



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

President's Message:

March, 2022

Greetings!

Welcome to March. You can really feel the Buzz of enthusiasm in the air.

We are three months into 2022 & our Association is fueled by our need to be better, focused & more accountable. Our history of accomplishments shows we are a dedicated & focused chapter. Each of you, not only understands the need for encouragement & growth, but truly enjoys sharing experiences & good food as noted by the number attending our monthly meetings. Great job team, keep up the great work!

We want to continue to grow in our learning of new & different ideas & methods. We do this by visiting fellow shop owners at their shops. In February a few of us from this chapter & other local chapters of ASCCA visited one of our new members, Seiko's Auto Service. We went as part of the World Pac Smart groups. Our Smart Group is a team of 9 shop owners who learn from each other's experiences, both positive & negative, then have a frank discussion with action plans of what we learned & how we can do things differently.

Special thanks to Thomas & Valerie Maimone from Crown City Tire Auto Care for joining us & sharing your stories & successes with the growth of your business. The team was also able to see how detail-oriented Seiko Nagata truly is. With a limited amount of space at his shop, he has created an efficient process for his two technicians & one amazing young



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service advisor. Seiko attributes his success to having a network of more successful people around him. He utilizes a coaching program that works for the business & contributes back to the industry with great ideas in marketing, staff training, & good leadership. Congratulations to the success of both these shops in our chapter & association. We look forward to visiting the second store of Thomas & Valerie Maimone at our May Shop Night meeting. Make sure to save the date, May 3rd, 2022. More details to come soon.

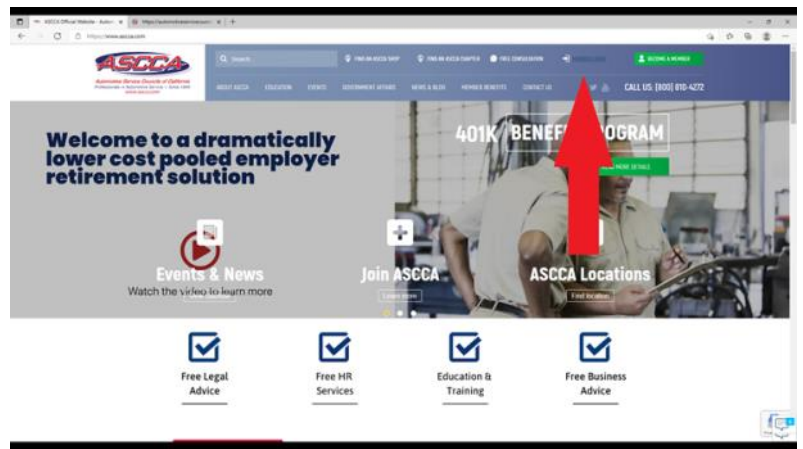
Speaking of events, you're not going to want to miss our meeting next month in April! Not only are we having local & state vendors and corporate partners present, but our 2022 ASCCA State President, Carolyn Coquillet, will be attending & speaking. Carolyn is a shop owner as well as founder & CEO of SHOP-WARE. She has a bright vision for the future of our great association & has the full support of the Board. You're not going to want to miss an opportunity to mingle grow & learn with the best of our industry as we Unite Elevate & Give Voice to the future progress of our association.

SO "WHAT'S NEW?" YOU ASK...

The new portal we've been waiting for!
Did you get your log-on?

Go to www.ASCCA.com & click on the member log-in link & create a log-in & password. Welcome to the new portal!!

Use the tabs on the left to navigate. Go to My Info & fill in your information using the PEN icon. Once you've finished that, go to My Directory Info on the left tab & view your info. This is where you can load a picture of your shop. Again, click on the PEN icon. Since you're loading photos, on the left side under ASCCA, there is a provision for you to load a photo of yourself, so we can see who the superstars in our chapter are. Play around with the site & give us feedback how we can better use technology to advance our industry's communication.



Well, that's enough information to work on for now. I hope all of you are taking time each week to work ON your businesses as you work IN your shops. Remember, we are business men or women first, then darn good problem solving technicians second. Keep informed of the upcoming events that will impact your business by regularly visiting the website & contributing to Team-Talk. If you don't get Team-Talk, please check your spam folder or reach out to me or our amazing administrator, Joseph Appler to help you get on track.

I would like to take a moment to thank our Chapter 5 Board of Directors for all of their dedication, time, & hard work behind the scenes to make this chapter so fluid & successful. These men & women are busy shop owners who have volunteered their time for a great cause & a path to even greater leadership. If you would like to see how our organization works & operates, I invite you to sit in on any committee meeting or board meeting as a guest observer. Most meetings these days are on the Zoom platform & can be accessed anywhere with a mobile phone or device. Don't let the fear of technology or the future slow your growth.

In conclusion I would like to end with a quote from a great leader J. Maxwell:

"Motivation gets you going, but discipline keeps you growing." Keep growing my friends.

Tim Chakarian
Bimmer PhD Motorsports
ASCCA Chapter 5 President 2022-23



Join us at Mijares Mexican Restaurant on March 1, at 6:00 pm for the monthly meeting of ASCCA Chapter 5

“Investment Challenges We All Face”

We all work very hard in our respective businesses to make money... then what? We plan to discuss some of the challenges we all face when it comes to investing, including certain human behavior and psychological hurdles we should all be aware of. We will cover some of the basics, including various strategies we utilize and rely on as we strive for a positive long term result. You will find us both to be very approachable and enthusiastic, and we've been known to get pretty excited about our vocation. We will keep it fun, light and entertaining... but very informative. During and after, it will be our pleasure to entertain any questions you or your colleagues may have.

(Michael Healy and Jeffrey Scofield of Mt. Lowe Group.)

Only the first part of the meeting will be on Zoom due to regulatory restrictions in the financial industry. Come in person if you can!

When:

Tuesday, March 1, 2022
6:00 PM – Social/Networking
6:15 PM – Buffet Opens
7:00 PM – Program
9:00 PM – Finish

Menu:

Taco/Tostada Buffet
Soda & Coffee provided
Beer & Wine available

Where:

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

Cost:

- No Charge to Regular or Associate Chapter Member, Business Partner, Spouse or Significant Other (*max 2 free per member*)
- No Charge for Potential Members
- **\$30/ea.** for all others

UPCOMING MEETINGS & EVENTS

Apr 5 - Vendor Fair at Mijares
May 3 - Shop Night / “Swag Night” at a member’s shop.

Jun 7 - TBA
Jul 5 - TBA
Aug 2 - TBA

February's "First Tuesday" dinner meeting was all about "Shop Owners Helping Shop Owners," as we interacted with each other and as Gene and Tim helped us understand the importance of Strategic Planning and Goal Setting. We tried out a hybrid Zoom set-up and found that it worked well. We will continue this each month for those in other Chapters and for those in our Chapter who are unable to attend.
(But Zoom is no substitute for being here in person!)



Shop Drawing

G & M Automotive Services was drawn in the Shop Drawing, but was not present to win the \$220!

The prize will increase to \$240 for our **March** meeting.

Remember, you must be present to win!

Tax and Business Tips from Norm Blieden, CPA

The Secret to a Quick Tax Refund

Here's how to get your overpayment as soon as possible

Delayed tax refunds, penalties for not filing 2020 tax returns on time that were actually filed on time, and timely tax payments being flagged as late are just some of the headaches taxpayers are grappling with due to a massive backlog of several million unprocessed tax returns the IRS is trying to wade out from under.

Here's how to avoid getting your tax refund delayed and steer clear from late-filing and payment penalties resulting from the IRS backlog:

What you need to know

E-file your return! The secret to getting a quick tax refund is to e-file your 2021 tax return! The IRS says approximately 90% of the more than 160 million individual tax returns expected for the 2021 tax year will be e-filed. The majority of these taxpayers will avoid any issues filing their return and getting their refund. If you do e-file, don't forget to sign Form 8879, which authorizes your tax preparer for e-filing of your return.

Stay calm if you receive a letter from the IRS. You may receive an IRS notice indicating you have an unfiled tax return or that you have an unpaid balance on your account. If the notice was mailed because of the backlog and you indeed filed the tax return in question or paid the amount due listed, the IRS says there is no need to call or respond to the notice as it's continuing to process prior year tax returns as quickly as possible.

Certified mail is your friend. If you receive an IRS notice for a situation not related to the backlog, you'll want to respond in a timely fashion via certified mail. This will provide proof of your timely correspondence. So even if your response gets lost or caught up in the backlog, you'll have evidence that you responded by the deadline listed on the notice. Remember that delays in responses could generate penalties and additional interest payments.

Be patient if you need to talk with the IRS. The IRS received a record 282 million phone calls during its 2021 fiscal year, according to National Taxpayer Advocate Erin Collins. Only 32 million of these calls were answered. Collins said the best time to call the IRS are Wednesdays through Fridays, especially early mornings starting at 7 am Eastern time.

Read the Fine Print

According to a recent Deloitte survey, 91 percent of people agree to terms and conditions without reading the legal agreement. While reading through legally complex language may be slow and painful, it's more important than you think. Here are four reasons why reading entire legal agreements make sense:

You miss a major technicality. Many agreements have an exit penalty that requires you to pay for a period of time after you terminate an agreement. Others automatically renew your agreement for a year with exit penalties unless you tell them in writing you do not wish to renew prior to a key date. In a recent example of missing a legal technicality, eight teachers claimed the Department of Education (DOE) mishandled a debt forgiveness program that promised to reduce student loans after 10 years of public service. In most of the cases, the teacher's application was denied because, according to the DOE, they were in the wrong type of loan or payment program.

You give something away. With extensive agreement documents (PayPal's user agreement is over 50 pages long!), it's easy for a company to add language that grants itself rights to something that's yours. Here are some examples:

Your identity. Companies like Facebook grant itself rights to use your likeness and personal information for targeted advertising unless you catch the clause and take action.

Your work. If you create a presentation using online tools, the agreement might allow the site to use the presentation without your permission.

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Your location. Most navigation software tracks your location even when not using their application. The same is true with most newer vehicles. The only way to catch these tracking rights is to read the clause in the agreement.

You're not comfortable with the risks. Data breaches are occurring more often and are hard to prevent. To reduce their exposure to litigation, businesses are continuing to add language to agreements to protect themselves. Your job, as the consumer, is to know these risks when signing up for a new service. The more personal information you provide, the more important it is to understand your legal recourse if the supplier of your service is hacked.

You miss something good. Reading an agreement to the end may pay off. A woman in Georgia won \$10,000 just by reading her travel insurance agreement. The company, SquareMouth, had a "Pays to Read" program that awarded a cash prize to the first person to read the clause with a cash prize. For most people, it's more likely you'll find additional benefits that come with the agreement or laugh at some humor injected by the company.

Review Financial Decisions When Interest Rates Change

Interest rates are expected to increase this year in response to inflation that is running at a 40-year high. How will you be affected?

Any interest rate revision can cause a ripple effect throughout the economy. Accordingly, the Federal Reserve's actions probably will exert at least a moderate influence over financial choices that you may make at home and in your business in 2022 and beyond.

Savings and debt

As a consumer, you stand to gain from rising interest rates because you'll likely earn a better return on your deposits. Over the last ten years, placing your money in a certificate of deposit or passbook savings account has been hardly more profitable than stuffing it under a mattress. On the other hand, the cost of borrowing money will likely increase. As a result, mortgages, car loans, and credit cards will demand higher interest rates. That's not a big deal if you're already locked into low-interest fixed-rate loans. But if you have a variable rate loan or carry balances on your credit cards, you may find your monthly payments starting to increase.

Investments

On the investment front, market volatility may increase because rate increases are not completely predictable. Market sectors will likely exhibit varied responses to changes in interest rates. Those sectors that are less dependent on discretionary income may be less affected – after all, you need to buy gas, clothes, and groceries regardless of changes in interest rates.

As you adjust your financial plan, you might only need to make minor changes. Staying the course with a well-diversified retirement portfolio is still a prudent strategy. However, you may want to review your investment allocations.

Your Business

Rising interest rates can also affect your business. If your company's balance sheet has variable-rate debt, rising interest rates can affect your bottom line and possibly your plans for growth. As the cost of borrowing increases, taking out loans for new equipment or financing expansion with credit may become less desirable.

Please call if you have questions about deciding on the most beneficial response to potential future changes in interest rates.

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

Extend Your Warranty



By [Tess Collins](#) This story was originally published in Ratchet+Wrench on January 19, 2022

Those who visit Friendly Auto Centers' website may have to do a double-take when they see the section that reads "most repairs are guaranteed for life in-house." It's not a typo. Steve Rozansky offers a lifetime warranty (with a few caveats) at his shop in Mesa, Arizona. There are some out there who may think he's nuts, after all, he's giving up revenue in the years to come. Rozansky, however, doesn't see it that way. He sees it as gaining a customer for life, with an opportunity to see that vehicle again and again, each time getting to do a full vehicle inspection on it. And, if you're charging what you should be in the first place, you're really not losing out much if you have to replace an alternator down the line, Rozansky explains.

David Johnson, owner of DJ Auto in Provo, Utah, also offers an extended warranty at his shop of 5 years/50,000 miles. With the price of new vehicles skyrocketing and the average age of vehicles on the road rising, Johnson explains that the market for a quality warranty is growing and that customers will see the value in it. So, if you're a shop owner that offers a standard warranty, you may want to revisit it—and here's why.

It exudes confidence

What could look better to customers than saying that you will stand behind your work for years to come? Or even for the rest of that vehicle's lifetime, in Rozansky's case. A lot of people say that they stand behind their work, Rozansky explains, but their actions don't back it up. An extended warranty shows customers that your word is good and that you're willing to back it up.

Sets you apart from your competition

The way Johnson sees it, the freedom to set his own warranty is a way to set him apart from dealerships. The dealers in his area are roughly \$130 per hour and his shop is at \$165.

"We're more expensive, but we have quality parts and a five year warranty. The dealership only gives you one year—that's how we're pulling customers from dealerships."

Customers are asking for it

There's a huge industry for additional warranty, Johnson says.

"People are buying them because they see the value for them," Johnson says.

People are keeping cars longer and the majority of customers are interested in long term value, meaning they want repairs to last longer. So, when the warranty comes up, Johnson says, people find a five year warranty very attractive.

Vendors will help offset the cost

Both Johnson and Rozansky say that if you're using quality parts, the chances of those failing within an extended warranty period is not likely.

"If they don't fail right away they're going to last—risk is low," Johnson says.

Many parts vendors also offer warranties on their parts, which covers part of the cost for you. AutoZone, for example, will give you a lifetime warranty on its parts, Johnson says.

"There you go, that's half your cost. Your vendors will help," Johnson says.

Parts Partners

Take advantage of the warranties offered by your vendors

Part of the cost of offering an extended warranty can be covered by your parts vendor. Many parts companies offer warranties on many parts. Here are three popular parts vendors and the warranties that are offered for alternators.

(Continued on page 8)

[AutoZone Warranty Breakdown](#) Limited lifetime warranty

[Advance Professionals](#) Limited lifetime warranty

[NAPA Auto Parts](#) Limited lifetime warranty

Charge correctly and you won't lose money.

Rozansky does charge a little more at his shop in order to cover being able to provide a lifetime warranty.

"You can charge more with a premium warranty."

Doing this has allowed him to get the type of customer that he wants—one that sees value—and helped him make up for the fact that if he does have to do a job again, he's not getting paid for labor.

"If you're charging full price and you're making a good profit margin, you should have no problem doing that job five years from now," Rozansky says.

Rozansky says that when people complain about not getting paid for the labor, he claps back that many throw money at advertising and never see a return.

It's just good business.

One of the biggest hang-ups that many shop owners may have is that it doesn't make business sense to offer services for free. Both Johnson and Rosansky would argue that it actually does.

Johnson offers a lifetime warranty for batteries at his shop. In order to do this, he charges \$40 more, but when he explains to the customers that the battery is the heart of the system and, if you purchase the warranty your car's battery will always start, many jump at the chance. Those that jump at the chance will continue to come back every time they need a new battery, and most likely for any other repair needs.

With a lifetime warranty for in-house repairs, that pretty much guarantees that Rozansky's customers will come back to his shop. That's retaining a customer for life and when and if they do come back for a job that's under warranty, it's a chance to do a full vehicle inspection. So, sure, maybe you lose out on labor for one job, but you may find other work that needs to be done.

Reset the Standard

Don't feel boxed in by what every other shop is doing. According to [Kelley Blue Book](#), the typical warranty offered is 3-years/36,000 miles.

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.

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Government Affairs Update

Over 2,200 new legislative bills were introduced this year alone, which does not include the carry-over legislation from last year's (two-year) bills. Many bills introduced so far are "spot bills", meaning they are place holders to be amended later. The bills will start making their way through the legislative process. As the session moves forward, we will continue to monitor the bills, including amendments and will add to the list.

Legislative Bills

Catalytic Converter Theft. Ten (10) bills have been introduced this year to address the catalytic converter theft issue. AB 1622 - would require smog shops to provide signs informing customers about strategies for deterring converter theft, including etching of identifying information on the converter. Status: Introduced. AB 1659 - revises the definition of auto dismantler to include a person who keeps or maintains 2 or more used converters not attached to a motor vehicle; AB 1740 - Requires core recyclers who accept converters to maintain specified written records. Status: Introduced. AB 1984 - a peace officer need not have actual knowledge that converter is stolen to establish probable cause for arrest. Status: Introduced. AB 2398 - possession of detached converter would be a crime, either a misdemeanor or felony. Status: Introduced. AB 2407 - "spot bill", meaning it's a place holder for legislation relating to theft of converters. Status: Introduced. AB 2682 - prohibits a dealer from selling a vehicle unless converter has been engraved, etched or permanently marked with VIN. Status: Introduced. SB 919 - prohibits a dealer from selling a vehicle unless converter has been engraved, etched or permanently marked with VIN. Status: Introduced. SB 986 - Requires core recyclers who accept converters to maintain specified written records and prohibits a dealer from selling a vehicle unless converter has been engraved, etched or permanently marked with VIN. Status: Introduced. SB 1087 - Requires core recyclers who accept converters to maintain specified written records and prohibits any person from purchasing used converter other than a dismantler or auto repair dealer. Status: Introduced.

Employment Bills. Concerns. AB 1993 - requires employers to require employees to show proof of that employee has been vaccinated against covid-19. Status: Introduced. AB 1949 - provides for 5 days of employee bereavement leave. Status: Introduced.

Hazardous Waste. Watch. AB 2059 - requires suppliers that provide certain amounts of hazardous materials to maintain electronic records for at least 5 years. Status: Introduced. AB 2899 - relates to misbranded and banned hazardous substance hearing procedures. Status: Introduced.

Career Technical Education. Watch. AB 2058 - this bill requires applicants for career technical funding to additional report data on the number of pupils taking career technical education course. Status: Introduced.

State Budget

The Governor's budget includes funding for the Department of Toxic Substances Control (DTSC) to implement last year's SB 158, which created a new Hazardous waste oversight Board and the subsequent increase in hazardous waste fees.

BAR Regulations

AB 471 Implementation. BAR is moving to implement last year's AB 471 through regulations, which include, an informal appeal process for citations, creating an independent 3-member panel to hear citation appeals (see below), remedial training and provider certification, storage fee clarification and vehicle safety inspection program (see below). BAR is prioritizing the regulation packages and planning for more frequent workshops in 2022.

Citation & Fines. BAR is proposing citation and fine regulations which would provide the BAR the ability to issue citations and fines to auto repair facilities, up to \$5,000 per citation. The BAR has held three workshops on these proposed regulations. Due to the passage of AB 471, the regulations will include the ability for shops to informally appeal citations before an independent panel and the option to take remedial training to prevent the citation from being posted on the BAR website. Concerns have been raised that any citations and fines issued must be based on objective and fair and reasonable guidelines. The BAR is working to address concerns raised by the industry.

BAR Remedial Training. As part of the implementation of AB 471, BAR is holding a workshop on March 2, 2022 re: remedial training for ARD's and provider certification. We plan on attending and reporting.

Vehicle Safety Inspection. BAR also working on a vehicle safety inspection program which will combine the current brake and lamp inspection and expand the vehicle inspection requirements. BAR is reaching out to stakeholders for feedback on what additional inspections should be inspected as part of the inspection program. See link for questionnaire. <https://www.aftermarketmatters.com/regions/northern-california/bar-launches-vehicle-safety-inspection-program-questionnaire/>

(Thank you, Gene Morrill for passing this on to us.)

ASCCA Foothill Chapter 5 Member Benefits

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.**

Shop to Shop Networking

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.

Merchant Processing Digital Financial Group

In addition to personalized 24/7 service and the most competitive rates available, you receive an annual \$350 rebate which covers almost half your ASCCA 5 membership dues.

Free Legal Counsel Molodanof Government Relations

FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!

Uniform Discounts Cintas

Nationally recognized supplier of customer apparel and related products. Deeply discounted services & products for ASCCA members.

Free CPA & Business Consults Norm Blieden

All ASCCA Chapter 5 members are entitled to thirty (30) minutes of free telephone consultation each month.

Discounted or Free Training

Our Chapter hosts management and technical seminars throughout the year with a 50% to 100% rebate of seminar fees after you attend the class.

TeamTalk

Team Talk is one of ASCCA's most popular benefits. It's an open online forum for members to network, offer or seek advice on vehicle repair, find industry resources, or discuss any issues of relevance to the automotive industry

Discounted or Free Training - ESi

Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel.

- ASCCA discount for training courses.
- FREE 30 minutes of business consulting per month.

**Check out other Benefits on the
ASCCA Advantage on pages 13-16
in this newsletter**

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



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 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@mrgco.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



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



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'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 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



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

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.)*



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 | huddle5@sbcglobal.net |
| Jasper Engines & Transmissions | Randy Lewis | 909-717-9950 | rlewis@jasperengines.com |
| Mark Christopher Auto Center | Steve Johnson | 909-975-3919 | sjohnson@markchristopher.com |
| Mitchell 1 Software | John Rodriguez | 951-840-7995 | johnrod.mitchell1@gmail.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 | Sandra Tooley | 909-608-1446 | sandy@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 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.

ASCCA Chapter 5 2021 Board of Directors

Executive Board

President.....Tim Chakarian
Phone..... (626) 792-9222
Email.....tim@bmwphd.com

Vice-President.....Mike Bedrossian
Phone..... (626) 765-6190
Email.....mike@lexmastertech.com

Secretary.....Ani Papirian
Phone..... (323) 255-5566
Email.....cjauto@verizon.net

Treasurer.....Jim Ward
Phone..... (626) 357-8080
Email.....jim@wardservice.com

Board of Directors

Randy Lewis..... (909) 717-9950
Gene Morrill..... (626) 963-0814
Darren Gilbert..... (626) 282-0644
Johanna Reichert..... (626) 792-9222
Craig Johnson..... (626) 810-2281
Glenn Davis..... (909) 946-2282
Norm Blieden..... (626) 440-9511
Gary Papirian..... (323) 255-5566
Kirk Haslam..... (626) 793-5656

Committee Chairs

Seminars & Programs
Mike Bedrossian.....(626) 765-6190

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

Associate Member Board Rep.
Randy Lewis.....(909) 717-9950

Membership
Glenn Davis..... (909) 946-2282

Chapter Rep

Tim Chakarian(626)792-9222

Chapter Staff

Membership & Administration.....Joseph Appler
Phone.....(626) 296-6961
Text.....(818)482-0590
Email.....ascca.05@gmail.com

Chapter Contact Information

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

Phone: (626)296-6961
Text: (818)482-0590
email: ascca.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
Benjamin Ichimaru.....(800) 810-4272 x137 or Blchimar@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@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)
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>