



ASCCA Foothill Chapter 5
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President's Message:

April, 2022

Wow, there is a SPRING in everyone's step as we go into the second quarter! Hope all of you are reaching the goals you set out at the beginning of the year. We are so excited about our upcoming vendor night on April 5th & hope you have already RSVP'd to the Evite. It's meetings like this that help solidify the benefits of unity & elevation, some of the core principles in our mission statement as an association.



Johanna & I recently attended the WorldPac STX Expo & were extremely impressed with the quality of the training. We saw the importance of uniting together as an industry to raise automotive professionals. We laughed & joked, making new friends in other parts of the country who are experiencing the same situations we are. Hearing their voices with commitment telling their success story, made us realize how much we need each other. Together we support a community, small business & family way of life. All things these last two years have taught us to treasure. So take 5 minutes from your morning & call another shop owner in our chapter or even other chapters & tell them why you value them & how they have inspired you.

At STX, WorldPac President Bob Cushings reported new car sales have dropped 14% from last year due to shortages of electronic chips & other parts, & precious metals used in Catalytic converters etc. What does that

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mean for us today? More & more people are holding on to their cars & investing in them. The average American keeps their automobile for 12 years now. 70% of the maintenance & repair of these vehicles is performed by the aftermarket independent shops, yours & mine. As we move forward in the future of auto repair, are we positioning our businesses & ourselves to handle the influx of work?

Remember that we are in the business of relationships. Now, more than ever, is the time to take advantage of the resources we have, training, networking, & advocacy, at our fingertips. Embracing these resources will empower us with the opportunity to raise & unite our beloved industry together for a better future.

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

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-"

"30 free minutes of professional business advice from Maylan"

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

"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 in italics and a small portrait photo of the person who provided it. The testimonials describe various benefits received from ASCCA, such as free legal advice, business advice, rebates on dues, and discounts on uniform costs.



VENDOR APPRECIATION NIGHT!

Come meet our valued partners and see how they can enhance your business. Lots of prizes and giveaways! Great Food! Special Guest: Carolyne Coquillette, 2022 ASCCA State President Bring a pre-member shop and be entered into a special drawing!



When:
 Tuesday, April 5, 2022
 6:00 PM – Vendor Tables and Buffet Open
 6:00-8:45 – Visit the vendors, raffle drawings, and hear about ASCCA
 8:45 PM – Closing comments



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



| | |
|---|--|
| Menu: Taco/Tostada Buffet Soda & Coffee provided *Cash Bar* | Cost: No Charge to Regular or Associate Chapter Member, Business Partner, Spouse or Significant Other · No Charge for Potential Members. |
|---|--|

As you can see, we had a room full at our March meeting at Mijares. “Thank you” to our speakers who gave us important perspectives on investing to keep, and build our wealth. They had us do a fun activity that reminded us that we may all hear the same thing, yet end up with totally different conclusions.



Thank you, as well, to Tim, Mike, Gene, and Glenn for keeping us up to date with Chapter 5 committee reports.



Shop Drawing

Lex Mastertech was drawn in the Shop Drawing, and was present to win the \$240! Mike graciously donated it to the Chapter 5 education fund.

The prize will reset to \$200 for our **April** meeting.

Remember, you must be present to win!

HOW TO CRITIQUE WITHOUT BEING CRITICAL

Submitted by Gene Morrill of Certified Automotive Specialists in Glendora

Tired of telling employees what they're doing incorrectly, and ready to teach them?

Here are 8 powerful and **positive** steps for helping employees improve their performance.

Scenario: Tech isn't thoroughly/accurately filling out vehicle inspections.

Service Advisor engages tech during their normal weekly one-on-one conversation.

1. SA: "Tell me about your process for doing inspections."

Purpose: Helps each understand if tech has a process and/or understands the process in place, and helps tech re-affirm their understanding of it.

2. SA: "I like how you are filling out the front end of the inspection."

Purpose: Specific praise is a building block of trust, lets tech know he/she can be vulnerable without being punished.

3. SA: "Wave your magic wand – what can be added to improve this already good inspection process?"

Purpose: Gives tech "skin in the game" which promotes tech's buy-in to improvement. Removes criticism from SA's hands and shows that process enhancement is being done WITH tech, not TO tech.

4. SA: "Those are great ideas!"

Purpose: Validates tech's perspective and input.

5. SA: "What do you think about adding these steps?" (SA describes specific additional steps)

Purpose: SA is not creating criticism but is instead attaching feedback to what the tech has already shared, then asking for tech's permission and acceptance. The tech created the pathway, the SA is following it. Collaborative vs punitive.

6. SA: "So, we have created an even better process for inspections – awesome! Describe it back to me so I fully understand."

Purpose: Eliminates ambiguity and confusion, solidifies new strategy and tech's understanding of it and commitment to it.

7. SA: "When should we implement this new inspection strategy?"

Purpose: This lets tech create the deadline and continue to build the pathway to better process – gives tech continued ownership of execution.

8. SA: "Let me know what tools and additional support you need from me. Great work!"

Purpose: Let tech know that the SA is there to support, encourage and assist.

The time it takes to follow this process will be half the time you are currently wasting by telling and re-telling and getting the same sub-standard results.

"Managers make demands. Leaders ask questions." - Unknown

AGE OF DOMESTIC CARS HITS RECORD HIGH

BY STAFF/WIRE REPORTS ON MARCH 16, 2022



A preliminary analysis estimates that domestic nameplate cars averaged a new high of more than 15.2 years at the beginning of 2022

Fort Wayne, Ind.—Domestic nameplate cars continue to increase in age. For more than two decades, domestic cars have reached a new record-high average age each year. Over the past 10 years, the average age of domestic nameplate cars has increased by more than two full years, according to a new analysis.

“The ever-advancing age of domestic cars is the result of diminishing new vehicle sales, the increased durability of vehicles, and the soaring value of used cars and light trucks,” stated Jim Lang in the most recent *Lang Aftermarket iReport*, adding, “The record-high average age of domestic nameplate cars has significant consequences for the aftermarket.”

The following are highlights from the study.

The increasing age of domestic nameplate cars

- The average age of domestic nameplate cars on U.S. roads climbed by nearly 2.5 years between 2012 and 2022.
- They averaged 12.9 years at the beginning of 2012 and reached 14.2 years by 2017.

Average age increase to 2022

Over the last five years, domestic nameplate cars had climbed steadily in average age, reaching 14.6 years by 2019 and 14.8 years in 2020. Lang Marketing estimates (on a preliminary basis) that domestic nameplate cars averaged a record-high of more than 15.2 years at the beginning of 2022. Final results will be available in several months.

Domestic cars added nearly 2.5 years to their average age in the past 10 years, pushing their average age to approximately 4.0 years above that of foreign nameplate cars.

Dropping new domestic car sales

The domestic car share of new light vehicle sales has greatly diminished over the past 15 years. From 22 percent of sales in 2006, domestic nameplate cars captured less than 6 percent of the 2021 new vehicle light market in the U.S.

This steady decline in the share and volume of new domestic nameplate car sales has reduced the number of lower-aged domestic cars to offset the growing number of older domestic nameplate cars on U.S. roads. As a result, the average age of domestic nameplate cars continues its upward trend, and Lang Marketing expects that this trend will continue unabated.

Increasing vehicle durability

Vehicles are staying on U.S. roads for an increasing number of years. Cars and light trucks produced over the past 20 years remain in operation an average of four to five more years than vehicles manufactured earlier, reflecting advances in the materials used in vehicle construction and improved manufacturing technology. This increased vehicle durability means that there is headroom for additional domestic car age growth.

Record-high used vehicle prices

The recent surge in used car prices is reinforcing the trend of extended vehicle survival. The increasing value of used vehicles makes it less likely that they will be scrapped due to crashes and other conditions that in years past would have resulted in their final trip to the junkyard.

Three major aftermarket consequences

The increasing age of domestic nameplate cars is impacting the aftermarket in three major ways.

- First, the increasing age of domestic cars presents the aftermarket with a growing parts proliferation concern. As domestic nameplate cars become older, manufacturers, distributors, and retailers must continue to maintain inventories of replacement parts for this aging segment of the vehicle population.
- Second, the owners of aging domestic nameplate cars are becoming more price-sensitive to the cost of replacement parts and services, affecting the mix of product brands used in their repair and the types of DIFM outlets where this work is performed.
- Third, older domestic cars provide inexpensive transportation for consumers, especially younger buyers, who will generally drive them more annual miles than they would otherwise travel. This is a positive for the aftermarket since older vehicles require more repair per mile than the average car and light truck.



Legislative Advocacy Week

April 25-29, 2022



Join ASSCA and make your voice heard!

Join us for an opportunity to gain insight and information related to legislation affecting California auto service shops. This free, week-long event will provide attendees with the opportunity to:

- Receive updates on legislative and regulatory issues that affect your business
- Join in one or more virtual meetings with state legislators
- Advocate for the auto service industry and California small businesses

Zoom Prep Call - Monday, April 18, 2022 at 2:00pm

We invite attendees to participate in a Zoom prep call with **ASSCA Legislative Advocate Jack Moldanoff** to review talking points, view a schedule of events for the week, and receive tips for successful and effective meetings with legislators. See call information below:

<https://zoom.us/j/5630090021>
Meeting ID: 563 009 0021

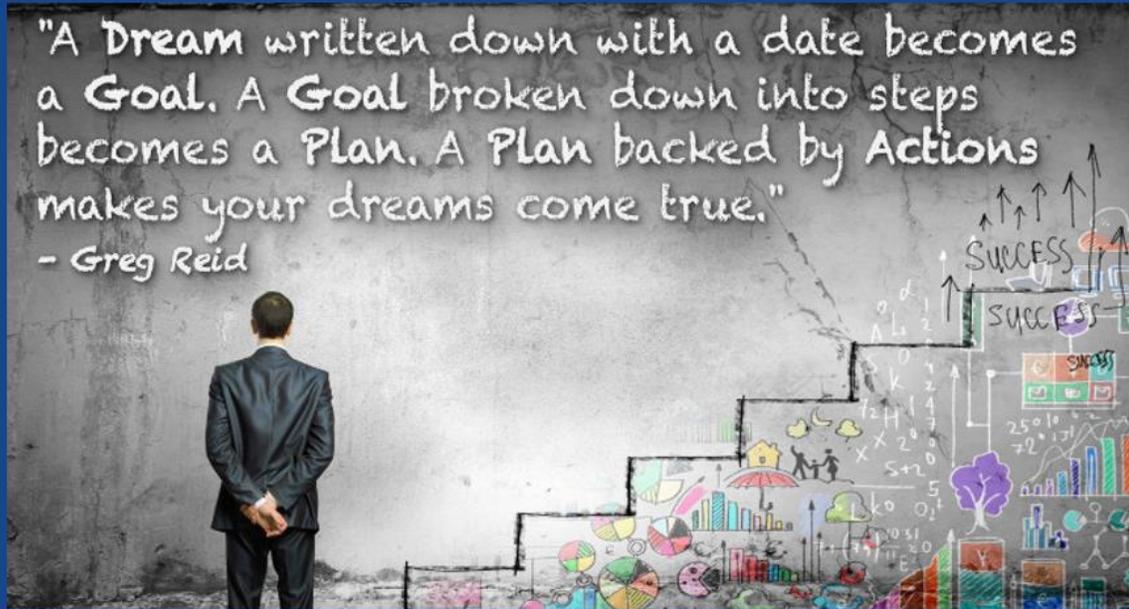
To learn more and register for this **FREE** event, visit

www.ASSCA.com

or Scan:



BUILDING A PLAN



→→→
 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!
 →→→

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Why Aren't You Growing?



By [Nolan O'Hara](#)

This story was originally published in Ratchet+Wrench on March 30, 2022

There's a saying at Shop Fix Academy: "Fix the owner, fix the shop."

Unfortunately, it's not uncommon for shops to hit a wall. Owners often see their business stagnate, and it can be difficult to pinpoint why.

TJ Roberts, a member coach with [Shop Fix Academy](#), routinely works with owners looking to break that wall and get their shop growing again. Here's a few tips Roberts says can help the struggling business owner turn their business around.

Get back to the Basics.

Owners tend to overanalyze their business when they hit a point of stagnation. But sometimes the solution might be simple. Roberts' biggest piece of advice? Get back to the basics.

When owners are looking to reboot their business, they often try and do it all at once. Roberts likens it to a New Year's resolution—one of the most common being to lose weight. When someone approaches the new year, they tell themselves they're going to hit the gym seven days per week for an hour, and then they'll finally reach their weight loss goal.

But a few weeks later, they're no longer at the gym, the goal is quickly forgotten, and when another new year comes around, it's back on their list of resolutions. Why? Because it was never a habit in the first place, and they never built a foundation.

It's the same concept when you're looking to reboot your business. When you haven't set those habits, when you haven't built that foundation, it's going to be difficult to completely change your way of operating.

"They don't keep the habit of doing one thing over and over, and basically, they just set themselves up for failure," Roberts says.

So, start with nailing down the basics. Set your goals. Build the foundation of your business. Come up with processes to accomplish your goals. If you set that standard before trying to tackle anything and everything that could possibly be wrong with your business, you'll have a greater chance at success moving forward.

Build a Foundation.

The first step in building a successful business is building its foundation. Roberts says a starting point can be as simple as setting expectations for your employees and holding them accountable.

Make sure your employees understand what's expected of them. A well-functioning organization has everyone working in conjunction toward its shared goal.

That starts with training. It's not uncommon for businesses to hire employees, throw them feet first into the fire, and send them off with a "good luck." That's not putting anyone in a position to succeed.

Instead, invest in your employees. Make sure they're well-trained and prepared to tackle the challenges of their position. Make sure they understand your expectations. Hold them accountable to those expectations.

Roberts says that's the first thing to focus on before analyzing the rest of your business. Once that foundation is built, then focus on the basics of your business.

Focus on Three Things That Tell A Story.

Expectations are set, employees are well-prepared, and you're ready for the next step: focusing on the basics of your business.

What are your costs? Where's revenue? Are your technician quotes coming back the way they need to? Are you burning through cars? Are advisors selling what they need to be based on your technicians' quotes? An-

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alyze your technicians' quotes, your advisor close ratio, and your average repair order.

"Those three things will tell you everything you need to know about your shop," Roberts says.

Start small, nail down one thing at a time, and, once you've pinned down all the basics, then focus on things like car count.

"Too many people go straight to: 'I need more cars,'" Roberts says. "Well, that's not the case normally. Normally, they say they need more cars, and they have a \$200 average repair order."

Know Your Numbers.

Roberts has encountered very happy shop owners, but, when they do their taxes at the end of the year, they suddenly realize not everything adds up. He says it's eye-opening for them.

According to Roberts, the one thing every shop owner can do better is knowing their numbers. Too many shops just run their businesses out of their shop management software, which doesn't always tell the entire story. Others don't truly find out where they're at until the end of the year.

In addition to staying on top of your technicians' quotes, your advisor close ratio, and your average repair order, it's crucial to stay on top of your costs; what your overhead is, where your parts costs are at, where your labor costs are—knowing these key figures are crucial in tabulating an accurate P&L.

"It's crazy how many shop owners don't have an accurate P&L," Roberts says.

Once you've accurately nailed down your P&L, you have the information you need to improve your standing next year. Roberts often has owners tell him they're, "not good with numbers." That's not an option.

"If you're not good at numbers, then you better get good at numbers because you need to know where you're at," he says.

The Buck Stops with the Owner.

Roberts says when things aren't going well at shops, owners will run to the back of the shop and hide their heads underneath the hood of a car because it's where they're comfortable.

But that requires a mindset change. When you run a business, you have processes, and when they're not working, you fix them. When you see issues, you correct them. In Roberts' coaching, he starts with videos and courses that teach good processes.

Roberts says too many times owners are hesitant to change and improve their processes until their backs are against the wall, they're at the bottom, and there's no choice left but to try and fight for their shops.

"It's not all shop owners, but most shop owners. What we're working on is what's keeping them from taking plays from the playbook and implementing them," Roberts says. "Coaching a lot of times is counseling."

Stop Making Excuses.

In business and in life, there's always going to be excuses.

That's not a philosophy Roberts lives by; he says you either make it happen, or you don't. Owners can get comfortable, maybe they want growth, but they're comfortable. Or maybe it's just easier to blame something—COVID, parts shortages, etc.

There's always going to be an excuse for why you aren't growing, but if you want to grow, if you want to succeed, you need to leave those excuses in the past and focus on making it happen for your business.

"You may need to find a new way to make it happen in your shop, maybe things are going to change a little bit," Roberts says. "I think too many shop owners settle for the excuse. And that keeps them stagnant."

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.

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!



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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;
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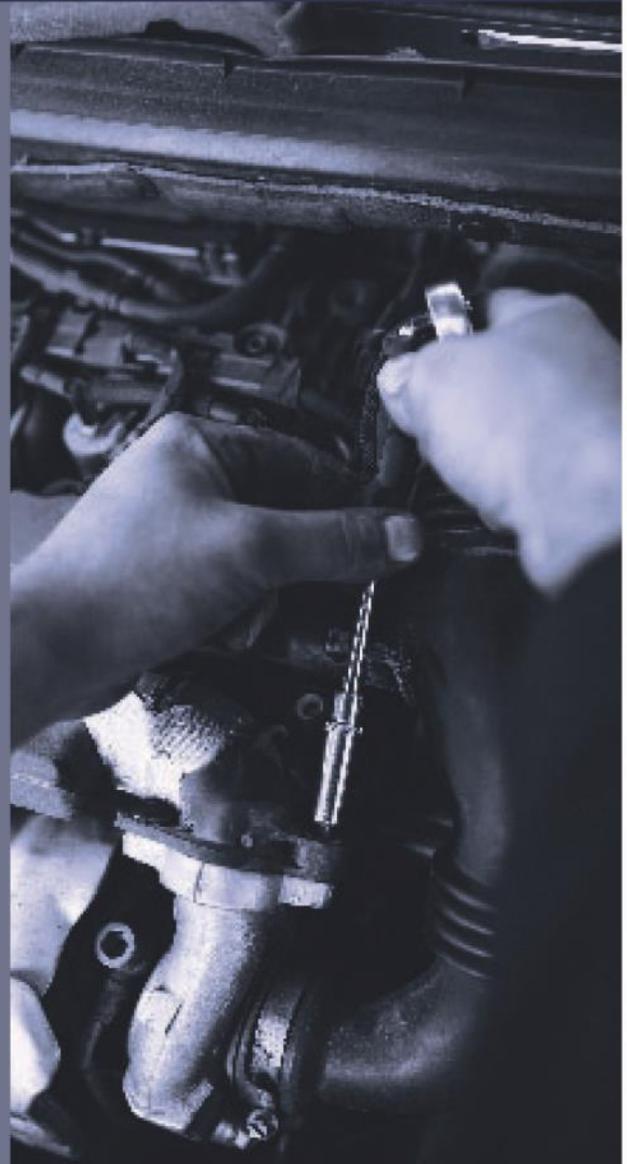


ASCCA Advantage

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!



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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.

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kevin.fitzpatrick@opusivs.com



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Eric Elbert (805) 490-6080
EricE@petrospecsBG.com
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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!

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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 2021 Board of Directors

Executive Board

President.....Tim Chakarian
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 Email.....tjm@bmwphd.com

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 Email.....mike@lexmastertech.com

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 Gene Morrill..... (626) 963-0814
 Darren Gilbert..... (626) 282-0644
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 Craig Johnson..... (626) 810-2281
 Glenn Davis..... (909) 946-2282
 Norm Blieden..... (626) 440-9511
 Gary Papirian..... (323) 255-5566
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Seminars & Programs

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Government Affairs

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Associate Member Board Rep.

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Membership

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

Chapter Rep

Tim Chakarian(626)792-9222

Chapter Staff

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Communications Manager

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

ASCCA Attorney

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 Email senator@feinstein.senate.gov

US Rep Judy Chu..... (D-27)
 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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