



ASCCA Foothill Chapter 5
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www.ascca5.com

OCTOBER 2026

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



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

President's Message

October 2026

Qualifying the customer.

As of Oct 01, Goggle now gives you 20 seconds to qualify the call before charging you for those of you who use Goggle Ad words. They also monitor if you call them back and will charge you- more about that. An example: "Do you install car radios?" "No, i do not. Thank you." End the call -under 20 seconds.



For those of you that have caller ID and customer ID (most management systems now offer this):

This is how we do it.... have whoever handles your google ad words, turn on "Google ID" (this prompts a subtle voice at the beginning of the call notifying you you are about to be charged for this call)...when the phone rings, you get the notification, if it's a new customer, and it's within your service area (it's shows that), you answer the call. As an example: "My check engine light is on, what do you charge to fix that?" You answer, "I have your number; I will call you right back when I get done shortly." Hang up. Call them back from your cell phone.

If they eventually become your customer, then you can resume using your shop phone. What's wrong with paying for a qualified lead? I am just getting fed up with spending my Google Ad money on cars that don't come in anyway, or turn out, at the end of the call, to be out of my service area.

Google Ad Word calls are a small part of overall calls, so having this meeting with your team, and implementing this is not a hassle.

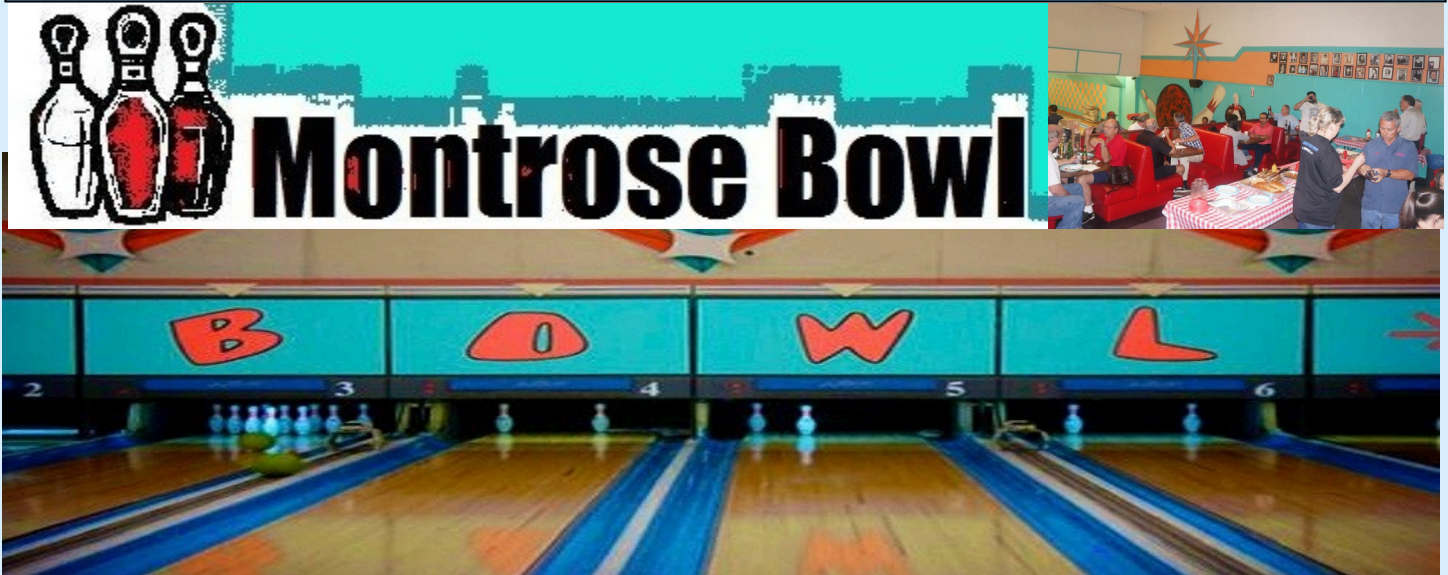
There's still some open spots for our Oktoberfest at Montrose Bowl. RSVP today!

See you back at Mijares on Nov 3 for more educational meetings.

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

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

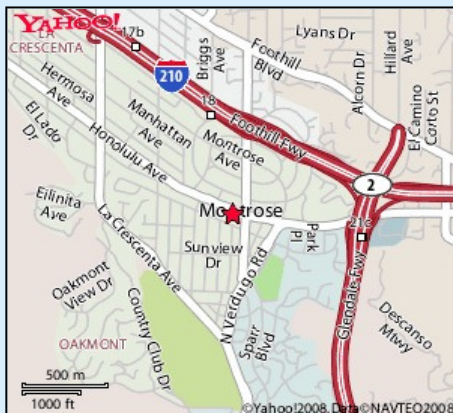
OKTOBERFEST! ASCCA 5 Style!



Join ASCCA 5 on Tuesday, October 6, 2026 - 6-8pm
Bowling, Dinner and Great Fun!!!
Limited to the first 50 who sign up.

Montrose Bowl - 2334 Honolulu Ave.; Montrose, CA 91020

Event Sponsored in Part by BG Products & Hawley Insurance



From the 210 Freeway, just west of the 2, take Ocean View Blvd. South to Honolulu Ave. Turn right, and it's on the left.

For many years, ASCCA Chapter 5 celebrated "Oktoberfest" together at the Montrose Bowl. After all, it can't all be about business, can it?

Enjoy bowling in a private, updated 50's style bowling alley.

Bring the Family - Enjoy delicious food.

This is a great opportunity to bring a potential member to get a taste of who we are! Bring your employees, too!

Primary Chapter 5 Regular or Associate member is free.

Cost for extras is \$20 per person.

We are limited to 50 people, adults & children.

RSVP via the Evite or asca.05@gmail.com to reserve your place.

Your payment is your final confirmation for your guests. When we receive your RSVP, a payment link will be sent to you.



We had a great time at O'Reilly Auto Parts for our September 1st meeting. We welcomed new member David Kazazian of Two Brothers Automotive, and we learned a lot about air conditioning and ADAS. Thank you to Enrique and everyone at O'Reilly for hosting such a helpful event.





Join Us At
MIJARES
On November 3, 6:00PM
for our Dinner Meeting

INSPECT FASTER, EXPLAIN BETTER.

Three Tools and a Process powered by AI and Shop Insights.

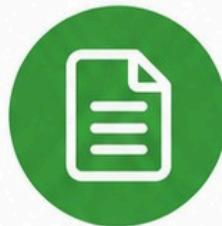
Uwe Kleinschmidt,
Founder and CEO AutoTechIQ

After selling AutoVitals in 2019, Uwe founded AutoTechIQ to make digital vehicle inspections a tool that empowers motorists to understand their vehicle's needs and collaborate with service advisors to make confident decisions.



TechAidIQ®

MOTORISTS UNDERSTAND
DVI RESULTS



AutoQuoteIQ®

STREAMLINE THE
ESTIMATING PROCESS



ProViewIQ®

FASTER, MORE IMPACTFUL
INSPECTIONS

TechAidIQ® captures AI-enhanced DVI images with arrows and captions, making it easy for motorists to understand their vehicle's condition. **AutoQuoteIQ®** translates inspection data into clear estimates, reducing time spent building and explaining quotes and connecting findings with customer-facing recommendations. **ProViewIQ®** guides technicians through complete inspections, shortens the inspection time by more than 50%, delivers DVI results that empower motorists, and integrates with Tekmetric, Protractor, Shop-Ware, etc.

BETTER INSPECTIONS.

CLEARER ESTIMATES.

MORE PROFITABLE SHOPS.

techaidiq.com | autoquoteiq.com | proviewiq.com

2026 Events

Jan 6- Elite at Mijares

Feb 3- “Making Money” #2 at Mijares

Feb 18-21- Elite “Fly with the Eagles” in Glendale

Mar 3- “Making Money” #3 at Mijares

Apr 7- Shop Culture at Mijares

May 5- Vendor Fair at O'Reilly in Alhambra

June 2- “Marketing Essentials” at Mijares

July 7- “Improving the Drop-off” at Ward Service

Aug 4- “What the Best Shops Do Differently” at Mijares

Sep 1- AC & ADAS Training at O'Reilly in Alhambra

Sep 11-13- ASCCA Annual Training Conference in Irvine

Oct 6- “Oktoberfest” at Montrose Bowl

Nov 3- “AI in the Shop” at Mijares

Dec 1- Christmas Social at Domenicos Monrovia

2027

Jan 5- Elite at Mijares

Mar 18-20- Fly With the Eagles in Glendale

*Our Board of Directors meets the third Tuesday of every month
at 6:00pm on Zoom.*

Come sit in and see what it's like. Click [here](#) to join the meeting.

Red is our monthly meeting
 Blue is our Board Zoom meeting
 Brown is for Special Meetings

JANUARY

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DECEMBER

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



2026 Fourth-Quarter Tax Reminders for Business Owners

1. Estimated Taxes: Timing Matters

Our tax system is pay-as-you-go. Taxes generally need to be paid during the year through estimated tax payments or W-2 withholding.

Estimated taxes are time-sensitive. Even if you ultimately pay enough or more than enough tax, paying it late can still create an underpayment penalty for the period the payment was late. If your 2026 income is higher than expected, now is a good time to review whether your Q4 estimated tax payment or W-2 withholding should be increased. Do not assume that paying a large amount when the tax return is filed produces the same result as paying throughout the year. Timing matters.

2. S Corporation Health Insurance

If you own more than 2% of an S corporation and the corporation pays or reimburses your health insurance premiums, the premiums generally need to be included in your year-end W-2.

The S corporation generally deducts the health insurance expense, while the premium is added to the shareholder's Box 1 wages. If the requirements are met, the shareholder can generally deduct the same amount on the individual Form 1040 as self-employed health insurance.

This is a common year-end payroll adjustment and is easy to miss. If it is not reported properly, the shareholder may lose or delay the individual deduction, and the W-2 may need to be corrected later.

If your S corporation paid or reimbursed your health insurance during 2026, make sure your payroll provider knows before the final W-2 is prepared.

3. Owner Draws Are Not Payroll

Taking money out of an S corporation is not the same as receiving payroll. A shareholder may receive distributions, but a shareholder who works for the corporation generally must also receive reasonable compensation through W-2 payroll.

For example, an owner who works full-time running an auto repair shop, manages employees, deals with customers, and performs day-to-day business duties should generally not take large distributions while reporting little or no W-2 salary.

IRS may reclassify part of those distributions as wages. This can result in additional payroll taxes, penalties, and interest.

There is no single salary amount that is automatically reasonable. The amount depends on the owner's duties, experience, time spent working in the business, responsibilities, and what the business would normally pay someone else to perform similar work. You may order a Reasonable Compensation Report using specific data points about your role and business to help support an appropriate salary level.

Before the final 2026 payroll is processed, review your W-2 salary, shareholder distributions, health insurance, and estimated tax payments. These items are much easier to correct before year-end than after W-2s and tax returns have been filed.

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

DONUT 118 SELLING DIAGNOSTICS OR DIAG?

Some shops have a lot of trouble trying to sell Diag. Many say that the customers expect the “Diag” charge to be forgiven if the recommended repairs are sold.

I believe selling anything is all in the presentation. Do any of you buy the unknown paper bag with a value written on it? Since you have no idea if the contents of the bag will be of use to you, you probably don’t, even if it’s a smokin’ hot deal.

Visualize a mystery bag that contains exclusive formula shampoo and conditioner from a remote tropical island, a high-end German hair drier built in the Black Forest with the finest materials and engineering and a set of combs and brushes from the most exclusive designers around the world. All this is only a hundred bucks. This is a great deal. The only problem is that the prospective buyer is bald.

If you have trouble selling “Diag” that is exactly the hill you are trying to climb. No wonder you struggle. The term “Diag” is too often considered to be a Walletechotomy. A very painful process of extracting the wallet with no pain relievers afterward. Becky, please stop bloviating and tell us how to address this issue.

Fine. Start with changing what you are trying to sell. The first order of fixing anything is to perform testing and inspection. Whether it is a noise on bumps, an inoperative device or a warning light, testing and inspection must be conducted.

Tests produce data. Data must be analyzed in accordance with industry standards. Think about seeing an Xray or the results of a CAT scan. Looks great, but it has no meaning until an expert interprets the “data”.

Explain that this is a step by step process. As the testing and inspection progresses, we will come to a point where repairs or adjustments must be made. At that point an estimate will be made and presented to you. “Will that fix it?”. We have no idea. That step needs to be remedied first. Then, testing and inspection continued to a logical conclusion. Only then will repairs be completed.

It is critically important that this agreement be done in advance, Until you have an agreement, you have no way to collect. No pay, no deal, Easy. Who's next?

We are NOT selling a fixed vehicle. We are selling a process. Testing and inspection for this issue is \$XXX.xx. Would you like to proceed?

If they don’t want to, then we are done. Is there anything else you would like for us to do?

This is the initial presentation. Should they not want to pay, yet they still want you to fix their car, ask them what they want you to do or what parts do they want you to replace. Tell them they can rent a mechanic who will do whatever they ask, with no promise of results.

Since you are selling a process, it is vitally important that you report what tests were performed and the results or measurements of each test conducted, as well as the factory specs for that test. Cite Technical Service Bulletins, Factory Service Information as well as data from the scan tool. Don’t just report the conclusion, build value by illustrating the whole operation.

It’s easy to get people to pay when you let them know that you first did this, then that, then this other thing. This takes time, experience, information and tooling. THAT is what they are buying.

Not every person who comes to your shop will buy Testing and Inspection. This approach will tell you who is a potential customer and who is simply a person with a broken car. This is a tool to screen customers.

Print this out and lay it on appropriate desks.

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#ShopManagement #Autoshopmanagement #Sellingdiagnostics Gene Morrill



Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940
www.ascca.com

**EACH ONE REACH
ONE!**



YOUR MISSION: RECRUIT ONE NEW MEMBER THIS YEAR.

- 1 IDENTIFY:** A shop owner or colleague who would benefit.
- 2 REACH OUT:** Discuss the advantages of ASCCA membership such as networking, professional development, advocacy and business resources.
- 3 INVITE THEM TO A MEETING:** Invite them to join our association and participate in a meeting to learn more about the benefits of ASCCA membership.

Scan to Join ASCCA



members.ascca.com/ap/Membership/Application/VLzd46pn

For assistance please call (800) 810-4272 or email info@ascca.com

Please Support the Sponsors of ASCCA Chapter 5

Elite Circle:



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



714-528-9600

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

Gold Circle:



**Invite your vendors to join our
annual sponsorship circles.**

All the information is on page 16

Silver Circle:



(626) 440-9511

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

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



(909) 767-1681

ASCCA LEADS THE WAY

Monthly Membership Dues are just \$87.00
That is only \$2.90 a day!



This will take your shop to the next level and beyond

The ASCCA Way Will:

- Increase your profits
- Give you more time off and less stress
- Build a network of shop owners to work with
- Provide training programs at a large discount
- Lower insurance costs
- Give you a free evaluation of your financials

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

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

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

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



Chapter 5 Associate Members

Company Name	Contact	Email address	Phone
Autotech IQ	Uwe Kleinschmidt	Uwe@autotechiq.com	(866) 678-8505
Hawley Insurance Services	Bruce Hawley	bruce@hawleyinsuranceservices.com	(714) 528-9600
High Point Distributing	Tim Huddleston	tim@highpointdist.com	(818) 674-0930
Jasper Engine & Transmission	Albert Nava	Albert.Nava@JasperEngines.com	(626) 864-4590
Mark Christopher Auto Center	Steve Johnson	sjohnson@markchristopher.com	(909) 390-2924
Parts Authority	Tom Ogaz	togaz@partsauthority.com	(951) 218-9740
RepWorks Marketing	Robert Flores	rf@repworksmktg.com	(310) 722-0842
Undercar Plus	Blake Avelar	blake@undercarplus.com	(909) 608-1001
Van de Pol Oil	Wes Powell	jbarton@ineedoil.com	(714) 448-3569

Thank you to our annual Chapter 5 Sponsors:



714-528-9600



(626) 440-9511



(909) 767-1681



THANK YOU TO OUR ASCCA STATE CORPORATE PARTNERS!



Choose to be the best for \$87/mo!

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



Examples:

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

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

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

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

ASCCA has great benefit programs:

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

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

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

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

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

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

Super discounts on uniforms.

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

Camaraderie, fellowship, and life-long friends.

Network with top shops.

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

Get second opinions on cars that are giving you fits.

Education opportunities:

We periodically have free training for service advisors and technicians.

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

Why we need you:

Meet and network with top shops.

Monitor and fight harmful legislation.

Support our great partners and save money.

Support and give back to our industry.

All this for \$87 per month!

1443 E. Washington Blvd. #653
Pasadena, CA 91104-2650
(626) 296-6961

ascca.05@gmail.com;
www.ascca5.com

Coaching. Peer Groups. Training.



This is ELITE.

WHO WE ARE:

- ✓ **People-First Community:**
Where people matter over profit and integrity is prioritized.
- ✓ **Dedicated Experts:**
Seasoned shop owners providing tailored coaching.
- ✓ **Results Focused:**
Achieve measurable success with ethical, tried-and-true practices.

GET IN TOUCH

 Eliteworldwide.com/contact/

 Contact@Eliteworldwide.com



1:1 COACHING

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



PEER GROUPS

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



SERVICE ADVISOR TRAINING

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



MANAGEMENT COURSE

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



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

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

License # 0G39707

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

The Elite Circle Club: \$2,500.00

The Gold Circle Club: \$1,500.00

The Silver Circle Club: \$750.00

Ask them to choose which level at this link or use this QR code.



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

TIMKEN

timken.com

MAXIMIZE PERFORMANCE AND UPTIME

With Timken Products and Technical Resources

Through our authorized channel partners, we supply products and technical resources engineered to maximize vehicle performance and uptime. Our aftermarket product coverage is designed to cover 98% of the registered vehicles in America.

Timken Advantages

- **PREMIUM QUALITY & KNOW-HOW.** From aircraft landing wheels to automotive wheels, our premium quality and know-how are at work.
- **COST OF COMEBACKS.** Avoid the cost of covering an economy part that fails prematurely – saving your customers unplanned labor and downtime.
- **COMPREHENSIVE COVERAGE.** Premium products designed for wheel ends and axles – including axle shaft seals.
- **TRAINING.** Through our Tech Series Pro, Tech Tips and Tricks of the Trade training, you'll gain valuable knowledge to help make your job easier and ensure the job is done right.



(909) 767-1681

ASCCA Chapter 5 2026 Board of Directors

Executive Board

President.....Craig Johnson
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Phone..... (562) 322-4685
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Treasurer.....Greg Lipp
Phone..... (909) 260-2632
Email.....gmlipp@gmail.com

Board of Directors

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Robert Flores.....(310) 722-0842
Enrique Chavez.....(805) 636-4457

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KirkHaslam.....(626) 240-8555

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

Committee Chairs

Seminars & Programs - Seiko Nagata
Revenue & Benefits - Open
Membership - Open
Government Affairs - Open
Chapter Rep - Open

Chapter Staff

Administration & MembershipJoseph Appler
Phone.....(626) 296-6961
Text/Cell.....(818) 482-0590
Email.....asca.05@gmail.com

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Text/Cell: (818)482-0590
email: asca.05@gmail.com
Website: <http://www.ascca5.com>

ASCCA State Contacts

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President

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Communications Manager

Jonathan Flom..... (800.810.4272 ext. 141jflom@amgroup.us

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

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Fax.....(202) 445-4633

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

Find your US Legislator

https://openstates.org/find_your_legislator/

Find your California Legislator

<https://findyourrep.legislature.ca.gov/>

Find Everyone in the Government Whose Decisions Impact You

<https://www.commoncause.org/find-your-representative/addr/>

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ASCCA CODE OF ETHICS

1. To promote good will between the motorist and the automotive industry.
2. To have a sense of personal obligation to each individual customer.
3. To perform high quality service at a fair and just price.
4. To employ the best skilled personnel obtainable.
5. To use only proven merchandise of high quality, distributed by reputable firms.
6. To itemize all parts and adjustments in the price charged for services rendered.
7. To retain all parts replaced for customer inspection, if so requested.
8. To uphold the high standards of our profession and always seek to correct any and all abuses within the automotive industry.
9. To uphold the integrity of all members.
10. To refrain from advertisement which is false or misleading or likely to confuse or deceive the customer.

Support our Chapter Sponsors:

