



ASCCA Foothill Chapter 5
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President's Message:

January, 2022

HAPPY NEW YEAR TO ALL!

I am stepping down as your president and we found a great replacement: Tim Chakarian of BimmerPhD, who has been our Vice President, will be voted in at our next meeting. See the full slate of nominees at the bottom of [page 6](#).

He is very involved at the state level and has great plans with the Chapter Board to move us forward, grow our association, and improve our shops.

With the new year comes many new challenges and opportunities, and we need to be ready for both. There's no better way than being involved in ASCCA.

ASCCA has the training we need and the networking to learn and stay in compliance with the many old and new laws.

We all hope everyone stays well and safe and has a great year (we are due!) On January 4 we will be meeting at Mijares again with a follow up from November's meeting to get the answers to move ahead. (see flyer on [page 2](#))

Don't forget about **Team Weekend on January 29-30, 2022**, in Sacramento. We will help with the cost for first time attendees.

See you Tuesday!

Kirk Haslam
President, ASCCA Chapter 5
Advance Muffler
1234 E. Walnut St.
Pasadena, CA 91106





Join us at Mijares Mexican
Restaurant on January 4 at 6:00 pm for
the monthly meeting of
ASCCA Chapter 5

*“What has coaching done
for me?”*

*You heard from a leading coaching company in November,
and many of you had questions.*

So, we decided to bring in shop owners who have joined some of these programs to give insight on belonging to a structured program and the benefits they have enjoyed.

We will have a panel of members that have been through a program to help answer questions on coaching companies and the benefits of belonging to a company.

We will have shops that have used companies such as:

- Elite Worldwide Bob Cooper
- ATI
- Management Success
- The Institute Cecil Bullard
- ESI Maylan Newton

We hope to see all of the shops that attended in November come back and get answers to any questions you might have.

When:

Tuesday, January 4, 2022
6:00 PM – Social/Networking/Dinner
6:45 PM – Program
8:45 PM – Finish

Where:

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

Menu:

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

Cost:

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

UPCOMING MEETINGS & EVENTS

Feb 1 - Goal Setting and Planning; ASCCA Benefits	Apr 5 - TBA
Mar 1 - Wealth Management- Mike Healy	May 3 - Shop Night
	Jun 7 - TBA

Our Christmas Party/ Fundraiser on December 4 was a great success!

Not only did we have a lot of fun, a delicious meal, and win a lot of prizes, we raised \$2,710 for Shepherd's pantry as well as a stack of toys for the children they care for.



Thank you, Gene Morrill, for receiving and delivering the toys.



Thank you to everyone who brought great prizes!



Thank you, BG, for sponsoring the photo booth!



Thank you, Santa, for coming all the way from the North Pole for our party!



Thank you to the 70 people whose presence made the party such a success!



ASCCA Foothill Chapter 5 Member Benefits

A Very Loud Political Voice

Individually, there isn't much we can do to shape legislation which will affect our industry, but collectively, our united voices are **STRONG, LOUD AND FOCUSED.**

Shop to Shop Networking

If you have a problem you can't figure out, call one of our members who specializes in that area. They'll be glad to help you out.

Merchant Processing Digital Financial Group

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

Free Legal Counsel Molodanof Government Relations

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

Uniform Discounts Cintas

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

Free CPA & Business Consults Norm Blieden

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

Discounted or Free Training

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

TeamTalk

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

Discounted or Free Training - ESi

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

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

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

We All Need Training To Move the Industry - and Ourselves - Forward

**aftermarket
MATTERS**

BY JOHN GUSTAFSON ON NOVEMBER 4, 2021

Once again, our profession is at an intersection and we need to address training, from shop owners to techs.

Once again, our profession is at an intersection. And I'm an advocate for taking those willing and able to the next level when it comes to addressing our industry training, from technicians to shop owners.

As you know, aftermarket automotive service, whether it's the mechanical or collision repair sector, is an important segment of the overall transportation economy. Both are seeing strong demand from consumers as the more user friendly and more local dealership alternative. As such, we've got an important role long into the future and will need to train up to keep up with demand.

Here are a few of my thoughts toward that goal:



John Gustafson, of Gustafson Brothers Automotive Services in Huntington Beach, Calif.

Owners need to be leaders and leaders need coaches

No matter the core focus or size of the aftermarket automotive business you run, everyone needs to develop strong leadership skills. The best way I learned leadership skills was to be coached. It took the first 10-plus years to realize that I didn't know what I didn't know.

After engaging coaches from different segments of business, I learned and was able to grow a good, but small, shop into a great and profitable business. Now, 40 years later, I can say that I should have sought out mentors and coaches much sooner. There are some excellent coaches in our profession and the sooner you bury the ego and learn what you don't know, the sooner you will succeed beyond what you currently think is your ceiling.

Leaders need an operating system for consistency

At Gustafson Brothers, we've adopted the Entrepreneurial Operating System (EOS) by author Wickman, which I highly recommend. It's been a recent discovery and it's been a great add on to what we had in place already.

Also, earlier this year, while listening to Carm Capriotto's pod casts, he interviewed Barry Barrett discussing a seven-part series on EOS. We were about 80 percent in sync with what they were speaking about and it prompted me to buy the books *Traction*, *How to be a Great Boss* and *What the Heck is EOS*. After reading all three books, we picked up the 20 percent that was missing from our leadership process. Truly a remarkable revelation and the beginning of what will be my succession plan.

Team training is critical

I personally recommend that everyone under your roof consume more than three hours of continuing education every month. Documented and rewarded. Pay the team members for the training and make the training available during working hours.

This is how we move from the present to the future. To succeed tomorrow and future tomorrows, we need to be enveloped in a learning culture. We found a reasonable LMS (Learning Management System) to track each team member's progress and we use the information at six-month reviews to reward progress.

Build a Mentor/Mentee culture inside your shop

Give your team members a career path to climb. This is the fix for the tech shortage — set a career path for your people and provide each of them a mentor. This takes a little work, but in the end, you are building your bench every day.

Training needs to include business math and personal math

We realized that the old saying, "The boss is getting rich and I'm getting screwed," grew out of a lack of understanding of business economics, so we offer a business math class for each team member who is interested.

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We take a recent quarter or the last fiscal year and have the team member fill an entire white board with actual business numbers. In the end, they understand that running a business is rewarding and they are getting a fair share of the customer's payment.

On the personal math side, we offer the same white board but with their personal numbers in the following categories: Column 1— Assets, Liabilities, Net Worth; Column 2 — Post Tax Income (take home pay) less expenses (as many as they can remember) and the resulting cash flow number (either positive or negative); and then in Column 3, we suggest they fund a six-month emergency reserve and when that's full, start their investment fund.

Build your business strong, plan your exit many years in advance

It takes 5 to 10 years to exit your business with grace and money. It is my opinion that you need to start a realistic exit plan the day you start your business. This is another great reason to engage with coaches — they will help you get started.

The need a common library of resources

Our profession needs a common library of resources for the members to find information on best practices from the silos — whether they are industry associations, businesses, non-profits, etc. —that have them perfected already. Recruiting, for example, is a grassroots activity that many silos have figured out, but we all need to come together, work together and coalesce to develop a library of best practices in one place for all to benefit from.

Where is this common library? If it exists, I've yet to find it. We have many associations across our profession, and most are doing a great job at what their leadership sees as important. I see a need for all associations to link to this forward-thinking common library and share best practices. If you know of this resource, please share.

I encourage — or even challenge — you to wake up every day with a plan to make a difference so that we'll all succeed.

About John Gustafson

Fresh out of high school in 1971, John and his brother, Frank, founded Gustafson Brothers Automotive Services in Huntington Beach, Calif., that now employs 60. He is a Certified ASE Master Technical, Bureau of Automotive Repair Certified Instructor, Continuing Education Insurance Instructor licensed by the State of California, and a certified I-CAR instructor. He is also an active ASCCA member and has been recognized with the Alumni Pillar of Achievement Award from Golden West College for his contributions in the automotive industry. He can be reached at john@gustafsonbros.com

Submitted by John Gustafson and used with permission

Election of new ASCCA Chapter 5 Board of Director Officers will take place at our January 4, 2022 dinner meeting.

At our November board of directors' meeting, we nominated a slate of officers for the upcoming term of 2022-2023. We will vote this roster by acclamation at our January 4 meeting (at Mijares) if there are no other nominations.

If you have a nomination, please submit it via email to asca.05@gmail.com. Officers must be nominated from current Board of Director members which can be found in our newsletter.

Please review this list and contact the ASCCA Chapter 5 office if you have any questions.

- President – Tim Chakarian (Currently VP)
- Vice President – Mike Bedrossian
- Secretary – Ani Papirian
- Treasurer – Jim Ward (incumbent) to remain for another term
- Chapter Rep – Tim Chakarian (incumbent) will remain for another term

Tax and Business Tips from Norm Blieden, CPA

Make Order Out of Chaos

Prepare for this year's tax return filing season

Tax return filing season usually gets a little crazy, but this year will be more turbulent than most. Due to new tax legislation and guidance from the IRS, you will have to cope with a wide variety of tax changes, some of which relate to the pandemic. Here are several tips for making some order out of the chaos.

Small business loans

To kick start the economy during the pandemic, Congress created a loan program called the Paycheck Protection Program (PPP). Similarly, your small business might have received an Economic Injury Disaster Loan (EIDL) or grant. These loans may be forgiven in 2021 without any adverse tax consequences if certain conditions were met. So gather your records—including what you received and when—for optimal tax protection.

Small Business Tax Return To-Do-List

Eight ideas to make filing your tax return easier

Consider these suggestions for helping to make tax season smooth sailing this year for your small business:

1. **Make your estimated tax payments.** Tuesday, January 18th is the due date to make your 4th quarter payment for the 2021 tax year. Now is also the time to create an initial estimate for first quarter 2022 tax payments. The due date for this payment is Monday, April 18.
2. **Reconcile your bank accounts.** Preparing an accurate tax return starts with accurate books. Reconciling your bank accounts is the first step in this process. Consider it the cornerstone on which you build your financials and your tax return. Up-to-date cash accounts will also give you confidence that you're not over-reporting (or under-reporting!) income on your tax return.
3. **Organize those nasty credit card statements.** If you use credit cards for your business, develop an expense report for these expenditures, if you have not already done so. The report should recap the credit card bill and place the transactions in the correct expense accounts. Attach actual copies of the expenses in the credit card statement. You will need this to support any sales tax paid in case of an audit. Use this exercise to show you are only including business-related expenses by reimbursing your business for any personal use of the card.
4. **Reconcile accounts payable.** One of the first tax deadlines for many businesses is issuing 1099 forms to vendors and contractors at the end of January. Get your accounts payable and cash disbursements up-to-date so you have an accurate account of which vendors you paid.
5. **Get your information reporting in order.** Now identify anyone you paid during the year that will need a 1099. Look for vendors that are not incorporated like consultants or those in the gig economy and don't forget your attorneys. You will need names, addresses, identification numbers (like Social Security numbers) and amounts billed. Send out W-9s as soon as possible to request missing information.
6. **File employee-related tax forms.** If you have employees, file all necessary W-2 and W-3 forms, along with the applicable federal and state payroll returns (Forms 940 and 941). Do this as soon as possible in January to allow time to identify any potential problems.
7. **Compile a list of major purchases.** Prepare a list of any purchases you made during 2021 that resulted in your business receiving an invoice for \$2,500 or more. Once the list is compiled, find detailed invoices that support the purchase and create a fixed asset file. This spending will be needed to determine if you wish to depreciate the purchase over time, take advantage of bonus depreciation, or expense the purchase using code section 179. Your choices create a great tax planning tool.

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8. Review the impact of COVID-19. There are a number of federal and state initiatives that will need to be considered when filing your 2021 tax return. If you received payroll credits for employee retention or have a Paycheck Protection Program loan that needs to be accounted for this year, be prepared with the details. It will be important to correctly account for these funds.

Small Business: Coping with Shortages and Delays

As we enter the New Year, businesses continue to be hampered by a near-unprecedented lack of supplies and materials. Besides items that have received widespread national attention like toilet paper and computer chips for cars, the slowdown in the supply chain is affecting everything from electronic devices to couches to sneakers—and plenty in between.

To complicate matters for businesses operating in a competitive environment, the supply chain disruption is being compounded by a tight labor market, especially for drivers and other delivery people. It all adds up to long delays, reduced profits, and frustration for everyone involved.

What can your small business do? Consider these practical suggestions.

- Communicate with empathy. The worst thing you can do is clam up when customers start questioning orders or complaining about backlogs. Be upfront about the problems you're facing.
- Underpromise and overdeliver. It's better to lower expectations than it is to set a high bar that can't be reached. Don't make promises you can't keep. Customers will be pleasantly surprised if you exceed your initial estimates.
- Be creative about pricing. If your production costs are shooting through the roof, it should be reflected in your pricing structure. Of course, you can't pass on the entire extra cost to customers, but factor increases into the equation.
- Rethink lead times. If you can afford to do it, order supplies for several months ahead of time. Stock up on essentials for your business when you can.
- Find new partners. Your business may be forced to turn to different suppliers or vendors. If you can fund quality materials, expand your business contacts and regular resources.
- Think outside the box. Try a different approach that may mitigate the shortages. For example, you might find a suitable and available replacement for a product component. Don't just accept the status quo.

Finally, use a healthy dose of common sense to navigate through this crisis. Your business advisors can provide assistance.

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

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What Your Customer Wants



By [Tess Collins](#) This story was originally published in Ratchet+Wrench on December 20, 2021

Imagine how easy it would be to run your business if you could read your customers' minds. Right away, you would know what was important to them in a repair shop. You'd know the best way to market to them, what to put in your lobby to keep them happy, how to best communicate with them and win them as customers for life.

SHOP STATS: 3A Automotive & Diesel Repair Location: **Phoenix, AZ.** Owner: **Jimmy Alauria**
Staff Size: **11** Shop Size: **5,000 square feet** Number of Lifts/Bays: **11** Average Monthly Car
Count: **200** ARO: **\$800** Annual Revenue: **\$1.9 million**

The Backstory

Alauria has been in the industry for over two decades. In fact, he grew up in his Phoenix's based shop, 3A Automotive. The shop was founded by his father, grandfather and uncle. You could say that running the shop runs in his veins. That being said, Alauria doesn't rest on his laurels. The industry is ever-changing, and so is his customer. To stay on top of trends, Alauria attends training and is always speaking with people in the industry on ways he could improve his business. One particular conversation opened his eyes to the fact that he may not know his customers as well as he thought he did.

The Problem

Alauria's conversation was with Ratchet+Wrench's own editorial director, Anna Zeck. Even though Zeck has been reporting on the industry for years, she's had a difficult time finding her own "go-to" repair shop. When discussing this with Alauria, she told him what she was looking for and he realized that he may have been making assumptions about his customer base that weren't accurate.

For example, he assumed that most people, when looking for a repair shop, would go online before anything else. Speaking with Zeck, he found word-of-mouth and referrals were her go to. If they were for her, that's probably the case for others, he thought. He was then left wondering how customers actually decided where to go to get their cars repaired.

"If I knew these answers, it would be a lot easier to reach customers," Alauria says.

The Solution

In June, Alauria put out an in-depth survey for his customers in his waiting room through Google forms. The survey asked questions that would help Alauria better his business, including questions on how customers found out about the shop, what amenities were important to them, examples of good and bad experiences they had in repair shops, whether or not they left reviews and what ideal customer service looked like to them. The survey wasn't overly complicated to make, in fact—it was only 12 questions long—but the answers gave Alauria and his team valuable insight into his customer base.

The Aftermath

As soon as the results were available, Alaura got the team together to share the results because it was important for the whole team to know what was going on with the customer. What he found was that you can't assume what's important to your customer just because it's important to another shop's customer. You need to look at your demographic. What's important to his customers is very different from what's important to a customer in a luxury vehicle repair shop in L.A or a Jiffy Lube in Ohio.

"We can assume a reality, we can assume that they want a good price and honesty and trust and that should be in every single ad, but you have to ask what they actually want," Alauria says.

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Alauria, who has a diesel segment, conducted a survey for those customers as well and found that his diesel customer's biggest complaint was turnaround time and misdiagnosis and that they had previously experienced wait times of two to three weeks at other shops. Using that information, he changed his ads to say, "Are you being told it will take too long?" After that ad, his new diesel customers nearly doubled.

One of the main questions that Alauria wanted answered was how customers decided to come to his shop. When he found that 68.5 percent asked for referrals before looking online, he decided not to increase his Google Ad spending and keep it at what he currently had. Another change he made as a direct result of the survey was to get rid of his loaner car fleet. Many people preach the importance of loaner cars, Alauria says, but it turns out that when he asked his customers for their top three preferred benefits, loaner cars was in the top of less than four percent.

The Takeaway

For the shop owner that is looking to go from \$500,000 per year to \$1 million a year, a survey could be just the answer, Alauria explains. It's a quick and easy way to get insight into your customers' mindset and help you tweak how you run your business. But, in order to be successful, you have to actually take what the survey says to heart.

"Don't go against what you find in the survey. Use the results. You can spend a lot of money on marketing and be a quarter inch from the gold," Alauria says. "If you do a survey, you can nail the target and it can make a huge difference on how marketing is received and how many customers you get."

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.

10 THINGS THAT REQUIRE ZERO TALENT

- 1. Being On Time**
- 2. Making An Effort**
- 3. Being High Energy**
- 4. Having A Positive Attitude**
- 5. Being Passionate**
- 6. Using Good Body Language**
- 7. Being Coachable**
- 8. Doing A Little Extra**
- 9. Being Prepared**
- 10. Having A Strong Work Ethic**

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;
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!



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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.

Kevin Fitzpatrick (631) 486-3506
kevin.fitzpatrick@opusivs.com



Provides maintenance services, equipment training & consumer education materials. Increase shop hours, parts and labor revenue, shop efficiency, and retention all while improving your customer's driving experience and vehicle performance.

Eric Elbert (805) 490-6080
EricE@petrospecsBG.com
Eric Waln (949) 337-2484



ACAT Global delivers cost-effective and cutting-edge solutions that cut emissions, improve reliability and enhance horsepower for a broad spectrum of ICE applications worldwide. The company's proprietary catalytic converter and exhaust technology is engineered for the most demanding on and off-road applications.

info@acatglobal.com
(231) 437-5000



California Employers Services has been making compliance easy since 1997. ASCCA members can email or call for advice on California Labor Laws and Cal-OSHA questions! We know the laws and how they are being enforced. Ask about our 30-day trial or our special packages and prices.

Dave Fischer (559) 472-3542
cesyes@hotmail.com



Mail Shark approaches direct mail strategically by providing penetration reports and demographic analysis to make sure you're reaching the right people They'll make it easier for you to grow your car count and manage your budget.

Josh Davis (484) 648-8626
josh@themailshark.com



NAPA Auto Care is the largest aftermarket repair network in the country with over 16,000 independently owned and nationally recognized automotive, collision, and truck service centers. NAPA's mission is to help all member businesses increase their car count and sell more services.

John Hartman (619) 300-4910
john_hartman@genpt.com



Get access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform every day, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, early-pay discounts, electronic ordering discounts, and more.

Sergio Gonzales (916) 962-3270
ASCCA@oreillyauto.com



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

Rob Morrell (510) 755-6058
rmkroll@gmail.com



Mechanics Marketplace offers the Automotive industry 3 staffing solutions!

1. Turnkey Recruiting
2. A Unique Hiring Service Using an Automated Web Portal
3. An Easy to Use Temporary Staffing Service

Elie Massabkli (800) 989-8094
info@mechanicsmarketplace.com

Education, Training & Business Coaching



ATI is an industry leader in automotive business coaching and has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years. ATI provides expert management and consulting services, weekly business coaching from an industry expert, and classes in marketing, hiring, finance, leadership, and sales.

Jim Silverman (301) 575-9140
jsilverman@autotraining.net



DRIVE is the premiere automotive and truck repair consulting and training company. With over 25 years of experience, their continuing aim is to provide shop owners with best-in-class training, organizational skills and management tools. The goal of DRIVE is to fully arm shop owners with every executive and management ability needed to win.

Carolyn Gray (818) 863-1077
cgray@driveshops.com



ESI provides repair shops with up-to-date full facility training for management and personnel. ASCCA Members get: exclusive access to discounted training courses; \$800 cost savings on every Service Writer course and \$55 on every seminar (space limited); and FREE 30 minutes of business consulting advice per month.

Maylan Newton (866) 526-3039
maylan@esiseminars.com

Insurance & Legal Services



Armstrong & Associates provides ASCCA members with A+ rated property casualty company policy options and an exclusive workers' compensation program including comprehensive safety & claims services. You'll receive the utmost care and service along with the most competitive insurance programs. ASCCA members get a \$100 enrollment discount.

Customer Service (530) 668-2777



Competitive dental & vision plans exclusively available to ASCCA members.

Mat Nabity (916) 286-0918
mnabity@coremarkins.com



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

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

Internet Marketing, Web Design & Search Engine Optimization



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

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



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

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



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

customerservice
@optimizesocialmedia.net
855-676-1212



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

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

Merchant Service/Payment Platform



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

Shannon Devery (877) 326-2799



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

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

Software Providers



A comprehensive cloud-based tool that offers simple solutions to workflow management, communication, digital vehicle inspections, and quality control. Developed by a shop owner, designed specifically for the challenges faced by shop owners.

Chris Cloutier (469) 456-5725
chris@autotextme.com



Take your shop fully digital and 100% paperless. Shop-Ware is the new standard in shop management and its software is 100% cloud-based on any device. Ask for a special ASCCA member rate.

Matt Ellinwood
(415) 890-0906 x106
matt@shop-ware.com



Tekmetric's features make it easy to monitor and manage your auto repair business. We know what it takes to run a successful shop and that's why our features focus on improving the interactions between your customers, service writers, and technicians. Leverage your business data and grow profitably.

Sunil Patel (832) 930-9400
sales@tekmetric.com



AutoVitals provides the most innovative and impactful products, a commitment to developing and instilling industry best practices and the industry's most thriving and collaborative online community.

Sales@autovitals.com
(866) 949-2848

Uniform Services



Nationally recognized supplier of customer and employee apparel & janitorial services. Let Cintas take care of your shop's maintenance needs and get exclusive pricing with your ASCCA membership. Keep your employees on brand, your bathrooms stocked, floors clean, and much more.

Jessica Essad
(775) 813.8954
EssadJ@cintas.com

Additional Benefits of ASCCA Membership

Government Affairs & Political Representation

ASCCA's lobbyist tracks bills (new proposed laws), provides members with updates on any proposed legislation that will impact the auto service industry or independent shop owners, and provides representation at government meetings.

Member-to-Member Communications

Access to ASCCA's highly-valued resource, TeamTalk, offers members an online forum to communicate and share tips on a broad range of topics facing shop owners throughout California.

Local Chapter Events

Chapter meetings give members unprecedented opportunities to meet, network and trade ideas with colleagues in your local area.

ASCCA Communications

Stay up to date with the latest industry information through the ASCCA Independent newsletter, email broadcasts, news alerts, member benefit flyers, website and social media updates.

ASCCA Branding

Members are able to display their association affiliation with ASCCA signage, its code of ethics, and logo for use on invoices, customer forms, and more.

Educational Foundation

Members can participate in the association's educational foundation that raises funds for scholarships that are awarded to students entering the automotive aftermarket.

The ASCCA "Business Acceleration Team" (BAT) is a small group of shop owners who have joined together to provide free, short-term business coaching, consulting, and mentoring to their ASCCA peers. Get connected today!
www.ascca.com/BAT

To learn more about ASCCA member benefits visit
www.ascca.com/memberbenefits

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

November 2021

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$850/yr. Associate membership dues are \$945/yr.
 - \$400 goes to the Chapter
 - The remaining portion goes to the State Association
- When memberships are held in multiple chapters, only the original membership pays the full State Association dues. Additional members pay reduced State dues of \$300/yr. All memberships pay full chapter dues.
- Annual payment is due in the Sacramento office on January 1 of each year.
- Payment plans are available upon approval by the Chapter & State Association. With all payment plans, automatic credit card payments or ACH are now required. There is a \$2.00 transaction fee for these payments. (Chapter 5 will cover the transaction fees for our members.)
 - Semi-annually: Due: January 1 & July 1
 - Quarterly: Due: January 1, April 1, July 1, October 1
 - Monthly: Due the first of each month
- If payment is not received according to the agreed-upon schedule, dues immediately become delinquent.
- If a member reaches 90 days delinquent, their ASCCA membership may be cancelled.

What do you get for your dues? (This is the “short” list. See the ASCCA Advantage flyer for the full list.)

- Amazing connection with your peers in the automotive industry.
 - Older shop owners who have gone ahead & you can benefit from what they’ve learned.
 - Newer shop owners who need to learn from what you’ve experienced.
- A loud voice to the legislators who are passing laws which have a direct effect on how you can operate your business.
- Opportunities to meet the legislators with power in numbers. (They will listen better.)
- Great discounts from endorsed vendors (see the ASCCA Advantage flyer) which will more than make up for your dues costs.
- Timely communications regarding what’s going on in the industry.
- Access to seminars & classes at an ASCCA discounted rate.
- Monthly dinner meetings with special speakers who know our industry. Dinner at the regular meetings for you and your spouse or business partner is included in your chapter dues. (\$600/yr. value.)
- Monthly e-newsletters with important, educational, & sometimes entertaining information that is designed to improve your bottom line.
- 30 minutes a month of free legal counsel.
- 30 minutes a month of free accounting counsel.

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

- Association resources have to be spent to collect your outstanding dues.
- Association activities & effectiveness are reduced.
- The Association loses a valuable voice.
- *(This is why we recommend automatic payments on all payment plans.)*



Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	abec@petrospecsbg.com
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
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Undercar Plus	Sandra Tooley	909-608-1446	sandy@undercarplus.com
Van de Pol Petroleum	Wes Powell	562-236-1000	wpowell@ineedoil.com

Be sure to use the evite electronic invitation to RSVP. If you didn't receive it, contact the Chapter 5 office at ascca.05@gmail.com

ASCCA CODE OF ETHICS

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

ASCCA Chapter 5 2021 Board of Directors

Executive Board

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ASCCA State Contacts

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