



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

PRESIDENT'S MESSAGE

FEBRUARY, 2024

Greetings Everyone,

For those who missed the last meeting, you elected me the new president for the year, with Craig Johnson as a vice-president, Ani Papirian as secretary, and Thomas Maimone continues as treasurer. I have some very large shoes to fill this coming year and hope I can get help and support from the great people of Chapter 5. Filling Tim's shoes won't be an easy job, but the board and I will work together to keep this Chapter great this year.



Tim will be doing a lot with the state as our Chapter Rep, and as the chair of the State Council of Representatives. I will be in constant touch with him, hoping to take some of the pressure off his plate. Hopefully this year, we can get more feedback and participation when we send you emails. As your chapter, we are doing the best we can to better our all our businesses and we need your feedback.

There are many people in the State Association office in Sacramento who are keeping us in touch with the laws and educating politicians so we can have businesses. Let's try to make their jobs easier so they can make ours better. The more of our voices they hear, the more they will listen and know what we need and want.

I hope to see you on Tuesday, February 6, at Mijares for our "Open Forum." This will be a great meeting to express ideas and learn what other shops are doing.

If you have any questions or topics you would like to discuss send them to Joseph ASAP.

Thanks everybody for being involved.

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

OPEN FORUM

FEB. 6, 2024- MIJARES



Come and hear our young superstar shop owners share how to grow and improve profits. Bring your questions; we will have answers.

Our goal is to make you and your shop better, more profitable, and have less stress. One of the greatest benefits of membership in ASCCA Chapter 5 is the opportunity to learn from other shop owners.



Seiko Nagata



Johanna Reichert

THANK YOU TO OUR CHAPTER 5 SPONSORS



RSVP ON THE EVITE. IF YOU DIDN'T RECEIVE THE EVITE, CONTACT JOSEPH AT ASCCA.05@GMAIL.COM

WHEN: Tuesday, Feb 6th 2024
6:00 PM – Networking/Dinner
6:45 PM – Program
9:00 PM – Finish

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

MENU: Taco/Tostada Buffet
Soda & Coffee
Beer, wine, & spirits available at your cost

COST:

- One Free Dinner per Regular or Associate Chapter Member
- No Charge for Potential Members up to two times • \$36/ea. for all others

**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

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.

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.
- **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:

(Continued on page 5)

(Continued from page 4)

- **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

Remember, as an ASCCA Chapter 5 member, you are entitled to a half-hour of free telephone consultation each month.

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
- 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
- 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

15 Lessons from The First Minute: Start Conversations That Get Results (Business Communication Skills)

Chris Fenning's "The First Minute" delves into the crucial art of crafting impactful business conversations. Here are 15 key lessons:

1. **Nail the First Minute:** The book emphasizes the importance of making a strong impression in the initial moments of any business interaction.
2. **Cut the Fluff:** Eliminate jargon, meandering introductions, and unnecessary details. Focus on your core message and deliver it efficiently.
3. **Get to the Point Fast:** Don't waste time with pleasantries. State your purpose clearly and directly, grabbing your audience's attention early on.
4. **Master the "FAB" Formula:** "Feature, Advantage, Benefit" structures your message to explain what you offer, its strengths, and the value it brings to the listener.
5. **Focus on Solutions, Not Problems:** Don't dwell on issues or complaints. Present yourself as a solution provider, offering ideas and value propositions.
6. **Tailor Your Message:** Adapt your communication style and content to your audience and the specific context of the conversation.
7. **Ask Powerful Questions:** Go beyond small talk. Use inquisitive questions to understand your audience's needs, concerns, and motivations.
8. **Actively Listen:** Pay close attention to verbal and nonverbal cues. Demonstrate genuine interest in what the other person has to say.
9. **Build Rapport:** Establish a connection beyond the professional. Find common ground, share relevant anecdotes, and create a comfortable atmosphere.
10. **Speak with Conviction:** Believe in your message and deliver it with confidence. Avoid hesitation, ambiguity, or apologetic tones.
11. **Use Positive Language:** Frame your conversation in a positive light. Focus on opportunities, possibilities, and mutual benefit.
12. **Handle Objections Gracefully:** Anticipate potential concerns and prepare clear, concise responses. Address objections without getting defensive.
13. **Set Clear Next Steps:** Define concrete actions, responsibilities, and timelines for further communication or collaboration.
14. **Follow Up Promptly:** Don't leave the conversation hanging. Send a quick email or call to acknowledge the discussion and reiterate key points.
15. **Continuous Improvement:** Reflect on your communication style and identify areas for improvement. Practice, seek feedback, and refine your skills to make every conversation impactful.

By incorporating these lessons, you can transform your business communication, making impactful first impressions, navigating conversations with clarity and purpose, and building strong professional relationships. Remember, the first minute matters – make it count!

BOOK: <https://amzn.to/48GV9dO>

Submitted by Gene Morrill of Certified Automotive Specialists in Glendora

How Online Booking Can Help Shops



Why giving customers the option to schedule auto repair service online may be a winning play for shop owners

By [Neil Pope](#) This story was originally published in Ratchet+Wrench on Jan. 15, 2024

In auto repair, time is viewed through the lens of billable hours. The adoption of online booking in auto repair shops emerges as a strategic decision driven by time and convenience. Online booking not only provides your customers with a more streamlined experience but also reclaims precious time for your staff. It's a practice other industries, such as restaurants, salons, and medical practices, have used with success, and auto repair shops, particularly service advisors, can find advantageous for saving time and effort.

Jason Smith, owner of [M&M Car Care Center](#) with locations in Merrillville, Schererville, Dyer, and Hammond, Indiana, says online booking is reducing the number of incoming calls his service advisors have to attend to. Smith sees between 5% to 6% percent of total bookings made online each month, with most customers who book online coming in for simple services such as scheduled maintenance and oil changes.

"With taking that call count down, it allows us to spend more time with the customers that are standing in front of us, and the customers that we speak to on the phone, we can better inform them about their current situation," Smith says.

Convenience, the second protagonist in this narrative, plays an equally significant role. It's the assurance of a hassle-free experience for customers from the comfort of their own devices. No more waiting on hold, no more back-and-forth calls, or miscommunication. Online booking simplifies the process, ensuring a seamless customer journey and making it far more likely you will see your customers again.

Exercising Your Options

Booking appointments online may be relatively new to the auto repair industry, but the different ways that repair shops are implementing it is already becoming apparent. Smith's shop uses a QR code that is generated by [AutoOps](#), which seamlessly integrates online booking with M&M Car Care Centers website and point-of-sale system. The QR code that sends people to his shop's website or online booking system is printed and sent out on a direct mailer or service reminder, giving people the instant ability to book an appointment upon receipt.

"When we signed up with Auto-ops they sent us a QR code that we can use for everything and it's a link to our site so basically what happens is that we have the QR code on our direct mailers, in our website, on Google—we have these things all over the place so because everyone's going to want to set up an appointment in whatever (system) they feel the most comfortable with. So, if people get their direct mail piece in the in the mail then they can use that and say, 'I'm going to make my appointment right now because I just got my mailer,' we're giving them that opportunity," explains Smith.

Bill Nalu, owner of [Interstate Auto Care](#) in Madison Heights, Michigan, uses a system within [Shopgenie](#), integrated with [Tekmetric](#), to make a specific number of appointments available for customers to book online. Additional conditions can be specified, such as opening a set number of spaces for certain jobs within a set window of time. This reduces the number of last-minute rush jobs that always seem to show up just before closing time and prevents complications like unavailability of specific parts or unforeseen delays.

"That's really the biggest surprise in all this because inside Shopgenie, inside the portal, you can specify how many slots are open for customers to just book an appointment," Nalu says. "So, they include things like no more than four oil changes in a day, and they all need to be before noon because we don't want (the) change appointment setup at 4 p.m. It just eliminates those kinds of headaches."

How Online Booking Unlocked Unexpected Garage Gains

Both Nalu and Smith attribute the focused and straightforward nature of online booking as providing a number of unforeseen benefits. Smith notices that the quality of repairs booked online are of a higher level due to "a reduction of wasted energy in appointments." This refers to those vague communications or redundant discussions that don't contribute to resolving your customers' needs efficiently and can be a major cause of frustration for both your customers and shop staff.

(Continued on page 9)

(Continued from page 8)

Smith says his online scheduling system allows customers to attach photos or videos to their appointment request, giving a clearer understanding of any potential problems before the vehicle arrives at the workshop. Having more than a vague description of a problem also streamlines the troubleshooting process and aids in a more precise assessment of a vehicle's condition.

Online Bookings Impact on Overworked Service Advisors

Integration of online booking systems is already causing a shift in time management strategies by minimizing the need for service advisors to spend significant portions of their workday on the phone. This enables them to focus on pivotal tasks that directly impact customer service and ensure a smoother in-store experience.

Smith finds that online booking enables his staff to plan their day better and has seen task completion rates jump from 60% to 70% to 100% consistently. This ability for an employee to hit their work-related goals fosters a positive work environment and morale, reducing the risk of employee burnout.

“As the owner, it literally takes some stress off (my staff), and I want to do that because when you have an environment where everyone's going 110% people are going to eventually crack and that's going to create a demotivating work culture,” Smith says.

Insider Insights and a Dash of Caution About Online Booking

Both Nalu and Smith offer valuable advice to shop owners thinking about integrating an online booking tool into their CRM. Smith emphasizes the professional and streamlined layout of the system as an industry-leading feature that demands serious consideration and something that will define future industry standards.

Nalu's advice shop owners on the transformative impact of online scheduling on customer interaction by using it as a tool to assist in building stronger customer relationships. Nalu underscores the necessity of never allowing the human touch in customer relations to be overshadowed by online booking and AI.

“AI helps in efficiency. Don't think that AI is going to take over a service writer's job by building human relationships or getting new customers faster than anybody ever imagined. The whole point of what I do for a living and the whole point of what I've been doing for a living is the people business. My front-of-shop staff are the best people to talk to my customer about their given problem today and the day that I stopped believing that is the day that I will retire,” Nalu says.

Ratchet+Wrench is the leading progressive media brand exclusively serving auto care center owners and operators through examining in-depth real world struggles, successes and solutions from the industry. It provides our readers and users the inspiration, tools and motivation to help them succeed in the auto care center industry.

Special thanks to Maylan Newton for his teaching at our January 2 meeting. As always, he was a wealth of information for the 33+ in attendance at Mijares Restaurant. Don't miss our Feb. 6 meeting!

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

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.

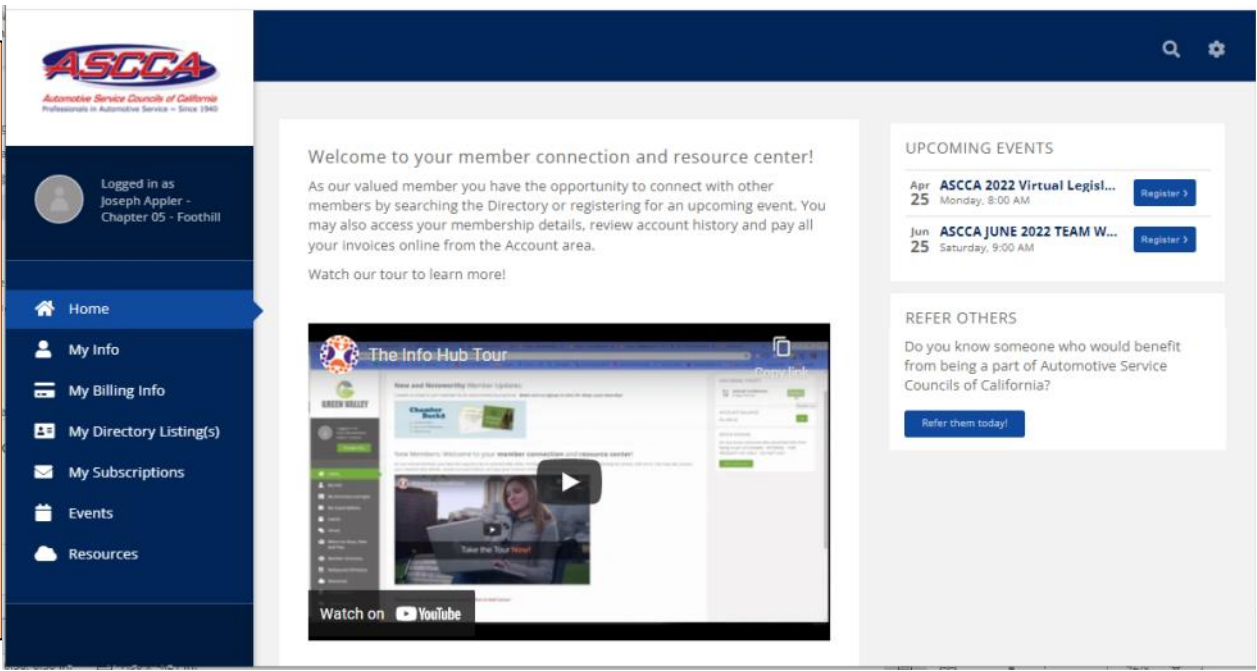
What happens when you don’t pay your dues on time?

- 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.



2729 Saturn St., Suite B, Brea, CA 92821

Garage Liability - Workers' Compensation - Individual & Group Health - Life Insurance

License # 0G39707



ASCCA Advantage

ASCCA is the vehicle to help you improve your repair shop operations today, saving you time AND money – while positioning your shop and the industry for long-term growth and success tomorrow.

The ASCCA Advantage is:

-  Business management coaching
-  Education and training opportunities
-  Free legal consultation
-  Free HR services and resources
-  Access to discounts and rebates
-  Networking events with local chapters
-  Statewide association events and lobby days
-  Information on CA laws impacting shop owners
-  Political representation with the state
-  Updates on industry news
-  Access to TeamTalk – an online forum for peer-to-peer advice on vehicle repair, business issues, and more!



Automotive Service Councils of California, HQ
One Capitol Mall, Suite 800, Sacramento, CA 95814
P: (800) 810-4272
info@ascca.com | www.ascca.com



ASCCA Members Get Access to Corporate Partner Discounts and Benefits

Business Supplies, Equipment & Services



AESwave specializes in sales and support of automotive diagnostic equipment.

Carlos Menchu (877) 351-9573
info@aeswave.com



ASCCA members get special pricing for Auto Zone's Platinum Level Membership, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, access to electronic ordering software, and more.

Jim Gray (704) 301-1500
jim.gray@autozone.com



Opus IVS empowers technicians to meet the challenges of today's increasingly complex vehicles through a range advanced diagnostic, programming, and remote assistance services. Our fully-integrated diagnostic support system combines dealer-trained technician expertise with diagnostic technology to ensure we make our customers more profitable, more accurate, and more efficient.

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



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

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



ACAT Global delivers cost-effective and cutting-edge solutions that reduce Greenhouse Gases, meeting reliability and durability for all internal combustion engine applications worldwide. ACAT's proprietary catalytic converter technology is engineered for the most demanding of off- and on-road applications.

Chris Griebing (725) 231-4723
chris.griebing@acatglobal.com



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.

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 FulfillmentOrderingSystem 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
mkroll@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 Massakli (800) 989-8094
info@mechanicsmarketplace.com

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.

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



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



ASCCA members receive 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



With Broadly, you can provide a 5-star customer experience with a responsive website, automated web chat, streamlined text and email communication, and flexible mobile payment option. Broadly makes it easy for customers to find you, work with you, and rave about you.

Zack Romero (602) 421-9225
zackromero@broadly.com



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



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

customerservice
@optimizesocialmedia.net
(855) 676-1212



LeadsNearMe is known for its ability to get big results with Google. As experts at Google Ads and Local SEO, we build amazing websites and maximize your Facebook exposure. LeadsNearMe combines many years of experience, proprietary Google Ads software, and a thirst for getting better every day to blow up your phones.

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

Merchant Service/Payment Platform



360 Payments is a payment solution designed specifically for automotive repair shops. With industry-leading customer service, you also get access to revolutionary features such as Text-to-Pay, Integrated Consumer Financing, and 360 Capital. By offering seamless integrations for most shop management systems, you can create a better customer relationship, offer more financing opportunities, and streamline the checkout process in your shop.

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.

Roxanne Doche (949) 945-4310
roxanne@shop-ware.com



Modern shop management system with an easy-to-use workflow and a modern approach to customer care. Tekmetric champions transparency, innovation, and above all, a service-mentality that puts customers first. Grow your business and still be there for the things that matter most in life.

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



AutoVitals offer the only complete shop success solution that drives profitable growth. Our digital platform offers a suite of tools that drive guaranteed results including Digital Vehicle Inspections and Workflow Automation.

Sales@autovitals.com
(866) 949-2848
www.autovitals.com



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.

Luke Kushner
(925) 997-4970
luke.kushner@vehlo.com

Uniform and First Aid 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.

Robert Faulkenberry
(303) 591-4102
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
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing	Tim Huddleston	805-584-0030	tim@irwindalespeedway.com
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Mark Christopher Auto Center	Joe Gomez	562-221-6273	jggomez@markchristopher.com
Undercar Plus	Blake Avelar	310-350-3083	blake@undercarplus.com
Van de Pol Petroleum	Wes Powell	562-236-1000	wpowell@ineedoil.com

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


Norman A. Blieden, CPA/CGMA
 Accounting • Tax Services • Payroll
 Business Consulting • Business Broker

norm@bliedencpa.com

1201 W. Huntington Drive #108 • Arcadia, CA 91007
 Telephone 626.440.9511 • Fax 626.793.0876
bliedencpa.com

ASCCA Chapter 5 2023 Board of Directors

Executive Board

President.....Kirk Haslam
 Phone..... (626) 793-5656
 Email..... advancemuffler1234@gmail.com

Vice-President.....Craig Johnson
 Phone..... (626) 810-2281
 Email..... craig@cjauto.net

Secretary.....Ani Papirian
 Phone(818) 512-3948
 Email..... ani.papirianlawoffice@gmail.com

Treasurer.....Thomas Maimone
 Phone..... (626) 676-0659
 Email..... Thomas.m@crowncitytire.com

Board of Directors

Tim Chakarian..... (626) 792-9222
 Randy Lewis..... (909) 717-9950
 Wendy Lucko.....(626) 340-9790
 Gene Morrill(818) 261-6009

Board of Directors (con't)

Seiko Nagata.....(626) 321-8393
 Gary Papirian..... (323) 255-5566
 Johanna Reichert..... (626) 792-9222
 Jim Ward.....(818) 840-7516

Committee Chairs

Seminars & Programs

Craig Johnson.....(626) 810-2281

Revenue & Benefits

Gene Morrill(818) 261-6009

Associate Member Board Rep.

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

Membership

Tim Chakarian.....(626) 792-9222

Government Affairs

Open

Chapter Rep

Tim Chakarian(626)792-9222

Chapter Staff

Administration & MembershipJoseph Appler
 Phone.....(626) 296-6961
 Text/Cell.....(818)482-0590
 Email..... asca.05@gmail.com

Chapter Contact Information

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

Phone: (626)296-6961
 Text/Cell: (818)482-0590
 email: asca.05@gmail.com
 Website: <http://www.ascca5.com>

ASCCA State Contacts

State Office in Sacramento.....(800) 810-4272

President

Lee Chesnin..... (310) 393-9889

Executive Director

Gloria Peterson...(800) 810-4272 x104 or GPeterson@amgroup.us

Deputy Executive Director

Anne Mullinax.....(800) 810-4272 x116 or AMullinax@amgroup.us

Membership Services

Jacob Gray(800) 810-4272 x137 or JGray@amgroup.us

Accounting Executive

Nito Goolan.....(800) 810-4272 x103 or NGoolan@amgroup.us

Manager Digital and Social Media

Sarah Austin.....(800) 810-4272 x110 or SAustin@amgroup.us

Events Manager

Natalie Perry.....(800) 810-4272 or nperry@amgroup.us

Communications Manager

Jonathan Flom..... (800.810.4272 ext. 141 jflom@amgroup.us

ASCCA Attorney

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

Government Offices/Contacts

President Joe Biden.....(D)
 Phone(202) 456-1111
 Fax.....(202) 445-4633

Governor Gavin Newsom.....(D)
 Phone(916) 445-2841
 Web.....<http://www.govmail.ca.gov>

Find your US Legislator

<https://openstates.org/find-your-legislator/>

Find your California Legislator

<https://findyourrep.legislature.ca.gov/>

Find Everyone in the Government Whose Decisions Impact You

<https://www.commoncause.org/find-your-representative/addr/>