trend, you go broke. Be watchful and follow the right trend, and you will make a lot of money. Just don't be first.

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Finding the Ultimate Industry Mentor



By [Kimanzi Constable](#) This story was originally published in Ratchet+Wrench on December 5, 2022

According to the Ratchet & Wrench 2022 Industry Survey, the shops that grossed the most revenue had a shop owner under the teaching of a coach or mentor.

There's no denying the value in being guided by someone who's built the kind of shop you strive to create, learned lessons through experience, and can offer advice that saves time and makes a shop more money.

"Shops should have a mentor before they get a shop—yesterday is not soon enough," says Cecil Bullard, CEO & President of [The Institute for Automotive Business Excellence](#).

"You don't know what you don't know—and that's the problem. You don't know the right questions to ask. Mentors have made the mistakes you don't want to make, and they can teach you. They can save you time and heartache, and consumers want to do business with shops with smart mentors."

Hiring mentors and coaches is a business growth that pays dividends, but it's essential to ensure you [hire someone who is the right fit](#). Here's what you need to know about hiring mentors and coaches.

How to Know When to Select a Mentor

Cecil Bullard, an industry veteran, believes you should hire a mentor even as you're opening your shop. He notes that the shop owners they've worked with have seen their overall profit increase from \$70,000 to \$150,000 through mentorship, and some shop owners are experiencing \$60,000 months (in profit).

"Mentorship teaches things you don't know and leads to real results. You learn how to price better, find suppliers, and can absorb the experience. You can learn a different way of thinking," says Bullard.

You'll know it's time to hire a mentor when you can self-assess and identify your needs. Building a shop is about more than employees and equipment—a growth mindset and having the right strategies can be the difference between tremendous profit or a shop that's not growing.

"Our industry has not done a great job historically of creating mentorships," says Jimmy Alauria, owner of [3A Automotive & Diesel Repair](#), and CEO of [Victory TeamBuilding Group](#).

"We're in a position now where the average Master Technician is about in their mid-fifties—we're running out of people. It's a requirement now of everyone in the automotive industry to implement mentorship programs in our shops—it's a matter of survival. We should look at multiple ways to implement mentorship in our shops because we're in an industry that requires hands-on training."

Evaluate what information you're lacking. Think through each aspect of your shop and where they could be an improvement. Look for mentors that could help you in those areas.

How to Locate and Vet a Mentor

We live in the digital information age, which means we have access to people and information in ways that were not previously possible. You can find mentors online or in person.

"You should have more than one mentor—one local and one online," says Bullard. "Choose coaching and consulting companies to work with that are the right fit and give you the answers you're looking for. Every shop should be involved with the national associations because of what they can do for you. The owners that participate in mentorships have more successful shops."

Bullard notes that there are online groups offering mentorship at no cost. He points toward podcasts and other online resources to get started in your mentorship journey. He says there are different

(Continued on page 8)

(Continued from page 7)

types of mentors in your community, and to always surround yourself with people who are smarter than you.

Once you find mentors and coaches, ensure they're the right fit. You want mentors that fit your style but also have the experience you could benefit from. Look for testimonials from those they've worked with, what experience they bring, and what level of success they've achieved. Don't be afraid to ask questions.

How to Set Goals When Working With a Mentor

With clarity on the need for a mentor and having found one, set goals for your time with a mentor. You'll go nowhere if you don't have clarity on what direction to take. Each mentoring relationship will only be as successful as the goals you set—determine what success is in the relationship.

Set goals by thinking through the things you want to accomplish. Ask yourself:

- Do I need to learn to price?
- Can my operations be improved?
- Do I have the most efficient employee training program?
- What are my profit and revenue goals?
- How can I be a better leader for my team?

Get clarity on all the personal and professional goals you want to accomplish, and make sure your mentor has that list. Giving a mentor a clear list of objectives gives each of you the best opportunity to achieve your goals.

"You can't have unrealistic expectations with mentorship," says Alauria. "We can't expect to go from \$250,000 to \$10 million. We need to set targets that gradually get us more towards an ideal scene. Think about metrics that are trackable and realistic to attach expectations to. Most of the time, you're doing things right, but just need clarity on some of the pieces that help you reach your next level of growth."

How to Know When It's Time to Move On From a Mentor

Every relationship eventually reaches a point where you question if it's wise to move forward. Sometimes you can outgrow mentor relationships, and it's good to know when that point is reached. Practically, you don't want to pay for a service you're not benefiting from anymore.

"In this day and age, business and life have become so difficult that shop owners could benefit from someone guiding them," says Mike Bennett, program manager for the Automotive Training Institute.

"Sometimes, you bring in a mentor to help you solve a specific need. However, it may be time to move on when that potential has been realized. You have to ask yourself if the value is still there—are you still growing? You can't be afraid to move on from a mentor if the value is no longer there."

Evaluate every mentor situation you're in. Even if it's a free Facebook group, it costs you one of your most valuable resources: time. Determine if you're still getting value from the mentorship, and make the best decision for your time, money, and mindset. The goal should be constant growth.

Find a Mentor

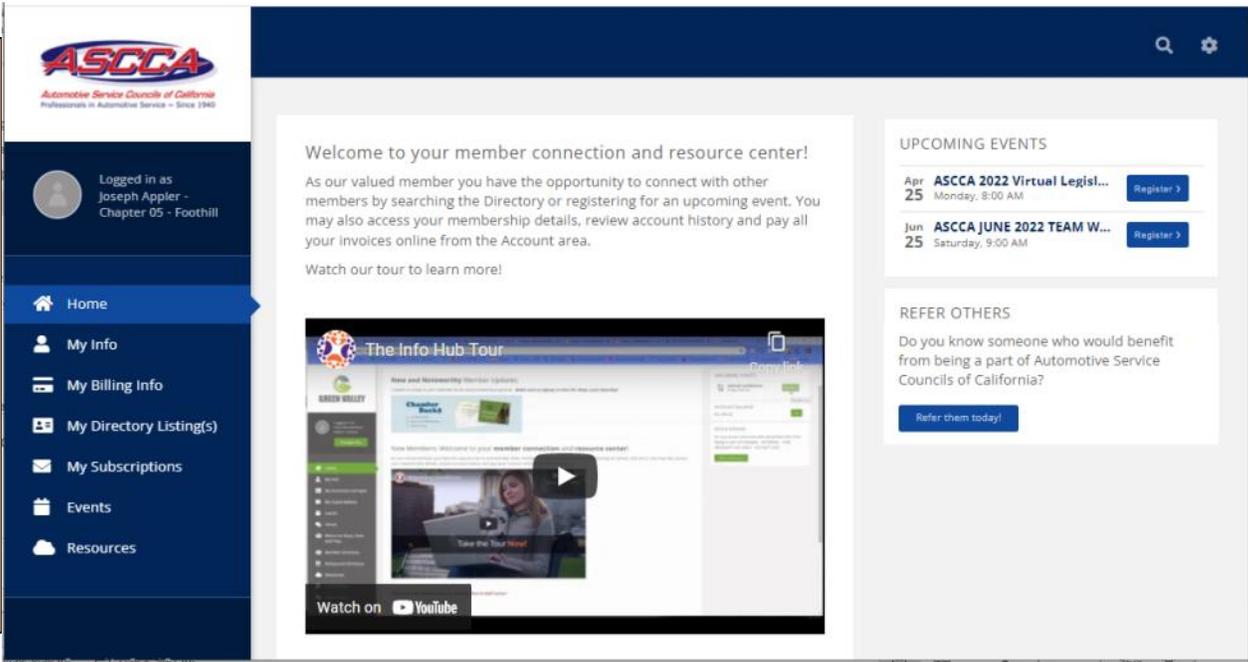
Finding mentors and coaches for yourself and your employees has tremendous benefits. Investing in yourself is a business growth strategy that leads to more profit and a stronger shop.

Be sure to vet mentors, change them when needed, and follow their advice. Advice is great, but it will mean nothing if the mentor's advice is not implemented. The future growth of your shop depends on your ability to surround yourself with the right people—mentors are a good option.

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

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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.
- 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 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 & your information will be forwarded to the entire Chapter 5 membership.
- 8. CHAPTER ASE LENDING LIBRARY** Call Darren Gilbert at (626-282-0644) or email him at gilbertmotors@yahoo.com for more information.
- 9. CHAPTER SOCIALS.** Our “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 or 626-296-6961.

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!



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

(626) 296-6961; ascca.05@gmail.com; www.ascca5.com

ASCCA

Keeping California Independent Shop Owners in Business Since 1940



The Automotive Service Councils of California has been the foremost advocate for the aftermarket auto repair industry since its inception. Whether you have been a member for a long time or you are just getting started, ASCCA has your back.

As a member of ASCCA you are on the forefront of issues that keep you informed about regulations and legislation affecting your business. ASCCA members have successfully, through our grassroots campaigns, been an active voice for the future of auto repair in California.

Some of our Accomplishments:

ASCCA members were part of the design team that created the OBDII connector simplifying modern vehicle diagnostics.

ASCCA members successfully fought for and won legislation (SB1146) that created the first in the nation "Right to Repair" act.

ASCCA members successfully fought for and won the elimination of damaging, frivolous lawsuits (Trevor Law Group) which tried to extort money from shop owners.

ASCCA Members fought and won against the California Air Resources Board, squashing the vehicle super-warranty.

ASCCA is the only state organization that sits on the national board of NASTF (National Automotive Service Task Force) which provides factory repair information to the automotive aftermarket.

ASCCA members fought and defeated SB 750 (the key code lock-out bill) which would have excluded independent shop owners' access to vehicle communications.

ASCCA fought and defeated legislation (SB 993) which would have extended sales tax to vehicle repair labor services, and unnecessarily increased repair costs.

ASCCA defeated legislation (AB 2825) which would have treated auto repair dealers as "debt collectors," making all communications with customers subject to fines and frivolous lawsuits.

ASCCA opposed and defeated legislation (AB 755) which would have increased the current \$1.75 tire tax fee to \$3.25 per tire.

ASCCA supported and helped pass legislation (AB 3141) which included all unlicensed automotive maintenance service providers and other previously exempted repairers under BAR jurisdiction, creating a level playing field.

ASCCA supported and helped pass BAR regulations that allow auto repair dealers to provide customers with electronic estimates and authorizations (e.g., text messages).

ASCCA opposed legislation (AB 2454) which would have created a state mandated "grading system" similar to restaurants.

ASCCA maintains a seat on the Bureau of Automotive Repair Advisory Group Committee which meets on a quarterly basis in Sacramento and has a voice on regulatory matters impacting the industry.

ASCCA members believe in "raising all boats," and actively help each other to achieve success.

This is just a partial list of legislative accomplishments ASCCA has done for your business. The question should not be, "How can I afford membership?" but rather, "How can I do without ASCCA for my business?"

ASCCA Chapter 5; Voice Call: (626) 296-6961; Text: (818) 482-0590;
Email: asca.05@gmail.com; Website: asca5.com

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 goes to the Chapter
 - The remaining portion goes to the State Association
- When memberships are held in multiple chapters, only the original membership pays the full State Association dues. Additional members pay reduced State dues of \$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 for these payments. (Chapter 5 will cover the transaction fees for our members.)
 - Semi-annually: Due: January 1 & July 1
 - Quarterly: Due: January 1, April 1, July 1, October 1
 - Monthly: Due the first of each month
- If payment is not received according to the agreed-upon schedule, dues immediately become delinquent.
- If a member reaches 90 days delinquent, their ASCCA membership may be cancelled.

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

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

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

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





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 Waln (949) 337-2484



ACAT Global delivers cost-effective and cutting-edge solutions that cut emissions, improve reliability and enhance horsepower for a broad spectrum of ICE applications worldwide. The company's proprietary catalytic converter and exhaust technology is engineered for the most demanding on and off-road applications.

info@acatglobal.com
(231) 437-5000



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 approaches direct mail strategically by providing penetration reports and demographic analysis to make sure you're reaching the right people They'll make it easier for you to grow your car count and manage your 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 Fulfillment Ordering System 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
rmkroll@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 Massabkli (800) 989-8094
info@mechanicsmarketplace.com

Education, Training & Business Coaching



ATI is an industry leader in automotive business coaching and has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years. ATI provides expert management and consulting services, weekly business coaching from an industry expert, and classes in marketing, hiring, finance, leadership, and sales.

Jim Silverman (301) 575-9140
jsilverman@autotraining.net



DRIVE is the premiere automotive and truck repair consulting and training company. With over 25 years of experience, their continuing aim is to provide shop owners with best-in-class training, organizational skills and management tools. The goal of DRIVE is to fully arm shop owners with every executive and management ability needed to win.

Carolyn Gray (818) 863-1077
cgray@driveshops.com



ESI provides repair shops with up-to-date full facility training for management and personnel. ASCCA Members get: exclusive access to discounted training courses; \$800 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



Competitive dental & vision plans exclusively available to ASCCA members.

Mat Naby (916) 286-0918
mnaby@coremarkins.com



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

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

Internet Marketing, Web Design & Search Engine Optimization



The Kukui All in One Success Platform provides solutions for custom online marketing tools, website design, customer relation management, search engine marketing, email marketing, and revenue tracking. Kukui will help you manage details about new clients and your customer retention rate, and will help you monitor areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design.

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



RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. RepairPal shops gets 8-10 new customer contacts per month, with an average repair order over \$500. This creates estimated new business of \$48,000/year.

Evan DeMik (415) 595-3346
evan@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



Known for their ability to get big results, the team at Leads Near Me are experts at Google Ads and local search engine optimization as well as building amazing websites. With clients in 40 states, Canada, and South America, Leads Near Me is uniquely qualified to help you dramatically grow revenue.

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

Merchant Service/Payment Platform



ASCCA members get access to \$350 rebate on ASCCA State association dues when you use DFG to process your credit card payments.

Shannon Devery (877) 326-2799



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.

Todd Westerlund (925) 980-8012
todd@facepay.io

Software Providers

-  **autotext.me** A comprehensive cloud-based tool that offers simple solutions to workflow management, communication, digital vehicle inspections, and quality control. Developed by a shop owner, designed specifically for the challenges faced by shop owners. Chris Cloutier (469) 456-5725
chris@autotextme.com
-  **SHOP-WARE** Take your shop fully digital and 100% paperless. Shop-Ware is the new standard in shop management and its software is 100% cloud-based on any device. Ask for a special ASCCA member rate. Matt Ellinwood
(415) 890-0906 x106
matt@shop-ware.com
-  **tekmetric** Tekmetric's features make it easy to monitor and manage your auto repair business. We know what it takes to run a successful shop and that's why our features focus on improving the interactions between your customers, service writers, and technicians. Leverage your business data and grow profitably. Sunil Patel (832) 930-9400
sales@tekmetric.com
-  **AutoVitals** AutoVitals provides the most innovative and impactful products, a commitment to developing and instilling industry best practices and the industry's most thriving and collaborative online community. Sales@autovitals.com
(866) 949-2848

Uniform Services

-  **CINTAS** 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. Jessica Essad
(775) 813-8954
EssadJ@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

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

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

November 2021

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

BG Petrospecs	Abe Chavira	805-857-5065	abec@petrospecsbg.com
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
Provence Financial and Insurance	Steve Kopstein	818-606-7903	steve.kopstein@providenceinc.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.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.....wlucko@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
 Darren Gilbert..... (626) 282-0644
 Johanna Reichert..... (626) 792-9222
 Craig Johnson..... (626) 810-2281
 Gary Papirian..... (323) 255-5566
 Kirk Haslam..... (626) 793-5656
 Greg Lipp.....(909) 260-2632

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
 Carolyn Coquillette..... (415) 875-9030

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

(Not updated from 2022 elections yet)

US Senator Alex Padilla (D)
 Phone (202) 224-3553
 Email www.padilla.senate.gov

US Senator Dianne Feinstein (D)
 Phone (310) 914-7300
 Email senator@feinstein.senate.gov

US Rep Judy Chu.....(D-27)
 Phone (626) 304-0110

US Rep Adam Schiff.....(D-28)
 Phone (818) 450-2900

CA Senator Connie M. Leyva.....(D-20)
 Phone(909) 888-5360

CA Senator Susan Rubio.....(D-22)
 Phone(626) 430-2499

CA Senator Maria Elena Durazo.....(D-24)
 Phone(213) 483-9300

CA Senator Anthony J. Portantino.....(D-25)
 Phone(818) 409-0400

CA Senator Josh Newman.....(R-29)
 Phone(714) 671-9474

CA Assembly Luz Rivas.....(D-39)
 Phone(818) 504-3911
 Email Assemblymember.Rivas@assembly.ca.gov

CA Assembly Chris Holden.....(D-41)
 Phone(626) 351-1917
 Email Assemblymember.Holden@assembly.ca.gov

CA Assembly Laura Friedman.....(D-43)
 Phone(818) 558-3043
 Email Assemblymember.Friedman@assembly.ca.gov

CA Assembly Jessie Gabriel.....(D-45)
 Phone(818) 904-3840
 Email..... Assemblymember.Gabriel@assembly.ca.gov

CA Assembly Adrin Nazarian.....(D-46)
 Phone(818) 376-4246
 Email..... Assemblymember.Nazarian@assembly.ca.gov

CA Assembly Blanca E. Rubio.....(D-48)
 Phone(626) 940-4457
 Email..... Assemblymember.Rubio@assembly.ca.gov

CA Assembly Ed Chau.....(D-49)
 Phone(323) 264-4949
 Email..... Assemblymember.Chau@assembly.ca.gov

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>

Our Chapter 5 Christmas Party/ Casino Night Fundraiser was a hit, as always. Special thanks to our sponsors who made it great. Santa stopped by and was available for pictures. All casino proceeds went to support the homeless through the Los Angeles Mission.



