



ASCCA

Foothills Chapter 5

March, 2021

President's Message:

Happy Spring!

I think we skipped winter this year, and I hope we get Spring rain. Weather in the East has been tough; I hope they get through this soon.

With less new COVID-19 cases, and the vaccine here, things are progressing, but it probably won't be normal for years. (Whatever "normal" ends up being.)

Are you ready if OSHA shows up?

Members have had inspections already. What OSHA wants seems to change with each inspector (or they don't know.) So be prepared! ASCCA has resources to help. ASCCA has many programs for shops to save money, train, and stay compliant.

Join us Tuesday, March 2, for more info (see flier on pg 2.) Don't get caught unprepared. We should learn and thrive!

Thank you,

Kirk Haslam
President, ASCCA Chapter 5
Advance Muffler
1234 E. Walnut St.
Pasadena, CA 91106





*Join us for our monthly Chapter 5 meeting
on Tues., March 2 at 6:30 pm via ZOOM
with*

*Glen Dailey of Armstrong and Associates and
Mat Nabity of CoreMark Insurance Services*

The easiest way to join the ZOOM
meeting is to click [HERE](#) between 6:15 and 6:30 pm.
or type in your browser: <https://us02web.zoom.us/j/82891141814>
Zoom Meeting ID: 828 9114 1814

"Important healthcare updates and how to handle workers comp related to COVID-19"

*Join us on Tuesday March 2nd for important updates related to
healthcare, workers' comp, and COVID-19.*

*Mat Nabity (CoreMark Insurance Services) and Glen Dailey (Armstrong
& Associates) will be providing useful information to help keep our
businesses in compliance with the ever changing regulatory environment
as well as update us on the status of the insurance industry during this
pandemic.*

*As a reminder, Armstrong and CoreMark are the only state endorsed in-
surance agencies for ASCCA and both share a significant amount of rev-
enue with the association helping fund our legislative activities and bol-
ster association events.*

We hope you can join us Tuesday evening!

Special Notice!!!

Due to the ups and downs of 2020, which continue into this year,
we will not be electing new Chapter 5 Board of Directors' offic-
ers this year. Those in place now have agreed to continue their
terms through 2021.

We will vote to ratify these officers at our March 2nd meeting.

President– Kirk Haslam

Vice-President– Tim Chakarian

Secretary– Craig Johnson

Treasurer– Jim Ward

Chapter 5 Dues Rebate!

Your ASCCA State dues increased by \$50 for 2021.

However, if you pay your 2021 ASCCA dues in full by the end of March, 2021, Chapter 5 will rebate \$50 to you.

Don't miss this opportunity to enjoy 2021 membership at the 2020 price!

Free Membership in ASCCA?

(Read how some members have used the benefits from Cintas (formerly G&K) to get their dues back... & more!)

I recently signed on with the ASCCA \ G&K Uniform Program. My weekly savings from what I was paying pays not only my ASCCA dues, but I have money left over. Great people to work with throughout the transition. Thanks, Endorsements Committee, for putting another great program together for the members. - G. D.

I have to add that I, too, saved a ton with G&K... The G&K savings is a great ASCCA benefit, and my free logo mat is so awesome, I ordered three more. - D. G.

I would second the comments here. As most people know, I am very cost conscience (nice way of saying cheap) with my vendors. G&K, with our ASCCA plan, absolutely blew my garment companies prices out of the water. Saved way more than my ASCCA dues. Another home run for Tracy and her committee.- A.P.

As was stated "Saved way more than my ASCCA dues," ditto. Plus Two jackets per user, two coveralls per user, double my fender cover, shop rag count and that wonderful personalized door mat advertising ASCCA, Napa Auto Care and my Shop. This is a no-brainer. Make the call. (Includes one extra uniform per week for yours truly.) - S. T.

Unbelievable pricing. Excellent Service. What more could you ask for? -M. K.

(Excerpts taken from Team Talk postings)

ASCCA Benefits



*"Camaraderie and advice from fellow ASCCA shop owners."
Craig, Craig Johnson
Automotive*



*"Tim and I have taken advantage of the 30 minutes of free legal advice with Jack Molodanof at least three times."
'ohanna, BMW PhD*

*"DFG rebates back to me almost half my ASCCA annual dues."
Gene, Certified
Automotive Specialists*



*"30 free minutes of professional business advice from Maylan Newton."
Darren,*



*"GK, now Cintas, saved me 40% on my uniform costs with my ASCCA discount."
Gene, Certified
Automotive Specialists*

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Tax and Business Tips from Norm Blieden, CPA

The New World of Bank Reconciliations

Here's a look at the new world of bank reconciliations and some ideas to use to ensure your bank account is accurate.

The bank reconciliation purpose

In a nutshell, a bank reconciliation ensures your account is accurate. This is done by comparing all your activity with what the bank is reporting.

The importance of timely bank reconciliations

There are several reasons for conducting these account reviews on a timely basis:

- Catch a mistake by the bank. Banks make mistakes. Reconciliations can help you catch these bank errors. And errors are more common with digital payment systems...often a small transposition or machine misread of a number can create a payment error.
- Catch a mistake by you. Yep, it's difficult envisioning making an error, but that happens, too. It is easy to record the wrong payment amount. The only way to catch this is to look at your account and compare it to what you think you paid.
- Catch unauthorized use. If someone hacks into your mobile phone's payment app and spends \$20 of your money, how would you ever find out? Reconciliations uncover fraudulent activity you may have missed. Properly monitor automatic payments. With monthly payments automatically coming out of your account, it is easy to forget to account for these payments and have less in your account than you think you do. Timely reconciliations also help you identify ongoing payments that should be discontinued.

Tips for reconciling your accounts

Here are some tips for reconciling in the new world of banking.

- Reconcile every week (or every day!). Gone are the days when you need to wait for your monthly bank statement in the mail to reconcile your account. Use your bank's online tools to reconcile once a week or even once a day. This will help identify problems as they occur and is especially important in identifying possible hacking or theft.
- Use your favorite app to capture your spending. Secure online applications are now replacing the traditional check register. You'll still need to be disciplined to use the online tool when you spend money, so look for an application that is easy to record your spending.

Combine reconciling with budgeting. Use your reconciliations as an opportunity to become better with budgeting your money. Use reporting functions to help classify your deposits and payments. Then compare them with what you think they should be. This moves the discipline from simple reconciliation to a more planned approach to comparing your budget to actual spending.

The way bank reconciliations are done may have changed over the past 20 years, but the vital role they play in maintaining your financial health will never disappear.

Answers to Common Tax Questions

With the April 15 tax filing deadline right around the corner, here are answers to some common tax questions.

When will I get my refund? The pandemic and additional stimulus payments will, in all probability, delay refund payments. But as of now here are the old wait times to receive your refund. * E-file return with a direct deposit - 1 to 3 weeks * E-file return with a mailed check - 1 month * Paper file return with a direct deposit - 3 weeks * Paper file return with a mailed check - 2 months **NOTE:** *If you want exact information on the status of YOUR refund go to www.irs.gov/refund and follow their instructions.*

- **What's the most common delay in completing a tax return?** Missing items! W-2 and 1099 forms are some of the most common tax documents to go missing. If you have multiple jobs, whether full-time or part-time, you'll be getting multiple documents in the mail. It's easy to lose track of all these documents if you don't have one place you put them once received.
- **Can I still get a stimulus payment?** If you're still waiting on either the 2020 or 2021 stimulus payment,

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file your 2020 tax return and claim the Recovery Rebate Credit. This is why it is important to keep track of any payments you receive from the government during the year. You will need them to account for any missing payments or underpayments.

- **Can I correct a tax form that has an incorrect dollar amount?** If you receive a tax document with incorrect information, contact the company that issued the document and try to get it fixed immediately. If you can't get a corrected form right away, include both the incorrect form and the correct dollar amount when turning in your tax documents to have your return prepared.

- **Can I deduct charitable contributions if I don't itemize?** In 2020 you can claim a \$300 charitable contribution deduction regardless of whether or not you itemize your deductions. If you missed this window of this above-the-line donation in 2020, never fear as it is also available in 2021 with an increased limit to \$600 for married couples. So save those donation receipts!

Is this taxable? While there are always exceptions, the most common taxable items that are questioned include unemployment benefits and withdrawals from non-Roth retirement accounts. Some things, like Social Security, are often, but not always, taxable.

Get Your Contractor or Employee Classification Right!

Tax challenges can be VERY expensive

As a small business owner, you may face the issue of whether to classify workers as employees or as independent contractors.

Classifying your workers as independent contractors generally saves you money. That's because you avoid paying employment taxes and benefits on their behalf.

If the IRS determines that you misclassified your employees as contractors, you could end up paying all of the employment taxes and benefits that would have been paid over the years. Depending on the size of your work force, the cost to your business could be substantial.

In determining whether the person providing a service is an employee or an independent contractor, all information that provides evidence of the degree of control and independence must be considered. There are three primary categories of control and independence that the IRS considers when determining if a worker is a contractor or an employee:

- **Behavioral.** Does the company control or have the right to control what the worker does and how the worker does his or her job? If yes, the worker is an employee.
- **Financial.** Are the business aspects of the worker's job controlled by the payer? This includes things like how the worker is paid, whether expenses are reimbursed and whether the employer provides tools and supplies. If yes, the worker is an employee.
- **Type of relationship.** Are there written contracts or employee-type benefits? If contracts are involved, the worker may be a contractor. If benefits such as a pension plan, insurance and vacation pay are made available, the worker most likely is an employee.

Deciding whether a worker is a contractor or employee can get complicated. And remember that there are significant financial consequences for incorrectly classifying a worker. Please call if you have a question about how to classify one or more of your employees.

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

7 things you need to know about Generation Z

This generation, now up to age 24 years old, is the most diverse in modern U.S. history. They are vocal, dramatically more connected than any previous generation, and have had a smartphone earlier than any previous generation. They are bringing a new set of priorities, expectations, and norms as consumers, employees, and trendsetters—all of which will shape our shared future. Already industries from banking to auto, retail, and entertainment were being significantly impacted by Gen Z and that was pre-pandemic.

This rapidly emerging generation doesn't remember a time before the internet. In fact, they tell us that the 1990s is vintage. Many don't recall a time before smartphones, and our research shows they often trust social media influencers more than traditional experts or news outlets. At the same time, Gen Z does not remember 9/11, the generation-defining moment for millennials—which for Gen Z has always been history.

Prior to the pandemic, Gen Z was saving for retirement much earlier than expected, accumulating emergency savings accounts on their favorite money-sharing app.

In fact, we uncovered back in March 2020 that COVID-19 will be the generation-defining moment for Gen Z. It could even split the generation in two, with the older members of Gen Z ages 18 to 24 experiencing a different impact—largely economic—than those who are still in middle school or high school.

At The Center for Generational Kinetics, we've led our annual State of Gen Z® U.S. research study for five years. We've also led more than 65 generational studies around the world—from consumers and employees to investing approaches—to separate myth from truth about generations through data. In our latest study, we've uncovered several must-know trends that Gen Z is driving, which will affect us in 2021 and for decades to come. Understanding this generation at this key time in their emergence is critical for investors, employers, marketers, educators, neighbors, and families.

Below are seven of the Gen Z trends we're watching closely as they emerge further into adulthood. These trends are going to have a big impact as Gen Z grows more influential every day—from their spending power, ability to vote, and percentage of the workforce to shaping news narratives on social media.

Trend 1: Gen Z was hit harder than any other generation in the workforce during COVID-19

In our Solving the Remote Work Challenge Across Generations study, we discovered that during the summer of 2020 almost half (45%) of Generation Z have seen their work hours decreased, over one-third (37%) are not able to work or get paid, and over one-fourth (26%) have filed for unemployment in the past 30 days. What's more, 25% of Gen Z feel that they will be worse off when the pandemic is over.

Compared with millennials, Generation X, and baby boomers, Gen Z was the most likely generation to lose their job, have a reduction in hours and pay, and to be reassigned to a job they were not hired to do. In sum, they were the most economically affected generation in the workforce on a percentage basis. Often people thought it was the older generations who suffered the most, but Gen Z was the unfortunate leader in many key areas. This was due to a variety of factors from the industries in which they worked—such as hospitality and retail—to the unfortunate 'last hired, first fired' mantra of old. Gen Z will carry this challenging workforce scar with them as they tell us they are looking now for stability, benefits, and flexibility of work hours and style in addition to compensation.

Trend 2: Education has been upended for Gen Z and so have their education plans

In our new State of Gen Z 2020 study, we found 40% of Gen Z is actively reconsidering their college plan. In fact, of older Gen Z, we found that 40% were reconsidering their entire career path. This is a large percentage of the generation to be completely reconsidering not only their educational pathway but the entire career they intend to pursue as they venture further into adulthood. There will clearly be colleges and careers that emerge as the winners, and they will benefit from this generation's talent for years and even decades ahead, while others will struggle to attract the next generation of talent.

Trend 3: A majority of Gen Z believes in Universal Basic Income—a big change even from millennials

One of the most telling statistics in our State of Gen Z study was that Gen Z was the generation where a majority of its members (58%) believe in Universal Basic Income (UBI), meaning providing all Americans with a livable amount of money. This is a big shift from previous generations where we found a minority of each generation believes in UBI. This belief in a universal basic income has affected everything from how Gen Z views the role and responsibility of govern-

ment to the idea that everyone deserves a basic income to be able to sustain themselves. The implications of this on both government responsibilities and politics in general could be very long-lasting.

Trend 4: Gen Z will put tremendous pressure on brands to take action on social causes

For the five years that we've led the State of Gen Z study, we've been looking at which social causes are most important, motivating, and engaging for Gen Z. For the last several years, the most important social cause to Gen Z has been combating climate change or protecting the environment. However, this year our research revealed a rapid shift where racial equality and social justice jumped to the top spot. It's not a coincidence that the social justice rallies and social media coverage have helped to galvanize many in the generation to make social justice their priority social cause as they emerge into adulthood. This trend looks likely to continue given the emotional connection to the generation and will have a big impact on brands, companies, and investing—such as environmental, social, and governance (ESG)—for decades to come.

Trend 5: Gen Z are very practical with their money, particularly given their age

Often, older generations assume the youngest generation is all about consumption and spending money—whether it was their own money or their parents'. While this may have been true in the past, Gen Z has come of age watching their parents and older siblings struggle through the Great Recession. Now they've seen COVID-19 decimate jobs, careers, savings, and small businesses. The result is that our research shows Gen Z is much more focused on saving and getting a great value for the money they spend rather than spending frivolously. In fact, prior to the pandemic, Gen Z was saving for retirement much earlier than expected, accumulating emergency savings accounts on their favorite money-sharing app, and trying to determine how to graduate college with as little debt as possible. In addition, they were comparison shopping for the best deals and driving meaningful growth at thrift stores—all pre-pandemic.

Trend 6: When it comes to trust, Gen Z trusts health care workers over government leaders

In one of the more generationally-revealing findings, our national study revealed that when it comes to trusting leaders during the pandemic, Gen Z trusts health care workers significantly more than other types of leaders—from national and local government leaders to law enforcement. Specifically, since March 2020, Gen Z reported having the most confidence in health care workers of all leadership types we tested (57%). Gen Z showed the least confidence in U.S. government leaders, state government leaders, and law-enforcement officials since the start of the pandemic (23%). Health care workers were by far the most trusted, which speaks to their importance to the generation and reveals how little trust currently exists, particularly for national government leaders.

Trend 7: Gen Z wants to make an impact on the world, starting now

In our research and in our new Zconomy book, Gen Z has consistently revealed a strong desire to make an impact on the world. We saw this in everything from their willingness to pay more for brands that fully and publicly support social causes to seeking to work for companies that have a commitment to equality and talent development. This new generation also believes they have the ability and responsibility to make the world a better place. In fact, we uncovered that 62% of Gen Z believe their generation will bring positive change to the world.

As we led numerous studies, what stood out to us was this generation's belief in their power and ability to create change rather than waiting for others to do it for them. This generation brings a new and needed voice to a variety of issues, and they're willing to express their voice—from TikTok to employer reviews and holding brands accountable.

As Gen Z further emerges their influence and impact on employers, spending, voting, and more will be amplified, so it's never been more important to seek to understand and engage them now vs playing a challenging, expensive game of catch up later. Gen Z presents the once-in-a-generation opportunity to grow with and lock the huge potential of a new generation as they are poised to shape our shared future.

Jason Dorsey is a generational researcher, the president of The Center for Generational Kinetics, and the author with Denise Villa of "[Zconomy: How Gen Z Will Change the Future of Business — And What To Do About It.](#)"

Submitted by Kirk Haslam of Advance Muffler in Pasadena

SETTING UP NEW EMPLOYEES FOR SUCCESS

SHOPOWNER

Original article was published in ShopOwner Mag on January 2, 2021 and can be read [HERE](#).

Nothing can be more damaging to getting a new employee off on the right foot than doing a poor job with onboarding.

When it comes to best practices in ensuring employee retention, few things are overlooked as often as the proper onboarding of new employees. Nothing can be more damaging to getting a new employee off on the right foot than doing a poor job with onboarding.

Far too often, managers think that when you start out a new employee, all you have to do is give them a quick introduction to the two or three people they will work most closely with, show them where the bathrooms are, tell them the hours they are expected to be at work and when payday is, and they are good to go.

You may think this is an exaggeration but, unfortunately for many new employees, it is not. Everyone knows the expression: “You only get one chance to make a good first impression.” Well, it is also true that you only get one chance to set up a new employee for success. And that is exactly what you are doing with a proper onboarding process. How you go about that, and the attention that you give it tells your new employee a lot about you as a manager, and how much you value your employees and your culture. Onboarding serves not only to give a new employee practical information that they will need in the job, but having that information serves to give them confidence starting out.

Onboarding begins with an initial Day One orientation. Some best practices in orientation are:

- Arrange for the employee to meet the owner or general manager. This ensures that the owner has a chance to meet each new employee when they first start, but also makes the new employee feel that he/she is valued enough that the owner would take time out of their day to meet them.
- Introduce them to a contact in HR so they know who to go to with questions on payroll, vacation, and other related issues.
- Do a personal “walk around” and introduce them to co-workers in their department as well as any other departments they will be working with.
- Assign them a “buddy” who they can go to for answers to questions that may arise.
- Ensure that they have a written job description, and sit down and review it with them. Take time to answer any questions they may have. You would not believe how many new employees start out a job without a written job description. Just because it is clear to you what that person’s role is doesn’t mean that it is clear to them. Also, both you and the employee will need to have a written document for future reference. This is helpful for the employee should they need to jog their memory and get clarification on their responsibilities. It is also needed when it comes time for performance evaluations and discussing the meeting of goals and objectives.

Hopefully, your organization already has an Employee Handbook in place. If not, you should speak to your HR department about developing one. They are very useful in answering frequently asked questions and ensuring company policies are fully understood.

Day 30 Check-In

Having a well-thought out and comprehensive Day One orientation sets the stage for success with new employees. However, it is critical to also have a 30 day check-in to ensure things are running along smoothly for them. Some best practices for that check-in are:

- First of all, speak with their assigned buddy and see what they have to say. You want to know how your new employee has been getting along, what questions they have had, and if there were any questions the buddy was unable to answer. This can help guide your discussion with the new employee.

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- Set up the 30-day discussion with your employee at least a day or two ahead of time. The employee will be much more prepared to talk if they have had time to think about the upcoming meeting and prepare themselves.
- Ask and answer any questions they may have.
- Ask if there are any resources they need in their job that they do not have access to.
- Give them feedback on how they are doing – if there are any developing habits that are of concern, you are much better off to nip them in the bud right from the beginning.
- End the conversation by asking what you can do personally as their manager to help them be successful in their role.

If you make the commitment to establish a robust and comprehensive onboarding process such as this, you will find that your business, your employee retention, and your company culture will all benefit greatly.

How to Create a Supportive Work Environment For Females

The number of working female technicians in the transportation industry is currently less than 2%. With the serious shortage of technicians that exists today, the lack of professional female techs creates a huge opportunity to help fill the gap. Bringing female technicians onboard will not only help fill those empty stalls but creates a more gender-balanced working environment that is reflective of the number of women driving vehicles, as well as purchasing and servicing those vehicles. However, if you are serious about hiring female technicians, and even more importantly, retaining them, then there are some things that would be helpful to keep in mind.

1. Beginning with your recruitment materials, and throughout the entire recruiting, interviewing and hiring process, be sure to use him/her, he/she language to welcome both genders so that all recruits feel welcomed and respected. If you are using photo imagery, make certain that both genders are depicted.
2. Ensure your company's advertising, TV commercials, in-house wall art etc. is respectful of women. Inappropriate photos of women in suggestive poses and skimpy bikinis are in poor taste and have no place in the workplace. Nothing will turn-off a prospective female technician walking through your shop for the first time more than seeing these types of posters, calendars and the like posted on walls and toolboxes in the workshop. Likewise, is this the image you want your company to convey to the public? Would you want your customers seeing them either?
3. Don't ask your female techs to wear a man's uniform. Their uniforms should be women-cut and tailored.
4. Ensure you have a dedicated women's restroom and changing room for your female technicians.
5. Establish culture and parameters from the get-go. When hiring a female, before she starts, lay down the expectations of proper behavior with your male staff. Make it very clear that there will be no tolerance for unacceptable comments, inappropriate jokes, hazing, etc. If an issue does occur, respond immediately, making it clear that inappropriate behavior will not be tolerated. If you have not already done so, put mandatory sexual harassment awareness training in place for ALL employees. Women as well as men should be aware of gender boundary issues.
6. Distribution of work in the shop must be done fairly between men and women so you don't create animosity on either side.
7. Ensure that you have a fair and equitable policy in place when it comes to children and family issues and/or emergencies.
8. When planning any recruitment activities, (open house, career fairs, etc.) be sure to include the presence of your female tech(s) as well. Have them available to speak to and help attract other young women!

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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 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 and our Seminar Committee Chair, Tim Chakarian of Bimmer PhD, 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 Tim your ideas and suggestions for seminars & we will try to schedule the seminars you want. (626) 792-9222.
- 5. MONTHLY & QUARTERLY 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. Once a quarter you'll receive the newsletter from the State Association Office.
- 6. THE FOOTHILL CHAPTER WEBSITE.** This Foothill Chapter website at <http://www.asc5.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 Socials Chairman, Jack Scrafield (818) 769-2334, 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. Jack 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 ASC web page has three target audiences: 1) ASC 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 ASC members can learn more about the advantages of being an ASC member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASC members quickly and easily on the ASC web pages. All ASC members statewide are listed. Soon, your shop website will be able to have a link on the State site.
- 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.



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 95816
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



Autologic Diagnostics 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@autologic.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



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



DFC is the leading manufacturer of award-winning automotive braking systems. They maintain a huge selection of brake parts for all domestic and foreign vehicle applications. Their engineers, product managers, and R&D staff work hard to give their customers first-to-market advantage.

Dan Biezonsky (951)200-0953
danb@dynamicfriction.com



LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.

Steven Poole (562)320-2398
SJPoole@lkqcorp.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



The leader in automotive thermostats, fuel, oil and coolant caps sold to the North American automotive aftermarket. Their line of thermostats is one of the most advanced in the automotive industry, using state-of-the-art manufacturing equipment, with strict quality control and functional testing, to ensure high quality and long-lasting products.

Sean Ruitenbergh (618)599-5196
sean.ruitenbergh@motoradusa.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

☀ MEMBER DISCOUNTS

Education, Training & Business Coaching



The ACT Group offers training classes by automotive industry experts including former technicians, service writers, managers, general managers, and owners of automotive facilities. ASCCA members receive discounts including \$200 off Service Advisory Classes. ☀

Ray Kunz (916)588-0775
ray@automotivecoachingandtraining.com



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 Nabity (916)286.0918
mnabity@coremarkins.com



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

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

Internet Marketing, Web Design & Search Engine Optimization



Broadly uses internet marketing to get great customer reviews on Google, Facebook, and other review sites to help drive more business. ASCCA members get a FREE account setup (valued at \$200). ☀

Laura Nelson (800)693-1089
marketing@broadly.com



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. ☀

Todd Westerlund (925)980-8012
Todd@kukui.com
Patrick Egan (805)259-3679
Patrick@kukui.com



Mudlick Marketing is proud to offer a Multi-Channel Marketing Platform where our clients have access to powerful direct mail and digital services to help grow their business. We will help you use your data to make buying decisions. We offer in-house financing and our weekly flex pay and flex mail programs make us very affordable. In addition, ASCCA members receive \$250 off their first customer mailing and 10% off all our digital programs. ☀

Danielle Ray (470)299-7374
Dray@mudlick.com

☀ MEMBER DISCOUNTS



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

Merchant Service



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

Software Providers



ALLDATA's automotive diagnostic and repair software, with OEM-direct repair information for accurate car repairs, is trusted by more than 400,000 technicians in more than 100,000 shops nationwide. Covering more than 38,000 engine-specific vehicles, ALLDATA provides auto repair shops a suite of products to help increase the daily car count, improve processes and provide quality repairs to keep customers satisfied.

Chuck Bennett (512)285-0307
Charles.bennett@alldata.com



BOLT ON TECHNOLOGY equips the automotive repair and maintenance aftermarket with award-winning technology tools to improve customer communication. BOLT ON's mobile and digital tools, provided with ongoing training and support, reduce problems inherent in the service process while increasing shop productivity, revenue, and customer satisfaction.

Tim Cifelli (610)400-1019
tcifelli@boltontechnology.com



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

Uniform 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. ☀

Jessica Essad (775)813.8954
EssadJ@cintas.com

☀ MEMBER DISCOUNTS

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.

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

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

Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	abec@petrospecsbg.com
DRIVE!	Carolyn Gray	818-863-1077	cgray@driveshops.com
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Mitchell 1 Software	Frank Joel	818-326-0602	fjoel@ix.netcom.com
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SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.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 ascca.05@gmail.com

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 Lending Library

(Another Benefit of Membership in ASCCA5)

To use this free service, call Darren Gilbert at (626) 282-0644 or email him at gilbertmotors@yahoo.com and tell him which study guides you would like to check out. He will bring the books to the next General Meeting for you to pick up, and you then leave your credit card information as a guarantee. You are responsible for any damage or loss of the study guide. The guides must be returned to Darren at the next General Meeting or by mail. It's that simple!

C 1 - Automotive Consultant
 A 1 - Automotive Engine Repair
 A 2 - Automotive Trans/Trans Axle
 A 4 - Automotive Drivetrain
 A 4 - Automotive Suspension/Steering
 A 5 - Automotive Brakes
 A 6 - Automotive Electrical/Electronic
 A 7 - Automotive Heating/Air Conditioning
 A 8 - Automotive Engine Performance
 A9 - Diesel
 L 1 - Advanced Engine Performance
 L 2 - Med/H.D Truck Electronic Diesel
 P 1 - Parts Specialist Med/H.D Truck Dealership
 P 2 - Parts Specialist Automobile
 P 3 - Parts Specialist Truck Brakes
 P 4 - Parts Specialist General Motors
 P 9 - Med/H.D. Truck Suspension & Steering
 X 1 - Car/Light Duty Truck Exhaust Systems
 B 2 - Auto body Collision Repair - Painting/Refinishing
 B 3 - Auto body Collision - Non Structural Analysis
 B 4 - Auto Body Collision - Structural Analysis

B 5 - Auto Body Collision - Mech/Electrical Components
 B 6 - Auto Body Collision - Damage Analysis/ Estimating
 F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas
 M.M. - Engine Machinist Series
 E 2 - Truck Equipment - Electrical/Electronic Systems
 S 1 - School Bus - Body/ Special Equipment
 S 2 - School Bus - Diesel Engine
 S 3 - School Bus - Drivetrain
 S 4 - School Bus - Brakes
 S 5 - School Bus - Suspension/Steering
 S 6 - School Bus - Electrical/ Electronic
 S 7 - School Bus - Air Conditioning
 T 1 - Med/H.D. Truck - Gasoline Engines
 T 2 - Med/H.D. Truck - Diesel Engines
 T 3 - Med/H.D. Truck - Drive Train
 T 4 - Med/H.D. Truck - Brakes
 T 5 - Med/H.D. Truck - Suspension/ Steering
 T 6 - Med/H.D. Truck - Electrical/Electronic Systems
 T 7 - Med/H.D. Truck - Heating/ A.C. Systems
 T 8 - Med/H. D. Truck - Preventive Maintenance

ASCCA Chapter 5 2021 Board of Directors

Executive Board

President.....Kirk Haslam
Phone..... (626) 793-5656
Email.....advancemuffler1234@gmail.com

Vice-President.....Tim Chakarian
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Secretary.....Craig Johnson
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Board of Directors

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Gene Morrill..... (626) 963-0814
Darren Gilbert..... (626) 282-0644
Johanna Reichert..... (626) 792-9222
Mike Bedrossian..... (626) 765-6190
Dave Label..... (626) 963-1211

Chapter Rep

Tim Chakarian(626)792-9222

Committee Chairs

Seminars & Programs

Tim Chakarian....(626) 792-9222

Government Affairs

Gene Morrill.....(626) 963-0814

Associate Member Board Rep.

Randy Lewis.....(909) 717-9950

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

ASCCA State Contacts

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President

Rory Balmer..... (909) 337-0082

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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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Communications Manager

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

ASCCA Attorney

Jack Molodanof(916) 447-0313 or Jack@mgreo.org

Government Offices/Contacts

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)
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Government Offices/Contacts

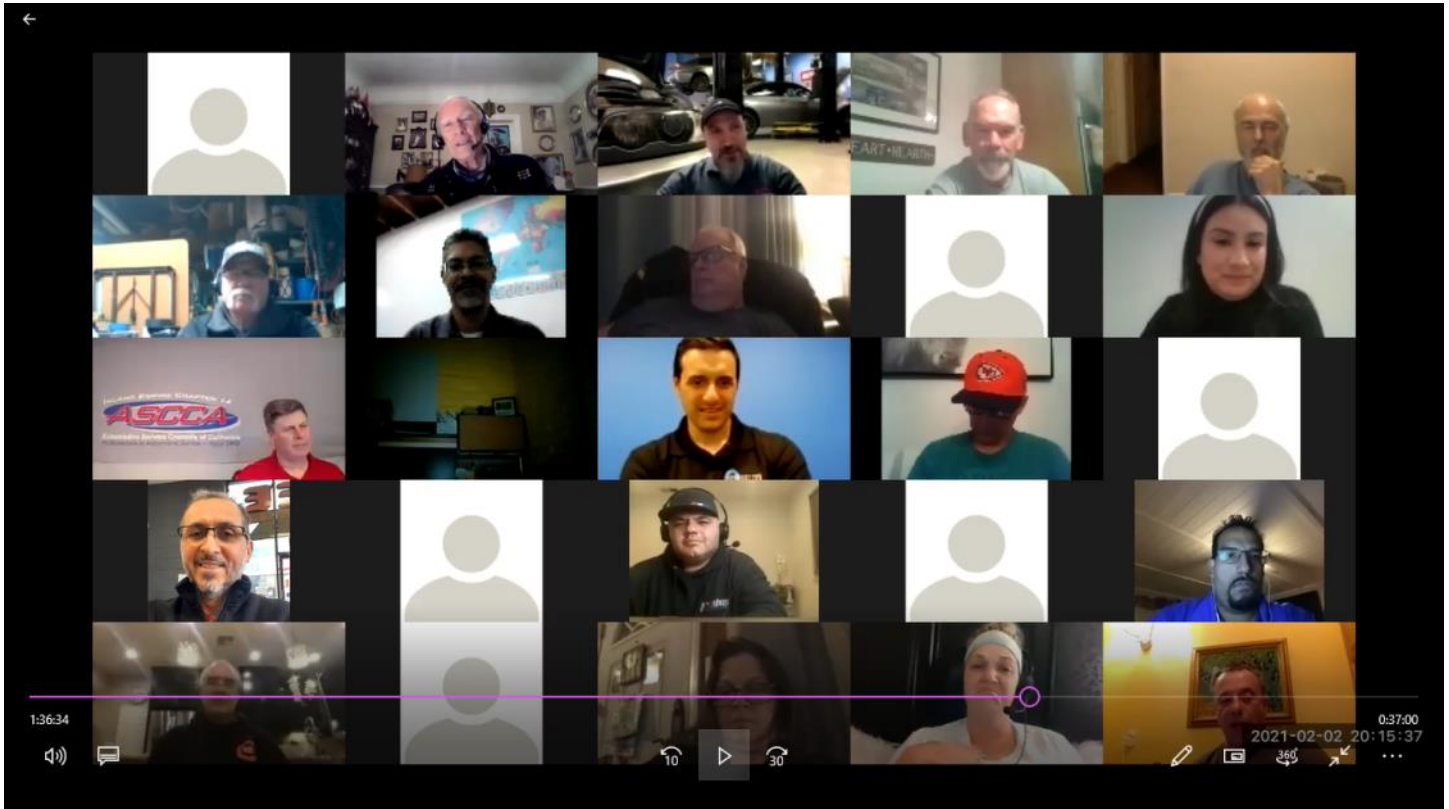
President Joe Biden.....(D)
Phone (202) 456-1111
Fax..... (202) 445-4633

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

We had 36 online at our February 2nd “Open Forum” meeting where we discussed setting reasonable expectations.

*Many members shared their experiences and we learned from each other.
This is one of the GREATEST BENEFIT of membership in ASCCA:
“You don’t have to reinvent the wheel.”*

If you missed this meeting you can watch it on our ASCCA Foothills Chapter 5 YouTube channel [HERE](#) or click on the picture below.



We will continue with our monthly Zoom calls until we have the green light to resume our meetings at Mijares Mexican Restaurant.

Four shops were drawn to win \$50 cash or \$100 Chapter dues credit and we had one winner: Bussards All-Pro Automotive Center. Gary graciously donated his winnings to the new ASCEF Scholarship in honor of Dick DeLoach!

In March, four more shops will be drawn. If none are present, we’ll keep drawing until we have a winner! You must be present for the full meeting and in good standing to win!

Join us on March 2 as we hear about changes in the insurance landscape with COVID-19 updates.