



ASCCA Foothill Chapter 5
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President's Message: August, 2022



With only 153 days left in 2022, Its important to reflect back to see if we have accomplished our goals. You might have set goals to make more money, or grow your business, perhaps to train your staff better... Whatever your goal was, this is a good time to self-analyze. Ask yourself “what tools do I have to help me get the job done?” Much like tools in your toolbox, ASCCA has tools that can & will help you succeed. One of the many tools found in the ASCCA tool box (AKA web-site) is the member benefits tab. Go to the website, click on the member benefits tab & browse to see what you can learn. At the bottom of that tab you might want to click on **BUSINESS ACCELERATION TEAM**.

This team was formed to help members overcome their unique challenges and become as sustainable and profitable as possible. Lead by experienced coaches who are themselves shop owners who know & understand our industry, they can quickly assess your situation using ASCCA tools, & help you get the quick answers to some of our questions. The goal is to point you, the member, in the right direction & put you on a plan to succeed. If you have not reached out to this team, I would urge you to do so by filling out

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the form on that page.

Another tool we have in the ASCCA is each other. There is nothing like the encouragement one receives from attending a live, in-person training event. And this association knows how to make this happen.

September 16 & 17, 2022, at Embassy Suites Ontario, we will receive a banquet of automotive training at the 2022 Education Conference. With subjects like mastering the basics: ARO, margins, & KPI's, to understanding the marketing lifecycle of customers, this is a MUST ATTEND event you will NOT want to miss. Bring you service advisors & your techs. There is something for everyone. I often hear "how do I become better at selling or making more money?" Mark Seawell a former shop owner & advisor trainer will teach us how to use the tools in our toolbox to master writing more profitable work orders & selling value over price.

For our technicians there will be a full day of training designed to provide sound diagnostic routines & real word application guidelines that will make your young techs more efficient & your seasoned techs more valuable.

There will also be an exhibitor banquet where you can talk to vendors & partners who have the knowledge & modern-day tools to bring your shop to the top, & make your shop more profitable.

Don't be that guy who hears about it from your friends. Act now & sign up by logging into your member portal & sign up on the right-hand side under "events." If you live in the southern California area you owe it to yourself & your staff to take advantage of this opportunity.

I hope to see you all there.



Tim Chakarian
President, ASCCA Chapter 5
Bimmer PhD
1539 E. Walnut St.
Pasadena, CA 91106



**Join us on August 2,
6:00-9:00 pm at Mijares
Mexican Restaurant as
UnderCarPlus hosts our
monthly meeting and presents
the PartsPlus CarCareCenter
Program.**

The main function of our program is designed to help you, the professional automotive repair shop, grow your customer base by providing additional value to all aspects of your business. We will be exploring some of the benefits within the Parts Plus Car Care Center program such as:

- Digital menu boards
- Car Rental discounts
- Consumer shuttle services
- Warranty coverage, in town and out of town
- Consumer Rebates which also pay you, the shop owner!

We have also allotted some time for Q & A.

Come as early as 6:00 to hang out with other members.
Bring a non-member shop owner to experience the greatest
benefit of ASCCA Chapter 5:

"SHOP OWNERS HELPING SHOP OWNERS."
If they join, you get \$125!!!

Menu:

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

When:

Tuesday, Aug 2, 2022
6:00 PM – Social/Networking/Dinner
7:00 PM – Program
9:00 PM – Finish

Cost:

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

Where:

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

UPCOMING MEETINGS & EVENTS

Sep 6 - Tim Huddleston – Mgmt. Training at Mijares Restaurant
Sep 16-17 - ASCCA Educational Conference, Embassy Suites Ontario Airport

Oct 4 - TBA
Nov 5 - Mike “Mikey B” Bauer of BG products - Service Advisor Seminar at Courtyard by Marriott in Monrovia (more info soon.)

Congratulations to our Chapter 5 Scholarship Recipients! Of the four, only one couldn't make it for the July 5th dinner. And on the right, you see Gary Papirian, one of the first scholarship winners decades ago. We also welcomed new members, and led by Johanna and Ani, we discussed important safety and employment – related processes and requirements that affect all our shops. “Shop Owners Helping Shop Owners” is who we are!!!



Shop Drawing

Gilbert Motors was drawn in the Shop Drawing, and was not present to win the \$260!

The prize will increase to \$280 for our **August** meeting.

Remember, you must be present to win!



Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940

2022 ASCCA EDUCATIONAL CONFERENCE

SEPTEMBER 16-18, 2022

TO ELEVATE & UNITE AUTOMOTIVE PROFESSIONALS & GIVE THEM VOICE

ASCCA Educational Conference September 16-18, 2022 Embassy Suites Ontario Airport

The ASCCA Educational Conference is back and better than ever! We are excited to bring this program back to life and engage in the ASCCA community. We have a strong line up of speakers with a focus on effective teamwork, communication and tech. At this year's conference you will gain tools and knowledge to better your social media skills, employee retention, increased sales, team productivity, and day-to-day management.

[**REGISTER ONLINE**](#)

[**View Agenda**](#)

[**Attendee Brochure**](#)

EVENT DETAILS

WHEN: September 16 – 18, 2022

WHERE: Embassy Suites by Hilton Ontario Airport

ROOM RATE: \$189/night

REGISTRATION: Member registration starting at \$199 with discounts for multiple registrations from one shop.

With an all-day Saturday technical track on:
“Network Nightmares: Solving the Diagnostic Distress”

As well as Four Management Classes,

There is something for everyone!!!

See the schedule on [Page 8](#)

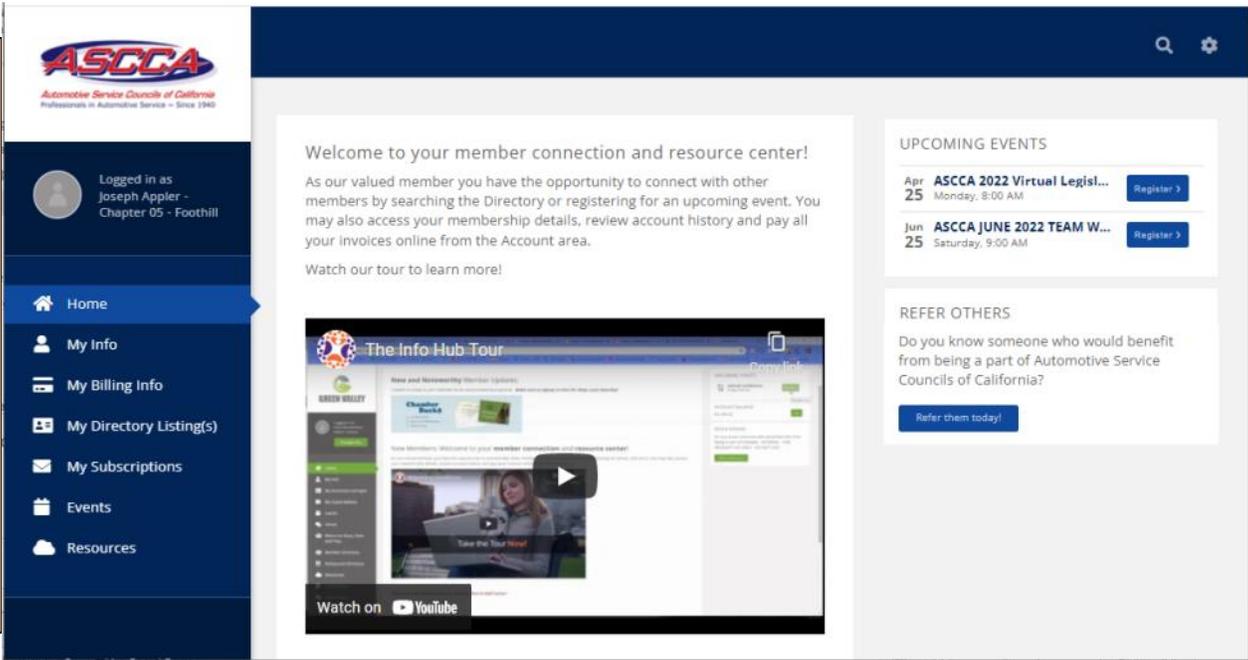
To register, click the link or type it into your browser:

<https://automotiveservicecouncilsofcalifornia.growthzoneapp.com/ap/Events/Register/Dr6ZQOJr?mode=Attendee>

Now is the time to create your member login and profile. Stay in touch! Pay your dues online.

→→→
 Have you created your member profile yet?

Go to ASCCA.com and click on “Member Login” to create your profile. From there, you can pay your dues, get info. and more!
 →→→



DISCLAIMER

The Automotive Service Councils of California, their officers, board members, employees, members and affiliates in no way warrant the quality, competency, or merchantability of any goods or services advertised in this publication. In connection with this disclaimer, the Automotive Service Councils of California in no way warrant or insure the goods or services described herein, and each and every individual contracting with these manufacturers shall do so at their own risk. Furthermore, individuals utilizing these services are forewarned that the Automotive Service Councils of California have conducted no investigation into any representations made in any advertising, literature, or ad distributed by the advertisers in this or any other publication. Additionally, please be advised that the opinions and comments expressed by the contributors to this periodical are those of the contributors alone and do not necessarily reflect the opinions of the Automotive Service Councils of California, or ASCCA Chapter 5, or their officers, directors, members or staff.

Tax and Business Tips from Norm Blieden, CPA

5 Great Things to Know about IRAs

IRA's can be a powerful tool to lower taxes all while saving for retirement or other predetermined uses. Here are five fairly unreported things to know about IRA's.

1. **A nonworking spouse can have an IRA.** If your spouse doesn't work, you may still be able to open and contribute to an IRA for your spouse, assuming that you work and file a joint tax return. This can be a great way to help reduce your taxable income each year.
2. **Even children can have IRAs.** If your child has **earned income**, you can open and contribute to an IRA. Just ensure you can document the earnings. While your child can contribute their own earnings, many parents will help keep track of things like babysitting money, then match those earnings in either a traditional or ROTH IRA. Often the ROTH IRA is preferred, because the future earnings could be tax free! Your child's IRA is managed by an adult until the child is old enough for the account to be transferred to their name.
3. **You may still contribute to an IRA if you have a 401(k) or similar program at work.** As long as you do not exceed the income limits, it is ok to have both an IRA as well as other forms of retirement savings plans. It's simply important to know your options and plan accordingly.
4. **Non-deductible contributions may be made.** If you exceed IRA income phaseouts, contributions to your IRA may not reduce your taxable income for the year. But you may still want to make after-tax contributions to a non-deductible IRA. Remember, while you are taxed on the contributions to a non-deductible IRA, the earnings can still grow tax-deferred.
5. **It's not just for retirement.** With traditional IRAs, if you withdraw funds before the age of 59½ you may be subject to income tax AND an early withdrawal penalty. But there are exceptions to this rule. These include withdrawals for a first-time home purchase, major medical bills, college costs, birth/adoption and many others. However, it is important to know the rules BEFORE you withdraw the funds.

Tips to improve your credit score

Credit scores are used to determine interest rates on mortgages, car loans and even the amount you pay for insurance premiums. Because of this, it is a good idea to review ways to improve yours. Here are some ideas:

- **Look for errors on your credit report.** The place to start is a review of your credit reports. You are entitled to get a free copy of your credit report every 12 months from each credit reporting company: Equifax, Experian and TransUnion. So get a copy of your report and review it for accuracy. Aggressively follow up to correct any errors using the process outlined by each credit reporting company.
- **Pay bills on time.** The easiest way to improve your credit is to have a string of on-time payments for all bills reported to the credit agencies. This is the most important part of your credit score equation. So while reviewing your credit report, pay special attention to who is reporting your payments and note if any are delayed. Then gather all your monthly bills, identify the due dates, and take advantage of automated tools to ensure the payments are always on time.
- **Get credit card utilization as low as possible.** The amount of credit you're using at any given time is called your credit utilization, and is the second-biggest factor in your credit score next to paying on time. For example, if your credit card limit is \$5,000 and your balance is \$3,000, your credit utilization is 60%. Try to reduce this percentage to no more than 20%. You can do this by spending less, paying off as much of your balance as possible, or increasing your credit limits.
- **Sign up for score-boosting programs.** A newer way to help improve your credit is to include information on your credit report that normally isn't reported. Programs like Experian Boost and UltraFICO help you add bills such as rent, utility, and cell phone payments to your credit report, and to analyze how you use your checking, savings or money market accounts. Be aware that these program may ask for access to you

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ASCCA 2022 September Educational Conference

September 16, 2022 3:00 PM - September 18, 2022 11:30 AM (PDT)

SCHEDULE

Friday, September 16

3:00pm – 6:00pm – Offsite Training
6:00pm – 7:30pm – Welcome Dinner

Saturday, September 17

7:00am – Exhibits Open
8:00am – 9:00am – Welcome Session
9:00am – 12:00pm – Business and Technical Sessions
12:00pm – 1:30pm – Lunch with Exhibitors
1:30pm – 5:00pm – Business and Technical Sessions

Sunday, September 18

7:00am – Exhibits Open
8:00am – 9:30am – Chapter Meetings and Elections
10:00am – 11:30am – Board of Directors Meeting

LOCATION:

Embassy Suites by Hilton, Ontario Airport
3663 E Guasti Road, Ontario, CA, 91761

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bank accounts and could easily work against you if the reporting has a negative impact on your credit if there is a billing problem.

Avoid requests for new credit. Trying to open a new credit or loan account could lower your score by as much as 10 points. The more inquiries made by creditors who are trying to assess your creditworthiness when trying to open a new account, the more impact it has on your credit score. If you notice a number of vendors are making inquiries, you can always turn off this function with credit agencies. Just remember to turn it back on if you are actively refinancing your mortgage or looking for other credit. While in the long-term your score can be maximized by having a diverse mix of different types of credit accounts, in the short-term adding new accounts will negatively affect your score.

How quickly you can raise your credit score obviously depends on your individual situation, but following these tips will lead to a higher credit score sooner rather than later.

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

Numbers: What Do You Look For in a Technician?



This story was originally published in Ratchet+Wrench on February 23, 2022

What do you look for when hiring a technician? As the technician shortage presses on and is exacerbated by 'The Great Resignation,' it's a question many shop owners have had to ask themselves. Do you prioritize experience and expertise? Or do you seek out more soft skills like trustworthiness and teamwork?

According to the 2021 Ratchet+Wrench Industry Survey, shop owners are split on the question.

What trait is most important in a technician at your shop?

- Technical skills - 20%
- Passion for the job - 21%
- Ability to get along with others - 11%
- Ability to learn - 24%
- Trustworthiness - 24%

Keeping Up and Keeping Informed



By [Hanna Bubser](#) This story was originally published in Ratchet+Wrench on July 18, 2022

When thinking about some of the most pressing issues at play in the automotive industry, many different topics come to mind. It doesn't matter what you think of first. It could be vehicle technology, labor shortages, supply chain disruptions, or something in between. The takeaway is the same: Everything is happening at once.

As a result, not only has there been a lot of change, but that change has also happened quickly. As technology innovates, as fewer people enter the trade, as supply gets backed up, and as labor rates fall behind, everything gets compounded.

Donny Seyfer, executive officer at the National Automotive Service Task Force, encourages shops to see the bigger picture by assessing, understanding, and staying informed about what's going on and why.

"I think the biggest issues we've got right now are in education. We are not keeping up with what's coming out," Seyfer says. "Even if classes are (developed) ... a lot of times they're not written in such a way that they are current, and I'm not blaming the instructors for that. Their problem is that oftentimes they don't have all the information they need to build a class. So they're making assumptions."

This begs the question as to why education in this industry is unable to keep up. Seyfer says, in part, some of this is due to outdated information, or the fact that technicians struggle to get relevant information at all. This struggle, in turn, boggs down the repair process.

"Even if they're the very best technicians, they are dead in the water," says Seyfer. "If a piece of information that's necessary to initialize a computer or replace a component on the car, if that's not available, you're not finishing that repair until it is available. We're seeing examples where that can take days. Sometimes if the automakers are not on point with it, it can take weeks and months."

Further conflating this phenomenon is the dialogue surrounding the Right to Repair. This effort to allow customers to choose where they get repair work done while simultaneously having confidence that it will be done to standard regardless of where they go is undoubtedly important.

From the perspective of an independent repair shop owner, the Right to Repair would allow access to up-to-date, accurate repair information on vehicles from the automakers themselves, and it would also grant an opportunity to allow more customers into their shop.

"The unfortunate part is that many manufacturers do a really good job, and they're very cooperative, and then you've got a few that just are outliers that just don't," Seyfer says. "Those are the ones that all the others pay for, in effect. So, I think it'll continue to be an issue. It needs to be an issue because we've still got 70 percent of the repairs or more ... being done by independent repairers."

It's not getting any easier, either. In Massachusetts, for example, a decision on a legal challenge to its voter-approved Right to Repair law has been delayed for almost a year. The most recent delay marks the sixth time a result has been pushed back, and the judge hopes to have a consensus finalized no later than July 2.

The constant rigamarole associated with this major decision in particular has a far-reaching effect on the industry. The Right to Repair goes beyond repair shops because automakers play a crucial role in allowing access to information.

"Automakers don't completely understand what it is they're responsible for doing," Seyfer says. "They also have got, as far as they're concerned, an extinction-level situation going on if certain information is required from that, because they're expecting to make all their profits off of vehicle information, that data. How do we use it? Who do we sell it to?"

It would be an understatement to say that this topic is complex, but that is exactly why staying informed on it is one of the ways shops can most accurately understand the scope of the repair industry's future. But it clearly impacts what's happening right now, too.

"In the meantime, cars get wrecked and collision shops have to deal with those cars, potentially the day that they're sold," Seyfer says. "How do we do that if we don't have these things in place? Some automakers are holding information because they can and because they don't know what's going to be required, so they're sitting on it."

Additionally, data is a massive component in all of this, contributing to much of the push and pull from automakers all the way down to the customer.

Ultimately, the customer's opinion is of huge concern to everyone involved because that is what truly affects

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every component of this industry. Plus, at the end of the day, the customer perspective is one that we can all understand.

"I will always be and always have been of the opinion that whatever comes out of my car, that's my information," Seyfer says.

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.

ASCCA Benefits

"Camaraderie and advice from fellow ASCCA shop owners"

"Tim and I have taken advantage of the 30 minutes of free legal advice with Jack Mo-"

"DFG rebates back to me almost half my ASCCA annual dues."

"30 free minutes of professional business advice from Maylan"

"GK, now Cintas, saved me 40% on my uniform costs with my ASCCA discount."

The graphic features a blue background with the title "ASCCA Benefits" in large, bold, red letters with a black outline. Below the title, several white, torn-edge paper notes are pinned with yellow pushpins. Each note contains a testimonial and a small portrait photo of the person who provided it. The testimonials describe various benefits such as camaraderie, legal advice, rebates, professional advice, and discounts on uniform costs.

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

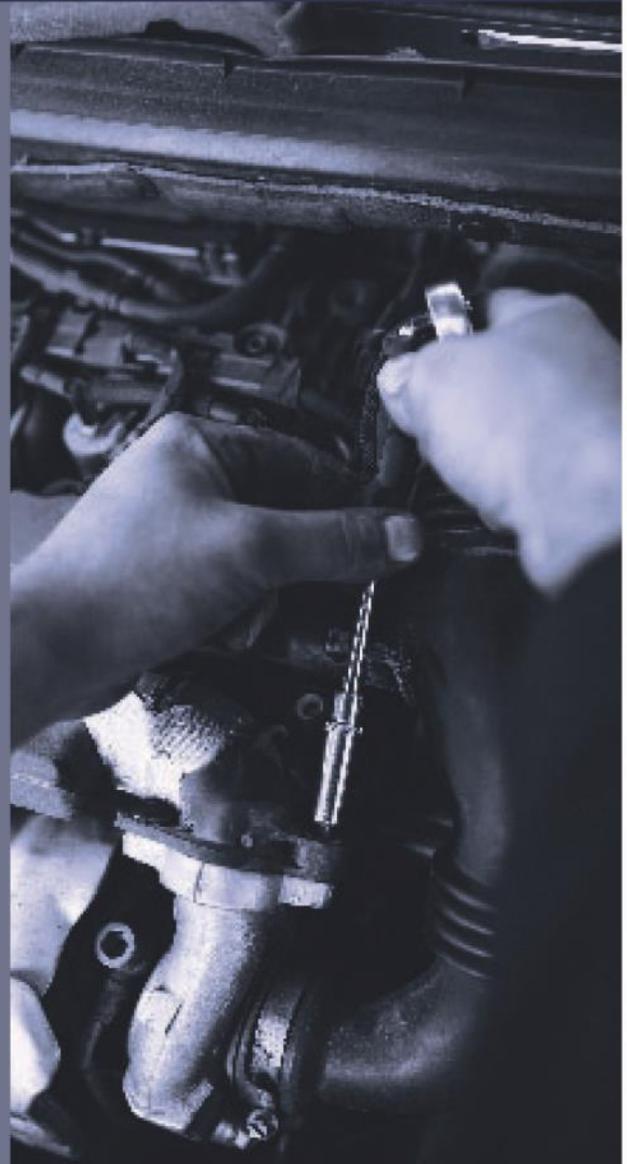


ASCCA Advantage

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



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

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

Internet Marketing, Web Design & Search Engine Optimization



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

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



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

Evan DeMik (415) 595-3346
evan@repairpal.com



Optimize Social Media, Inc. provides professional Social Media setup, maintenance, and design for business and corporate entities.

customerservice
@optimizesocialmedia.net
855-676-1212



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

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

Merchant Service/Payment Platform



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

Shannon Devery (877) 326-2799



Facepay's disruptive technology allows business owners to adopt a modern payment structure with a low-cost, fixed monthly subscription instead of paying 2.5% of their revenues to credit card processors. ASCCA members get a free 30 day trial.

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

Software Providers



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@provenceinc.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	gjardinad@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 asca.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 2022 Board of Directors

Executive Board

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

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Treasurer.....Jim Ward
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 Darren Gilbert..... (626) 282-0644
 Johanna Reichert..... (626) 792-9222
 Craig Johnson..... (626) 810-2281
 Gary Papirian..... (323) 255-5566
 Kirk Haslam..... (626) 793-5656
 Greg Lipp..... (909) 260-2632

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Seminars & Programs

Mike Bedrossian..(626) 765-6190

Government Affairs

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

Associate Member Board Rep.

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

Membership

Open

Chapter Rep

Tim Chakarian(626)792-9222

Chapter Staff

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ASCCA State Contacts

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Communications Manager

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

ASCCA Attorney

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 Email www.padilla.senate.gov

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 Phone (626) 304-0110
 (D-28)

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)
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 CA Senator Josh Newman..... (R-29)
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