



ASCCA Foothill Chapter 5
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PRESIDENT'S MESSAGE

NOVEMBER, 2023

Ocktoberfest at Frogtown Brewery was a huge success! Thank you everyone for coming out & bringing your crew. One of my favorite benefits of this association is gathering together with colleagues & peers, sharing stories, experiences & great food and drink.



As times get tougher, sticking together as a united brotherhood is yet another of our strengths in ASCCA. I'm sure you've all felt the dip in car count & quality of customers. Everyone of us is trying to find a few ways we can save costs. But this is when being an ASCCA member pays off. Taking advantage of the benefits from our corporate partners, the resources, the training, knowledge, tooling, education, coaching... has taught us how to raise the tide for all ships. After all, Chapter 5's mission statement is "Shop Owners Helping Shop Owners."

November is an excellent time for us as business owners to review our budget, re-strengthen our team, and find value in our staff. Plan for 2024. One of my favorite authors JCW once said, "Every day we are not preparing, we are repairing." Focus on the strength in your people as you move forward. "Add value to people." The culture we create in our shops and the examples we set for our team are the benefits we will reap in 2024.

Friends, if you have not raised your labor rate already this year, please make it a point to attend the November Team Weekend in Sacramento for leadership training. See how our great association comes together quarterly for membership meetings, budget planning, updates on legislation & so much more. Make an intentional decision, a commitment, to attend these events that elevate our

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businesses, our chapters & our industry. Join me & many other chapter members who make the effort & commitment to our core purpose... "Elevate Unite & give voice to automotive professionals."

Locally, at our favorite Mexican restaurant, Tuesday, November 7th will be our next chapter meeting. Our very own Gene Morrill, owner of Certified Automotive Specialists, 2 locations, a business development coach for Elite International, and past Chapter 5 president, among many other hats he wears, will be sharing with us: "How shop owners transformed to reach greater profit and productivity in their shops and lives." Don't miss this inspiring meeting and remember to bring a fellow shop owner with you.

As school semesters go in full force remember to participate in your local advisor meeting. Our educators need our support. We are privileged to have 5 colleges in our chapter. Are you on one of those advisories? If not, support the independent aftermarket & see how you can be a part of the future of our industry.

Just a heads up... we are planning a seminar early in 2024. What would you like so learn about? If you know of a topic or an instructor that would benefit our Chapter 5 members, please let us know. Send Joseph an email at asca.05@gmail.com and he will let the planning team know. If you would like to help in planning our next seminar, you are welcome to join the team. They meet via Zoom, so travel isn't an issue. Again, let Joseph know and he will get you connected.

I look forward to seeing you on Tuesday, November 7 at Mijares for our monthly dinner meeting. In addition to hearing from Gene, we will also present to you our slate of candidates for Board of Director officers for 2024-2025 which we will vote on in January.

If you haven't RSVP'd on the evite yet, please do so as soon as possible so we can have an accurate count.

And don't forget our food drive! (see page 3)

Thank you.



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

FOOD DRIVE



DONATIONS NEEDED!

Homeless services agency and emergency shelter Ascencia is in need of donations to fill their food pantry.

Donate canned foods, dry goods, pantry items, snacks, etc. (Non-perishables and non-expired only).

All food will go toward unhoused or food-insecure individuals and families that Ascencia serves.

Thank you!

We are collecting nonperishable food items at each general meeting starting at the October meeting and our goal is to donate over 200 cans or items to Ascencia in December.



Nov. 7, 2023- Mijares

**Gene Morrill - “Case studies of shop owners’ pathways to success”
Tips, Tricks and Methods of Success**

Former Chapter 5 President and Board member, Successful owner of Certified Automotive Specialists in Glendora (now expanded to two shops,) and business coach with Elite International, Gene will draw from his decades of experience and share with us some case studies of how shop owners transformed to reach greater profit and productivity in their shops and lives.

**One meal is included for Chapter 5 regular or associate member; \$36/ea. for all others.
RSVP on the evite you received.**

If you didn't receive the evite, contact Joseph at asca.05@gmail.com

"SHOP OWNERS HELPING SHOP OWNERS"

When:

Tuesday, Nov. 7, 2023
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

UPCOMING MEETINGS & EVENTS

Nov 7 - Mijares - Gene Morrill:
“Case Studies of Shop Owners’
Pathways to Success”

Dec - TBD
Jan 2, 2024 - Mijares - Maylan Newton

Once again, our Oktoberfest social event at Frogtown Brewery was a great success! 36 owners, associates, friends and family enjoyed each other, deepened friendships and had fun.



Shop Drawing

We didn't have a shop drawing at Frogtown in October, but we will in November!

The prize will be \$200 for our next drawing.

Remember, you must be present to win!

Understanding and Retaining Your Young Technicians



By Nolan O'Hara

This story was originally published in Ratchet+Wrench on July 30, 2023

Developing young techs and helping them reach their goals is vital to the industry.

When Ross Colket made the decision to open Colket Automotive Technical Services in Lansdale, Pennsylvania, back in 2007, he knew exactly who to call. At the time, Colket taught classes at the Carquest Technical Institute (CTI), and he had a student who stood out to him.

"I was very impressed with his mechanical skillset," Colket says.

So Colket gave him a ring when he opened up his shop, and that student worked for Colket for about two years before taking the leap and diving into shop ownership himself. Since then, Colket has made a habit of hiring and developing young, fresh-out-of-school technicians, with many having gone on to see success throughout their professional careers.

Finding and developing good young techs is vital to the industry as older techs retire and fewer people enter the field, leaving a widespread shortage of technicians. At the same time, it's just as important for shops to create pathways for fresh techs to develop and reach their personal career goals.

But finding good young techs and establishing pathways for their personal and professional development doesn't come without its challenges.

Generational Challenges

Colket has successfully found good, fresh techs fairly regularly—he says he currently has two good younger hires working for him now—but he's well aware not every tech who makes it through school is guaranteed to succeed or will be the right fit for his shop.

In reality, he says, really only two out of every 20 students in a graduating class will be poised for success in the industry. There are a couple of reasons why.

When Colket was growing up, he lived on a farm and his family ran a brick manufacturing business. He grew up with a very mechanical background, having worked on cars and farm equipment for the family business and all before he'd entered the auto industry.

But he says nowadays with how complex car repair has become that fewer and fewer people are growing up fixing their own vehicles, and thus have lost that mechanical background. On top of that, there are fewer opportunities for the current generation to gain experience with vehicle repair prior to school.

For many, tech school is their first time under the hood of a car.

"I had conversations with some tech school teachers, and it used to be, you know, they would get into doing quite a bit of repair on a high school level," Colket says. "Now it's more lefty, righty ... 'This is a washer; this is a nut.' They're starting on a much more (basic) level."

Additionally, much of what students are learning in tech schools is outdated, says Jim Cokonis, a longtime industry trainer, teacher and curriculum developer.

"You have a guy who learned and did a great job on an old coach flat-tire changer and a bubble balancer and you put him in a shop with modern equipment, and he doesn't even know how to run it," Cokonis says.

That requires shops to retrain young techs after bringing them on.

Training and Inspiration

At Colket Automotive Technical Services, training—or retraining—young techs has become part of what they do. Colket says when they hire a fresh-out-of-school tech, they'll have them shadow a more experienced

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tech.

When applicable, they take time for collective teaching moments. If the shop is struggling with a diagnostic issue, Colket is on the shop floor helping the crew figure it out. He also takes one-on-one time with young techs, always willing to teach and train. The techs just need to absorb the information and retain it.

It's all part of the team environment Colket has worked to build. Training isn't something they do just a couple times a year; rather, as Colket says, "It's a part of the day-to-day operations" of the shop.

While Colket has had success developing young techs, other shops often struggle to relate to younger generations, Cokonis says. Some who have been working in the industry for some time have the perception that Gen Z doesn't have a strong desire to work; however, Cokonis has a much different perception.

"Some of the older instructors, bosses, managers they have, even older than Boomers, they have what they call Silent Generation or World War II-era mentality about discipline in the shop, and they wonder why they struggle with young people," he says. "That's as honest as I can be in the assessment of what I have watched transpire."

Cokonis says younger generations, Gen Z in particular, are really working to understand a healthy work-life balance.

"You've got them in every Friday night, every Saturday, working six days a week with a day off in the middle of the week. And they have friends and they have recreational activities and things like that," Cokonis says, "and the job environment isn't inspiring to them in the long term. So, you're going to have troubles with retention and attendance."

Instead, shops can inspire new hires by identifying their goals and creating pathways for their newbies to reach them. Both Colket and Cokonis noted it's important to have conversations about goals and interests early on.

The purpose of that is twofold: First, if you can put new hires in a position that fits their interests, they'll automatically be more invested in their work. And second, not every shop will be able to help their staff members reach their end goal. They might be a stepping stone, with both the owner and the employee knowing eventually the latter will move on.

But, Cokonis says, "You should be willing to invest the time to get that person as far as you can get within your organization."

Colket says that at his shop currently, he doesn't have anyone looking to move on. A big part of that is giving new hires opportunities related to their interests while putting them in positions to succeed. If the shop inspires new hires to reach their goals—whether (that's) shop ownership, specialty repairs or becoming a service advisor—they'll be more invested and dedicated to their work.

It's a win-win for the shop and the employee.

"You need to be supportive of them in training, identify the training opportunities in your area," Colket says. "... The biggest thing is to support them in it. Pay for the training. Don't expect them to pay for it. The better they get, the more money they're going to make."

And the better off the shop will be. Colket says he had an accident last fall that caused him to take some time off. While he was gone, the shop ran itself. "I was out of work for two-and-half weeks and they handled it top to bottom," he says.

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Joe's Blog: A blog by Joe Marconi in AutoShopOwner Team

Original Content From: <https://www.autoshopowner.com/blogs/entry/472-three-simple-steps-to-improve-customer-retention-sales-and-profits/>

Three Simple Steps to Improve Customer Retention, Sales, and Profits

Entry posted by Joe Marconi in Customers Saturday at 11:18 AM

Nearly every car that leaves your auto repair shop today will need some sort of service or repair in the future. The question is, will your customers take their car back to you? In this blog, I will discuss three simple ways to increase your customer retention rate, which will also increase sales and profits.

First, ensure that the entire customer experience is amazing; from scheduling the appointment, vehicle write-up, the sales process, and especially car delivery. A poor experience could result in a lost customer. Remember, an amazing customer experience tells the customer, “We want you back!”

Second, spend time at car delivery reviewing all the work that was done that day. Make the customer feel good about the decisions they made regarding the repairs or services done that day. Discuss all future services, recommendations, and any deferred work. Engage in conversation and always look to build a relationship with your customers.

Third, and the most important, make sure that your service advisors are informing all customers of their next service appointment, and book that appointment. This step is crucial. As a business coach, I get pushback on this from shop owners and service advisors stating that their customers don't want to book the next appointment. This is nonsense. Your dentist books your next visit, and so do your pet groomer, your doctor, hairdressers, eye doctors, and HAVAC companies. In fact, I got a reminder call the other day from the company that cleans my fireplace chimney about my October 26th appointment. So, please, no excuses!

The bottom line is this. One of the best ways to build a more profitable company is to pay attention to the customers right in front of you every day. Create an amazing experience each time, and make sure you perform the car delivery with such execution that it gives your customers a compelling reason to return to you.

Shared by Gene Morrill of Certified Automotive Specialists in Glendora

The Right Fit: Making Job Descriptions Work for You



By Tess Owings This story was originally published in Ratchet+Wrench on Oct 17, 2023

Help your team members clearly understand expectations using these helpful tools.

How many of you have had an issue with an employee who's just not performing up to your expectations? Chances are, you're nodding your head in agreement. Well, do they know what your expectations are and how they're being measured?

Dwayne Myers, co-owner and managing partner of Dynamic Automotive, a six-location powerhouse in Maryland, had a eureka moment after conducting performance reviews. He had a staff member who just wasn't performing the way Myers hoped. During a conversation with human resources, he realized that it wasn't, as he thought, "common sense," what this staff member should be doing.

"It was pointed out to us that we were trying to discipline someone when they didn't know what's right and wrong," Myers says.

He needed to spell it out in the form of a job description.

Myers and Ben Nielsen, owner of the seven locations of Ben Nielsen's Skyline Automotive in Virginia, have job descriptions for every position within their organization. Not only do they help set expectations, but they are also useful for growing the company and are handy in preventing liability in the extreme case that an employee needs to be terminated and you need to back up your reasoning. It also helps with retention and creating improvement plans for staff.

Job descriptions may seem like as Myers once thought "common sense," but they help with communicating clear expectations and setting the tone for new hires. Here are some tips for making job descriptions work for you.

Write with Purpose

Create the description for the job that is needed, not for the person that you are writing the job for. Nielsen says this was the biggest mistake that he made in the beginning. He wrote the job descriptions for his current staff based on the person's strengths and the tasks that they were currently performing rather than what the position needed to be in order for the company to grow. Once he realized that, he became more purposeful. He's grown his company to seven locations by first creating an organizational chart that shows what's needed to be done to get to certain annual revenue goals and then, once that's built, he puts in positions that are needed without names and then he backfills those.

Be as In-Depth as Possible

Myers would love to have one-page job descriptions, which he's seen, but it's just not realistic when you're as detailed as he is. If you work for Myers, you know exactly what you're getting yourself into, down to the noise level of the shop.

"What's the noise level? Why does that matter? Someone could have hearing loss and may not be able to be in that area. Some people may think it's common sense but it's not. It lays the whole job out. You sign it and you understand it," Myers says.

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Myers and Nielsen's job description include what each position is responsible for and the various duties that will need to be performed. Nielsen adds that he adds in information about his company and its mission and Myers adds critical information such as who you should report to; who, if anyone, reports to you; and pay structure.

Lay Out Expectations Right Away

Both Myers and Nielsen present job descriptions during new hire onboarding and can also use them during the interview process if the applicant has questions about specific duties or what the job entails.

"If they're curious about what the job is, you can show it to them," Myers says.

Presenting these right away can help cut down on hiring people who are not a right fit.

Use to Back-Up Expectations

During performance reviews, Myers will use his job descriptions to discuss any expectations that are not being met and will use it to create an improvement plan.

"Nobody goes into work saying, 'I want to screw up today,'" Myers says of staff that's not performing up to standards. "It gets worse if it's not addressed."

The job descriptions can help retain employees and get them performing to both your expectations and their own hopes for themselves as employees.

Modify as Needed

Job descriptions should be updated whenever needed. Myers says that his are updated yearly or if there's a significant change, such as a new location, or a problem with the description that is brought to their attention.

"It's a living document and can change at any time," Myers says of his job descriptions.

Nielsen also updates whenever needed and says his shop's growth has made updating the job descriptions essential. In the beginning, when it was a one-shop operation, people were wearing many hats. Now, there's no way he could get away without spelling out expectations as it's impossible for him to oversee his large staff.

Whether you're a small mom-and-pop operation, an aspiring MSO operator, or already managing multiple shops, job descriptions will communicate clear expectations for your staff and will also help potential new hires decide if your shop is right for them. It may seem like a lot of work in the beginning, but it will cut down on performance improvement meetings, bad hires, micromanaging and save time and headaches in the long run.

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Higher Wages Drive In More Talent



By Aaron Stokes

This story was originally published in Ratchet+Wrench on Oct. 22, 2023

It's time we stopped focusing on everything wrong with our industry, which includes complaining about how technician wages have gone up to astronomical highs and how our staff is costing us more than ever. Instead, we need to look at it from the other side of the coin—fresh faces.

Have you ever seen so many young people trying to get into our industry? It's more than we've seen before and that's because few industries let a blue-collar worker jump in and make almost \$60,000 out of the gate at a base level, which is great for our industry. This is going to bring in the talent we've needed for years.

As wages go up, more talent comes in, and that talent may include people we would not have approved of in the past. We need to be open. It may be people younger than we'd like or people less experienced than we'd like, but they're intelligent people who are going to be the future. They're going to be the ones who grow our industry, like it or not. That was me. That was you. That was all of us 20 to 30 years ago. We were all dumb and green but excited about the future, and we dove in. We were scared, but we needed an older crowd—the OGs if you will—to be receptive to us, and so, we need to be receptive just the same to these young people—men and women.

If you take a look around, more women are jumping into automotive knowing they can make more money in this industry they once never considered. And they bring something different to the table—attention to detail. I've only had two female technicians, but the ones who have jumped in have been meticulous and very fast. We need to encourage more women to enter this industry because it's becoming less of a job that requires strength and more of a job that requires brains. (And we all know females have way more brains than we guys do!)

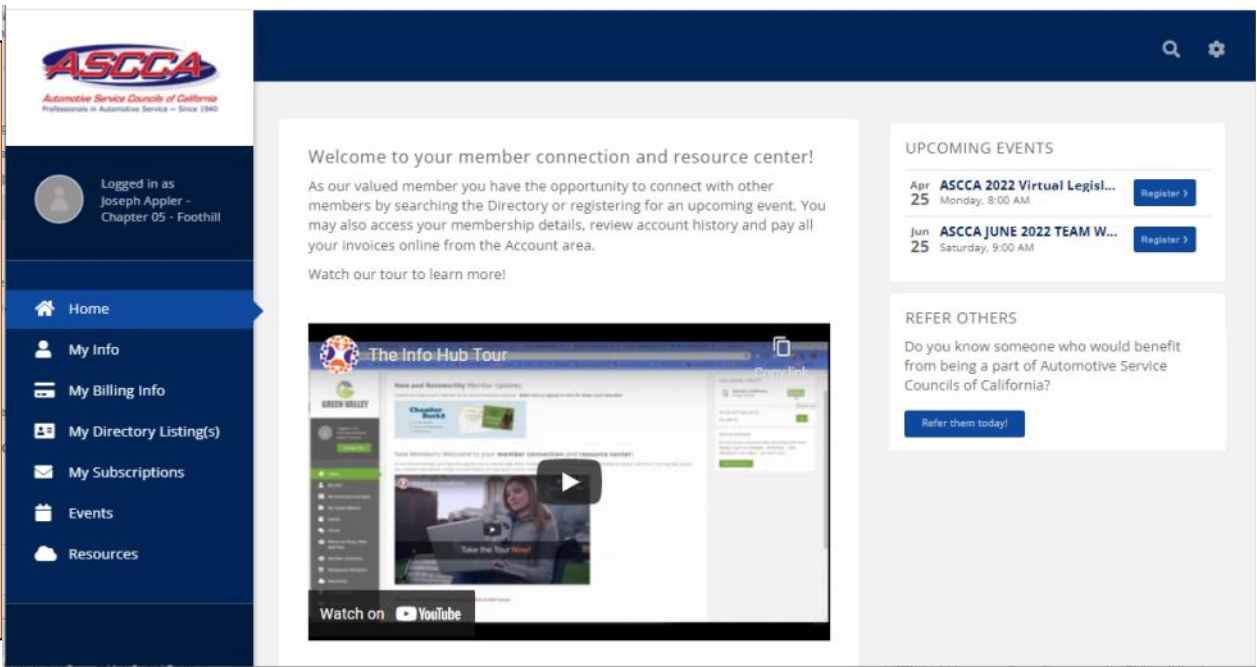
Yes, wages have climbed, and we may not like it; we may be frustrated with it, but we're at the top of the heap right now. If you think about it, now we're at \$1,200 on an average repair order because of inflation (it was \$800 just three years ago). Now that we have this larger gap, are we going to use this to our advantage and pay our technicians what they deserve and help attract more young people? Or are we going sit around on our hands and complain about it? I for one think that we should instead see this as an amazing opportunity to bring in more talent than we've ever seen in our history. I have never seen so much promise in the industry and that's simply because the wages have climbed. I think it's an amazing thing.

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Use the training that we offer. Get active on TeamTalk to get help and help others. Serve on the ASCCA5 Board of Directors. Reach out to non-ASCCA members to get them involved. They're not your competition. They can become partners in the industry, making it better.

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

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 Have you created your member profile yet?
 Go to ASCCA.com and click on "Member Login" to create your profile. From there, you can pay your dues, get info. and more!
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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 member 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 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 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 Nability (916) 286-0918
mnability@coremarkins.com



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

Jack Molodanof (916) 447-0313
jack@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

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

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.

January 2023

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.

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
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.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.
If you didn't receive it, contact the Chapter 5 office
at asca.05@gmail.com***

ASCCA Chapter 5 2023 Board of Directors

Executive Board

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

Vice-President.....Wendy Lucko
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 Email.....wllucko@pasadena.edu

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

Randy Lewis..... (909) 717-9950
 Johanna Reichert..... (626) 792-9222
 Craig Johnson..... (626) 810-2281
 Gary Papirian.....(323) 255-5566
 Kirk Haslam..... (626) 793-5656

Committee Chairs

Seminars & Programs
 Wendy Lucko.....(626) 340-9790

Government Affairs
 Open

Associate Member Board Rep.
 Randy Lewis.....(909) 717-9950

Membership
 Open

Chapter Rep

Tim Chakarian(626)792-9222

Chapter Staff

Administration & MembershipJoseph Appler
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ASCCA State Contacts

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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/>