



ASCCA Foothill Chapter 5
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PRESIDENT'S MESSAGE

MARCH, 2024

Greetings,

I hope everyone is doing well.

I would like to thank everyone who made the last meeting. Everyone there seemed to have a great time. I want to give a special thanks to our speakers, Johanna and Seiko, who took time to help share some of their practices with us.

Helping and learning from each other is a great benefit of being an ASCCA member.

I also hope to see you all at the next meeting which is being put on by O'Reilly Auto Parts and Drive. O'Reilly has offered their location and Drive is offering the training. They are also providing a catered dinner, and "vendor fair."

This will be held in Alhambra (see flyer on [pg. 2](#))

Our planning committee has been putting together some great meetings and events. I would like to thank them for their hard work.

On March 16th we have planned an exceptional seminar with Scott Brown. If you haven't signed up yet, don't miss out!

Jack Molodanof has been hard-working in Sacramento, watching the new bills that will affect our industry. Our dues helps us fight the bills that would hurt our industry. Thanks to Gene, and everyone who keeps us informed and keeps fighting for us. Squirrel.

Thanks again,

Advanced Mufflers and Auto Repair
1234 E. Walnut St, Pasadena, CA, 91106
(626) 793-5656





ASCCA 5 March 5th Meeting

IT IS NOT AT MIJARES!!!

Sponsored by O'Reilly & Drive
No charge for additional guests

Bring a non-member to experience our benefits
Don't miss this fantastic event!

RSVP on the evite
so we'll know how
many to
prepare for.



Present

IT'S ONLY MONEY...YOURS!

Owning a successful business is hard work - it never stops. If you learn the key components of running a stable and profitable business, you will be on the path to greater profits and freedom.

You will learn:

The Best Financial Actions
Correct Workflow

How to incorporate Policies & Procedures

All with the goal of creating a great workplace for
yourself, your team and your family.

JOIN US!

Location: O'Reilly Auto Parts
800 E. Valley Blvd.
Alhambra, CA 91801

Date: Tuesday, March 5th 6pm-9pm pacific

TALK TO YOUR O'REILLY REP FOR MORE INFORMATION!

We can't wait to see you....

- Catered dinner will be served at 5:30pm
- Parking at the rear of the building (we will have an O'Reilly Canopy to show rear entrance with the ASCCA Banner)
- 1 free Raffle ticket per attendee.

Vendor Partners that will be at the event

- Mann Hummel / WIX Filtration
- Standard Motor Products
- Gates Corporation
- Driv / Garage Gurus
- Western States Marketing
- Petersen Automotive Museum

O'Reilly Auto Parts

Contacts:

Noel Lamas
323-253-4640
Omar Urena
323-381-1785

Thank you to our
Chapter Sponsors:



Technical Seminar on 3/16/24 in Monrovia Practical Diagnostics and Service Basics to Make Money Masterclass: From Oscilloscopes to HVAC and a Look into Future Diagnostics



Presenter: Scott Brown - Offered by ASCCA Chapter 5

Scott is a professional automotive service technician with 40+ years of professional automotive service experience. He is dedicated to continually advancing his technical competencies on current and future automotive systems.

Scott is the founder of Diagnostic Network, (Diag.net) a company launched in 2018 after leaving the International Automotive Technicians' Network (iATN) as president after 22 years of service.

Scott is a technical editor and videographer with Endeavor Business Media under the brands MotorAge and Professional Tools & Equipment News (PTEN).

Scott recently co-authored the first ADAS textbook for High School and College curriculum with Goodheart-Wilcox (Publication Date 2023).

Scott is also the owner of Connie & Dick's Service Center in Claremont California which was founded in 1960.

Seminar Description:

Join us for a three-hour technical class.

Learn essential diagnostic skills, including oscilloscope techniques, advanced scan tool diagnostics for drivability, basic CAN network diagnostics, reading wiring diagrams, and harnessing Toyota's Techstream application for effective service.

Gain insights into Tesla's remote diagnostics and discover profitable HVAC service methods that will leave your customers satisfied.

Don't miss this opportunity to enhance your and your technicians automotive expertise.

When: Saturday, March 16 from 9:00am until 12:00pm (continental breakfast at 8:15am)

Where: Courtyard by Marriott; 700 W. Huntington Dr.; Monrovia, CA 91016,;(626) 357-5211

Cost: *Must be paid in advance to reserve your space. (No refunds for non-attendance)*

ASCCA Member - \$99 (*\$50 will be rebated to Chapter 5 members after attendance*)

To pay & reserve your place, click [HERE](#).

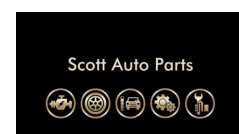
ASCCA Introductory Member or Non-ASCCA Member - \$149

(Full amount will be applied to your first year dues if you join prior to or at the seminar and pay the first year dues; OR join and pay the first year and receive 2 admissions to the seminar- a \$300 value.)

To pay & reserve your place, click [HERE](#).

If you have questions, contact Joseph at asca.05@gmail.com

Thank you to our Chapter 5 Sponsors



Numbers: Under the Hood



How long does the average repair take at an auto shop?

By [Chris Jones](#) This story was originally published in Ratchet+Wrench on Feb. 18, 2024

Efficient shops are profitable shops. As reported by 2023 Ratchet+Wrench Industry Survey Report respondents, nearly half of auto repair shops hit an efficiency between 80%-100% and 41% hit productivity in the same range. But what about under the hood? How long is the average repair?

- **Under 2 hours:** 15%
- **2-2.5 hours:** 35%
- **2.5-3 hours:** 23%
- **3-3.5 hours:** 12%
- **Over 3.5 hours:** 15%

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.

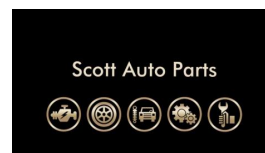
Thank you to our ASCCA Chapter 5 Annual Sponsors

Elite Circle:



Gold Circle:

Silver Circle:



2024 ASCCA Chapter 5 Annual Sponsorship Packages/Opportunities

ASCCA Chapter 5 is offering some unique sponsorship programs to help our members and give monthly exposure to our members about sponsors products and services.

The Elite Circle Club \$2,500.00 for the year

Only one sponsor per category for the Elite sponsor (determined by the BOD) no competing categories

- Free admission to each general meeting for 1 person
- Free admission to all seminars and social events for 1 person
- Mention of your business at every general meeting and all chapter events by the committee in charge of the program
- A special section in the newsletter highlighting all sponsors
- Testimonials on the webpage and Face Book from existing customers
- A business half page ad in our monthly newsletter
- An opportunity to speak at one of our monthly meetings
- A 3-5minute spotlight at every meeting you attend to profile your company
- Access to members emails to show case your product *via the Chapter 5 office*
- Testimonials from members using your service or product.
- A monthly email blast from your company to our database *via the Chapter 5 office*
- Your logo and ad on our website
- We will promote you on our Facebook platform with links and QR code if available

The Gold Circle Club \$1,500.00 for the year

- Free admission to 5 general meetings for 1 person
- Free admission to 2 social or seminar events for 1 person
- Mention of your business at every general meeting and all chapter events by the committee in charge of the program
- A special section in the newsletter highlighting all sponsors
- A quarter page ad in our monthly newsletter
- A quarterly email blast to all members from your company *via the Chapter 5 office*
- A 1-2 minute spotlight at every meeting you attend to profile your company
- Your logo on our website

The Silver Circle Club \$750.00 for the year

- Free admission to 2 general meeting for 1 person
- Mention of your business at every general meeting and all chapter events by the committee in charge of the program
- A special section in the newsletter highlighting all sponsors
- A business card ad in our monthly newsletter
- A 30 second spotlight at every meeting you attend to profile your company

Tax and Business Tips from Norm Blieden, CPA

Avoid a Penalty and Tax Surprise when Withdrawing from Retirement Accounts

- Retirement accounts that provide tax breaks have very specific rules that must be followed if you want to enjoy the financial rewards of those tax breaks.
- One of these rules defines WHEN you're allowed to pull money from your retirement accounts. If you pull money too soon, you're at risk of being levied with a penalty by the IRS. There are several exceptions to this rule, such as paying for qualified higher education expenses or paying for expenses if you become permanently disabled. In general, though, if you withdraw retirement funds before you reach age 59½, you'll be hit with a 10% penalty in addition to regular income taxes. In the April 2023 court case *Magdy A. Ghaly and Laila Ryad v. Commissioner*, the taxpayers learned this rule the hard way.
- **The Facts**
- In 2018, Mr. Ghaly took two distributions from his retirement account.
- Distribution #1: Withdrawal
- Mr. Ghaly was laid off from his job, and in 2018, he withdrew money from his retirement account to provide for his family. He requested and received a withdrawal of \$71,147 from his retirement account. His retirement company provided him with a Form 1099-R indicating the withdrawal was taxable.
- Distribution #2: Deemed Distribution
- In 2015, Mr. Ghaly took a loan from his retirement account. Because the loan followed certain IRS-approved guidelines, it was not considered a taxable distribution from his account that year. However, when Mr. Ghaly failed to repay that loan when it came due in 2018, it became a taxable distribution. His retirement company provided him with a 1099-R tax form for the deemed distribution.
- Mr. Ghaly had not yet reached age 59½ before either amount was distributed.

The Findings

- In an attempt to restore those distributions to his account to avoid both the tax on the distributions and the early withdrawal penalty, he opened two retirement accounts in 2020 and made the maximum contributions allowed for each account.
- The Tax Court ruled against the taxpayers, stating that the contributions Mr. Ghaly made in 2020 were irrelevant when determining if his 2018 distributions were taxable. Mr. Ghaly was required to pay income taxes on the amounts withdrawn (to the extent those distributions were taxable) and was assessed an additional 10% early withdrawal penalty.

The Lesson

- If you are planning an early withdrawal from a retirement account, understand before making the withdrawal whether the 10% penalty applies to you. In Mr. Ghaly's case, he could have explored the substantially equal periodic payment exception or withdrawn money penalty free if used as hardship to pay for his health insurance while unemployed. The lesson: please call if you have questions about an early withdrawal you may be planning before you make it!

Reasons to File Your Tax Return Early

When it makes sense to file a tax return as soon as you can

The 2024 tax season for 2023 tax returns is now officially underway. Here are several reasons to consider filing your tax return early.

- **To get your refund.** There's no reason to let the government hold onto your funds interest-free, so file early and get your refund as soon as possible. While legislation delays receiving refunds for tax returns claiming the Earned Income Tax Credit and the Additional Child Tax Credit until after February 15th, the sooner your tax return is in the queue, the sooner you will receive your refund.

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- **To minimize your tax identity fraud risk.** Once you file your tax return, the window of opportunity for tax identity thieves closes. Tax identity thieves work early during the tax filing season because your paycheck's tax withholdings are still in the hands of the IRS. If thieves can file a tax return before you do, they may be able to steal these withholdings via a refund that should have gone to you!
- **To avoid a dependent dispute.** One of the most common reasons an e-filed return is rejected is when you submit a dependent's Social Security number that has already been used by someone else. If you think there is a chance an ex-spouse may do this, you should file as early as possible.
- **To deliver your return to someone who needs it.** If you are planning to buy a house or anticipate any other transaction that will require proof of income, you may wish to file early. This is especially important if you are self-employed. You can then make your filed tax return available to your bank or other financial institution.
- **To beat the rush.** As the tax filing deadline approaches, the ability to get help becomes more difficult. So get your documentation together and schedule a time to get your tax return filed as soon as you can. It can be a relief to have this annual task in the rear-view mirror.

While it may make sense to file early, for others it may be better to file later. It's best to be deliberate if you wish to file early, and plan accordingly.

File Your Business Return on Time or Pay the Price!

March 15th is the tax-filing due date for 2023 calendar year S corporations and partnerships. While this filing deadline does not require making a tax payment, missing the due date could cost you a hefty penalty.

The penalty

The penalty is calculated based on each month the tax return is late multiplied by each shareholder or partner. So a business tax return with no tax due, filed the day after the March 15th due date, could cost a married couple who jointly own an S corporation \$490 in penalties!*

Take action

Here are some ideas to help you avoid penalties:

- **File on time.** If you are a partner in a partnership or a shareholder in an S corporation, file your company's tax return on or before March 15th. In addition to the penalties, filing late shortens the time you have to file your individual tax return and pay any taxes due by this year's April 15th filing deadline.
- **Consider an extension.** If you cannot file the tax return by the due date, file an extension on or before March 15th. This gives you an extra six months to file your business return. Remember, you pay the taxes for your flow-through business on your Form 1040 tax return at this year's April 15th filing deadline.
- **Your personal tax return may be delayed.** Do not file your Form 1040 tax return until you receive all Form K-1s from each of your S corporation and partnership business activities. But be prepared — if your business files an extension, it's possible you may also need to extend your personal tax return while you wait for the K-1s. Remember that an extension to file doesn't mean an extension to pay your taxes. You'll need to estimate how much your 2023 tax bill will be so you can make a payment, if necessary, by April 15th.
- **Challenge the penalty.** If your business does get hit with an IRS penalty for filing late, ask to have the penalty abated. This is especially important if you file and pay your personal taxes on time. Kindly remind the U.S. Treasury it is still receiving the taxes owed to them in a timely manner.

If you haven't filed your S corporation or partnership return for 2023, there's still time to get it done or file an extension. Please call if you need assistance.

**The penalty calculation for 2023 S corporations and partnerships is \$245 for each month or part of a month (up to 12 months) the return is late, multiplied by the number of shareholders or partners.*

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

The Advantages of Selling Specialized Automotive Services



By [Kevin Stack](#) This story was originally published in Ratchet+Wrench on Feb. 5, 2024

When you think of a “specialist,” a doctor usually comes to mind, but why? Well, consider that 65 percent of the physicians in the US are considered “specialists” and I’m exceptionally grateful that at least one of them is.

A while back, I nearly broke my neck skydiving and when I got it fixed, I went to the best neck doctor on the planet, the guy who invented the titanium plates that are in my neck right now. I didn’t really consider the cost, and I didn’t run down to the local urgent care for a patch job.

This same type of focus and resources are poured into people’s cars. Cars are an expression of ourselves and an extension of our being. That’s a huge responsibility.

In the ever-evolving automotive industry, offering specialized services can be a strategic move that not only sets your business apart but also caters to specific customer needs. Specialization allows you to carve a niche, build expertise and create a reputation for excellence in specific areas and charge appropriately for that expertise. To explain the advantages of offering specialized automotive services, here is a list of 10 or more specialized services highlighting the pros and cons of each.

Advantages of Specialized Automotive Services

1. Focused Expertise:

Pros:

- Deep knowledge and expertise in a specific area.
- Increased confidence and trust from customers seeking specialized services.
- Ability to stay ahead of industry advancements in the chosen specialization.

Cons:

- Potential limitation in customer base compared to offering general services.
- Dependency on the demand for the chosen specialized service.

2. Enhanced Customer Loyalty:

Pros:

- Customers seeking specialized services are likely to become repeat clients.
- Increased customer loyalty and positive word-of-mouth referrals within the specific niche.

Cons:

- Limited appeal to customers outside the chosen specialization.
- Requires effective marketing to attract customers interested in the specialized service.

3. Increased Profit Margins:

Pros:

- Specialized services often command higher prices, leading to increased profit margins.
- Opportunities for upselling additional specialized offerings to satisfied customers.

Cons:

- Initial investment in training and equipment may be higher.
- Sensitivity to economic fluctuations in the specific niche.

4. Differentiation in a Competitive Market:

Pros:

- Stand out in a crowded market by offering unique, specialized services.
- Attract customers looking for specific expertise not readily available elsewhere.

Cons:

- Requires effective marketing to communicate the unique value proposition.
- Potential competition from other specialized providers.

It all sounds intriguing, right? But what kinds of specialized services could you offer to your community? Here are some options that may work for you based on your interests and skills.

1. Performance Tuning:

Pros:

- Cater to automotive enthusiasts seeking enhanced performance.
- Opportunity for customization and personalization.

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- Cons:**
- Requires in-depth knowledge of engine tuning and modifications.
 - Potential need for specialized equipment.
2. **Classic Car Restoration:**
- Pros:**
- Attract collectors and enthusiasts interested in preserving classic cars.
 - Opportunity for meticulous craftsmanship and attention to detail.
- Cons:**
- Requires expertise in sourcing rare parts.
 - Lengthy projects may tie up resources.
3. **Hybrid and Electric Vehicle Maintenance:**
- Pros:**
- Tap into the growing market of hybrid and electric vehicle owners.
 - Position your business as an eco-friendly service provider.
- Cons:**
- Requires specialized training and equipment for electric systems.
 - Limited appeal if the market share for such vehicles is low in your area.
4. **Diesel Engine Repair:**
- Pros:**
- Focus on a specific type of engine commonly used in trucks and heavy-duty vehicles.
 - Attract commercial clients with fleets of diesel-powered vehicles.
- Cons:**
- Specialized training and equipment are necessary.
 - Dependency on the demand for diesel engine services.
5. **Transmission Rebuilding:**
- Pros:**
- Provide specialized expertise in transmission repair and rebuilding.
 - Opportunity for detailed diagnostics and precision work.
- Cons:**
- Requires specific skills and equipment.
 - May face competition from general auto repair shops.
6. **Custom Exhaust Systems:**
- Pros:**
- Offer personalized exhaust solutions for enthusiasts.
 - Opportunities for creative design and customization.
- Cons:**
- Requires expertise in exhaust system design and fabrication.
 - Limited customer base compared to general repairs.
7. **Four-Wheel Drive (4WD) Service:**
- Pros:**
- Attract off-road enthusiasts and owners of 4WD vehicles.
 - Opportunity for specialized suspension and drivetrain services.
- Cons:**
- Requires specific knowledge of 4WD systems.
 - Seasonal demand may fluctuate.
8. **Air Conditioning and Climate Control Systems:**
- Pros:**
- Specialized services in diagnosing and repairing HVAC systems.
 - High demand, especially in extreme weather conditions.
- Cons:**
- Requires specialized equipment for system diagnostics.
 - Seasonal demand may fluctuate.
9. **Advanced Diagnostics and Electronics:**
- Pros:**
- Focus on diagnosing and repairing complex electronic systems.
 - Attract customers with modern, technologically advanced vehicles.
- Cons:**
- Continuous investment in training and diagnostic equipment.
 - Rapidly evolving technology may require frequent updates.
10. **Race Car Preparation:**
- Pros:**
- Cater to racing enthusiasts and professional racers.
 - Offer specialized services in preparing vehicles for competitive events.
- Cons:**
- Requires knowledge of racing regulations and safety standards.
 - Niche market with potential seasonal demand.

How do you choose what's right for your business? One huge consideration is doing something you love. There's no way to put a price on the enjoyment you get from a labor of love. By specializing in what you enjoy most, you would be getting the best of both worlds, job enjoyment and being paid well for doing it. Offering specialized automotive services brings a range of advantages, from focused expertise to increased customer loyalty and enhanced profit margins. However, it's crucial to carefully consider the pros and cons associated with each specialization. Tailoring your services to meet the specific needs of a niche market can set your automotive business on a path to success, but strategic planning, investment in training and equipment, and effective marketing are key to thriving in the competitive automotive industry. By understanding the unique benefits and challenges of specialized services, you can position your business as a leader in your chosen niche.

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 the tide "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

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$1,050/yr. Associate membership dues are \$1,115/yr.
 - \$520 is the Chapter portion which helps to fund Chapter operations.
 - 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 added for this.
 - 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 rest of this newsletter more benefits.)

- 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 are excited 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. One dinner at the regular meetings is included in your chapter dues. (\$432/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.

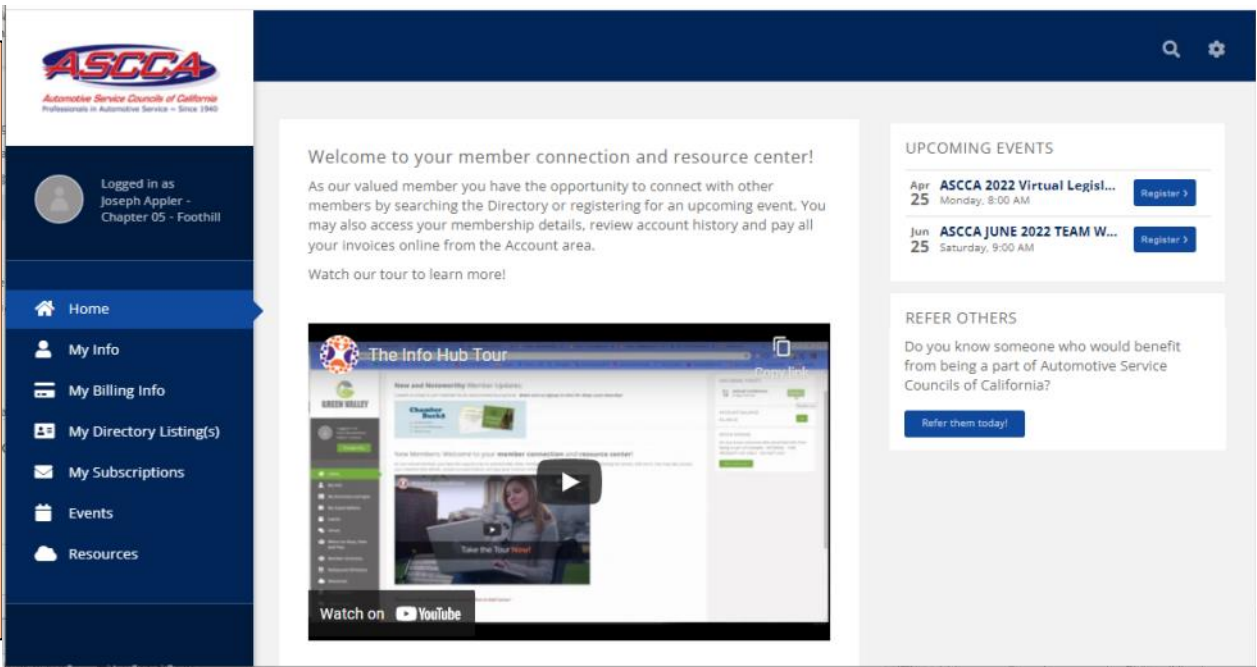
What happens when you don’t pay your dues on time?

- 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 require automatic payments on all payment plans.)*



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.

ASCCA Foothill Chapter 5 Member Benefits

In addition to the State-wide benefits shown in the “ASCCA Advantage,” these are additional benefits available to Chapter 5 members.

- 1. A VERY LOUD POLITICAL VOICE.** Individually, there isn't much we can do to shape legislation which will affect our industry, but collectively, our united voices are STRONG, LOUD AND FOCUSED. Politicians and elected officials in state, county and city governments listen to ASCCA when we talk, because we represent hundreds of members (& thousands of voters!) statewide. Often, the Bureau of Automotive Repair discusses with ASCCA rules and regulations under consideration to see how they will fit in the real world of automotive repair.
 - 2. SHOP TO SHOP NETWORKING.** Our members don't see each other as competition but as comrades in the industry, helping each other to succeed. If you have a problem you can't figure out, call one of our members who specializes in that area. They'll be glad to help you out.
 - 3. INFORMATIVE MEETINGS.** We hold Dinner Meetings on the first Tuesday evening of each month. Our meetings offer great speakers, camaraderie, valuable information, and the latest news on what's happening in the automotive repair industry. You also get to network with other shop owners and exchange ideas, tips, techniques and short cuts. The monthly meal is included in your dues, plus we have a long-standing special where you can bring your spouse or business partner at no charge! Our Chapter Board of Directors schedules our programs and welcomes any suggestions you have on good speakers! Contact the chapter office with your suggestions. For the location and current speaker, look on the last page of this newsletter.
 - 4. CHAPTER SEMINARS.** The Foothill Chapter Board of Directors keeps us informed on seminars on business management and technical subjects for our shop owner members and their technicians. **Cost is minimal and often free.** This is a tremendous member benefit for you and your employees! Give us your ideas and suggestions for seminars & we will try to schedule the seminars you want. Email the Chapter 5 office at asca.05@gmail.com.
 - 5. MONTHLY E-NEWSLETTERS.** We send out an environmentally-friendly monthly email newsletter with helpful and informative articles, tech tips, contact lists and information, upcoming events, reports on recent events and vendor ads & information.
 - 6. THE FOOTHILL CHAPTER WEBSITE.** This Foothill Chapter website at <http://www.ascca5.com/> lists members by city. It also lists upcoming seminars and meetings. Contact Joseph Appler at asca.05@gmail.com with questions or suggestions for the chapter web site.
 - 7. CHAPTER JOB BANK.** The Foothill Chapter has established its own Job Bank Network for member shops. If you have a qualified applicant you can't use, or if you need to hire someone, send a summary email to asca.05@gmail.com & your information will be forwarded to the entire Chapter 5 membership.
 - 8. CHAPTER ASE LENDING LIBRARY** Call Darren Gilbert at (626-282-0644) or email him at gilbertmotors@yahoo.com for more information.
 - 9. CHAPTER SOCIALS.** Our “Planning Commission” arranges outstanding social events for us throughout the year. We've visited JPL, the J. Paul Getty Museum, had many “Day at the Races” at Santa Anita Race Track, toured the Autry Museum of Western Heritage, taken a murder mystery train ride including a delicious dinner, attended the races at Irwindale Speedway, had bowling dinner parties at Montrose Bowl, had several excellent parties, and toured the J. P. Nethercutt Collection of beautiful classic automobiles. We would like to hear from you with your suggestions for future social events.
 - 10. ASCCA NET PRESENCE.** ASCCA has established a home page at <http://www.ascca.com/> The ASCCA web page has three target audiences: 1) ASCCA members now have a quick, easy reference on their computer to keep them abreast of what is occurring in the state association and within the automotive repair industry; 2) California shops that are not ASCCA members can learn more about the advantages of being an ASCCA member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASCCA members quickly and easily on the ASCCA web pages. All ASCCA members statewide are listed.
 - 11. FREE CPA CONSULTS.** All ASCCA Chapter 5 members are entitled to a half-hour of free telephone consultation each month from Chapter 5 sponsor Norm Blieden, CPA. The service is not limited to shop business though Norm has extensive experience in shop-related matters. This member benefit can save you a ton of money and a lot of headaches. Call Norm at 626-440-9511.
- Why try to succeed alone, and re-invent the wheel? Partner with others on the same path and learn from them, as well as teach them what you have learned. If you have questions about how to access these benefits, contact the Chapter 5 office at asca.05@gmail.com. or 626-296-6961.**

ASCCA 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.



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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!



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



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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



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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 helps auto repair shops, quick lube, and tire dealers acquire and retain more customers with strategic weekly direct mail marketing. Our weekly mail marketing strategy provides the ultimate flexibility to customize a mailing and payment schedule that aligns perfectly with every shop's goals and 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.

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WORLD PAC supplies automotive replacement parts directly from the most respected manufacturers in the industry. Their speedDIAL Parts Catalog and FulfillmentOrderingSystem can check real-time parts availability. Technical training, business management solutions, and other services for independent shops are provided by experienced professional instructors.

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Education, Training & Business Coaching



ATI is the leading coaching and training company, with more than 1,700 active members who represent the best shops in the US and Canada. We help independent auto repair and collision repair shop owners improve their businesses and their lives, with proven, measurable, and field-tested strategies and practices.

Karen Dee (301) 575-9102
contact@autotraining.net



ESI provides repair shops with up-to-date full facility training for management and personnel. ASCCA Members get: exclusive access to discounted training courses; \$700 cost savings on every Service Writer course and \$55 on every seminar (space limited); and FREE 30 minutes of business consulting advice per month.

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maylan@esiseminars.com

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CoreMark's team of highly qualified Employee Benefits Consultants offer ASCCA members their valuable support tools and resources proactively helping businesses be in compliance. CoreMark advises ASCCA members on how to make the best possible benefits investment decisions for their businesses as well as attracting and retaining the best talent to grow their business.

Mat Nability (916) 286-0918
mnability@coremarkins.com



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

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

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The Kukui All in One Success Platform provides auto repair shops with a custom website, SEO reliability, robust CRM, PPC management, call tracking, online appointment setting, online payments, social media management, review management, and intuitive analytics. You can also take advantage of customer engagement and trust-building solutions like digital vehicle inspections as well as automated postcard, email and text marketing campaigns.

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



RepairPal has over 3,000 Certified shops in its network. These high quality shops offer at least a 12/12 warranty, have a high customer satisfaction rating, and guaranteed fair prices. Millions of monthly website visitors are matched with trustworthy shops in their area and the average customer spends \$600 on their first shop visit. Companies like USAA, CarMax, Consumer Reports, and Verizon send their members and customers to RepairPal Certified shops.

Darrin Baum (916) 826-7195
dbaum@repairpal.com



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Ryan Burton (888) 953-2379
ryanburton@leadnearme.com

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Doug Manske (720) 782-5783
dmanske@360payments.com



DFG provides credit card processing, mobile payments, and text to pay options with great rates and personal service. ASCCA auto shops a \$350 savings or check rebate each year when processing all of their credit card payments with DFG.

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



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.

Jess Elshere (530) 360-6085
jess@facepay.io

Software Providers



Shop-Ware shop management software is the #1 choice for multi-shop and single location operators. Cloud-based technology allows you to write repair orders in seconds and share them with your customers for instant approvals. Win back wasted time, increase shop profits, and get more 5-star reviews.

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Shop Boss is a leading shop management software for independent auto repair shops. This software facilitates smooth day-to-day operations with its integrated features such as auto repair labor guide, estimating, parts ordering, markup calculator and customer self-check-in.

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faulkenberryR@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.

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

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.

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

January 2023

Chapter 5 Associate Members

Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
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Be sure to use the evite electronic invitation to RSVP for our monthly meetings.

If you didn't receive it, please contact the Chapter 5 office at asca.05@gmail.com

Justin Scott - (909) 767-1681

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 Norman A. Blieden, CPA/CGMA
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