ASCCA Foothill Chapter 5
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www.ascca5.com

NOVEMBER 2026

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Join ASCCA Chapter 5 by clicking HERE, or use this QR code:

If you refer a shop who joins, you get $125 when they pay their first year.

President's Message
November 2026



We must always change to keep our shops current, busy and up to date. That goes for the front counter as well as the back, where it has to gets fixed right the 1st time. Phone shoppers are different now than even a year ago, and if you or your service writer don't adapt, we can get slow real quick.

At my shop we have changed how we take in check engine light jobs vs. diagnostic jobs vs. repair jobs. We need to all share what we do now, which is why attending this month's meeting is so important.

In the back, most of us do DVIs to inspect, document, and help sell a difficult repair that the customer may not understand. Now, these DVIs become quick, thanks to modern technology, AI, and smart people adapting this technology to our shop structure.

This is why it is important that you attend our upcoming meeting at Mijares Mexican Restaurant, where Uwe of AutoTechIQ will show us how AI speeds up the process, makes our techs and Service Advisors more produtive, and in turn, makes us more billable hours.

We changed the pricing structure for this meeting to make it easier for you to bring your service advisors and techs. As always, the primary shop or associate member is free. Everyone else from your member shop (Spouse, Partners, Service Advisors, or Techs) are only $20 each. Everyone else is $42 as usual. Potential members are always free up to two times.

Use the evite or email ascca.05@gmail.com to RSVP.

I hope to see you there!

Craig Johnson

ASCCA Chapter 5
President, 2025-2026
Craig Johnson Automotive
Rowland Heights
626-810-2281

Oktoberfest 2026 is in the Books!!!
Camaraderie,
Fun,
and Food...
A Great Time Was Had by All!





















When:
Tuesday, Nov. 3, 2026
6:00 PM – Networking/Dinner
7:00 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 5 Member.
-$20 each for spouse, partner, service writers, and techs of member shops.
-$42 ea. for all others.
-No Charge for Potential Chapter 5 Members up to two times.
-RSVP on the evite you received or, if you didn't get an evite, RSVP to ascca.05@gmail.com

2026 Events

~~Jan 6~~- Elite at Mijares
~~Feb 3~~- “Making Money” #2 at Mijares
~~Feb 18-21~~- Elite “Fly with the Eagles” in Glendale
~~Mar 3~~- “Making Money” #3 at Mijares
~~Apr 7~~- Shop Culture at MIjares
~~May 5~~- Vendor Fair at O’Reilly in Alhambra
~~June 2~~- “Marketing Essentials” at Mijares
~~July 7~~- “Improving the Drop-off” at Ward Service
~~Aug 4~~- “What the Best Shops Do Differently” at Mijares
~~Sep 1~~- AC & ADAS Training at O'Reilly in Alhambra
~~Sep 11-13~~- ASCCA Annual Training Conference in Irvine
~~Oct 6~~- “Oktoberfest” at Montrose Bowl
Nov 3- “AI in the Shop” at Mijares
Dec 1- Christmas Social at Domenicos Monrovia

2027

Jan 5- Elite at Mijares
Mar 18-20- Fly With the Eagles in Glendale

Our Board of Directors meets the third Tuesday of every month at 6:00pm on Zoom. Come sit in and see what it's like. Click here to join the meeting.

Other Training to know, offered by Elite

- Masters Service Advisor Training Program
  - Dates: December 3–5, 2026 (Starts Dec 3 at 7:30 AM)
  - Location: Courtyard by Marriott San Diego Downtown, San Diego, CA[1]
- IGNITE 2027
  - Dates: February 5–6, 2027 (Starts Feb 5 at 8:00 AM)
  - Location: The M Resort Spa Casino, Henderson, NV

2027CALENDAR

2027

Red is our monthly meeting
Blue is our Board Zoom meeting
Brown is for Special Meetings

JANUARY

M	T	W	T	F	S	S
				1	2	3
4	**5**	6	7	8	9	10
11	12	13	14	15	16	17
18	**19**	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

M	T	W	T	F	S	S
1	**2**	3	4	5	6	7
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15	**16**	17	18	19	20	21
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MARCH

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APRIL

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MAY

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JUNE

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JULY

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AUGUST

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16	**17**	18	19	20	21	22
23/30	24/31	25	26	27	28	29

SEPTEMBER

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6	**7**	8	9	10	11	12
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OCTOBER

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NOVEMBER

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1	**2**	3	4	5	6	7
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29	30					

DECEMBER

M	T	W	T	F	S	S
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6	**7**	8	9	10	11	12
13	14	15	16	17	18	19
20	**21**	22	23	24	25	26
27	28	29	30	31		

Tax and Business Tips from Glenda Y. Lang, CPA, CFA

New for 2027: Turn Certain Charitable Contributions Into a Dollar-for-Dollar Federal Tax Credit (Not Tax Deduction)

Beginning in 2027, taxpayers can potentially get a dollar-for-dollar federal income tax credit for certain charitable contributions made to qualifying scholarship granting organizations.
The new credit, created under IRC §25F, is formally called the Qualified Elementary and Secondary Education Scholarships Credit. It is also commonly referred to as the Federal Scholarship Tax Credit or Education Freedom Tax Credit.

How much is the credit?
Up to $1,700 for single taxpayers; or up to $3,400 for married taxpayers filing jointly.
This qualifying contribution may provide significantly more federal tax benefit than a traditional charitable deduction because the benefit is a dollar-for-dollar tax credit, subject to the annual limitation and the taxpayer's available tax liability.

What contributions qualify?
An eligible scholarship granting organization and must meet specific requirements. The taxpayer must also designate the contribution as an IRC §25F qualified contribution when the contribution is made.
The contribution must be made in checks, electronic transfers, credit or debit cards, and certain after-tax payroll deductions. Contributions of stock, cryptocurrency, or other property do not qualify for this particular credit.
The contribution must be made by the individual taxpayer. A partnership or S corporation cannot make the contribution and pass the credit through to its partners or shareholders.

What if the contribution exceeds the credit limit?
The portion used to claim the federal credit cannot also be claimed as a federal charitable contribution deduction. The amount contributed in excess of the qualifying credit amount may still qualify for a traditional charitable deduction, assuming the normal charitable contribution requirements are satisfied.
For example, a married couple filing jointly who contributes $5,000 to a qualifying SGO could potentially designate $3,400 toward the federal credit. The remaining $1,600 may potentially qualify as a charitable deduction.

What if a state also provides a tax benefit?
Some states may provide their own tax credits or deductions for contributions to scholarship organizations. The regulations contain ordering rules intended to coordinate state and federal tax benefits. In certain circumstances, taxpayers may still be able to receive the full federal credit even when a state tax credit is also available.

Planning for 2027
Taxpayers who regularly make charitable contributions may want to review this new credit before finalizing their 2027 charitable giving.

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DONUT 125 DIAG IS NOT THE SAME AS TIME

If the average shop labor rate is $120 an hour and they sell $120 in parts for every hour of labor, then their hourly sales are $240. Assuming they meet the industry standard of 60% Gross Profit, they produce $144 in an hour to help cover expenses (60% of 240 = 144).

The average tech gets paid 30% of billed labor, so an hour can produce 70% of (shop labor rate) $120, which is $84.

When a shop starts to think of time spent being time billed, there's a problem. The shop needs to generate $144 an hour ($2.40 a minute). Putting your best tech on it only gets you a measly 84 bucks.

The Industry answer is to sell "an hour" of diag in 30 minute intervals. This means you can generate 2 times 84 for $168 and come out. Realistically, I don't think most techs can get the average diag job done in a half hour on average.

In DONUT 124, I said that I'd charged an hour on each line, even though the 2 symptoms had the same cause. A few said that was unethical. Using the numbers here, I charged 2 hours and only earned $168, which is not a lot of money when I've tied up my best guy, used expensive equipment AND had to pay for training so he would know where to hit with the hammer.

As an industry, we have to get over the idea that charging greater sums for work that only a few shops can actually do is a bad idea. There is nothing unethical about a high price. There is no reason that the number of lines on a repair order should dictate how much should be charged.

But wait, there's more. A lot of parts had been replaced before I got the job. I padded the bill to cover me if/when the car came back because something else popped up. I needed the extra revenue so I could smile and say, yes, we can recheck the work for no charge.

The essence of this donut is: the industry is giving away too much free stuff. Testing and inspection should be your highest profit items. Most shops can't fix cars any more without changing a bunch of parts.

Get over the fear of a high price "being unethical". Each line on a repair order should help guide the tech in the search. Charge for expertise. Charge for knowledge. Forget about how time spent should limit or dictate appropriate pricing.

If you like this, hit your own "share" button. This stuff needs to get out and become normal. Print this and lay it on appropriate desks.

Thanks for reading. Becky Witt Copyright 2026 All Rights Reserved.

#sellingdiagnostics #autoshopmanagement

Submitted by Gene Morrill

Automotive Service Councils of California

PROFESSIONALS IN AUTOMOTIVE SERVICE SINCE 1940

To Elevate and Unite Automotive Professionals and Give Them Voice

THE ASCCA ADVANTAGE

Real Support. Real Resources.
A Stronger Future for Your Shop.

ASCCA membership gives independent automotive service professionals practical support, valuable resources, savings opportunities, industry connections and a strong voice in California.

BUSINESS COACHING
Expert, confidential guidance to help solve challenges, improve operations and build a stronger business.

EDUCATION & TRAINING
In-personandonline learning, industry resources and training opportunities for you and your team.

LEGAL & HR RESOURCES
Trustedlegalconsultation,HRsupport and practical resources designed for automotive businesses.

DISCOUNTS & REBATES
Member-onlysavings,rebates,preferred programs and corporate partner opportunities.

GOVERNMENT ADVOCACY
Astrong voiceonlegislation,regulations and issues affecting independent automotive service professionals.

LOCAL NETWORKING
Buildrelationshipswith shopowners and industry professionals through chapters, meetings and events.

TEAMTALK
Connect with fellow members to ask questions, exchange ideas and learn from people who understand your challenges.

INDUSTRY CONNECTIONS
Associationcommunications,professional relationships and resources that keep you informed and engaged.

SUPPORT — **EDUCATE** — **ADVOCATE** — **CONNECT**

EXPLORE THE FULL ASCCA ADVANTAGE

Discover the benefits, resources and opportunities available to ASCCA members.

Invest in your business. Be part of something bigger.

www.ascca.com | info@ascca.com | (800) 810-4272

Automotive ServiceCouncilsofCalifornia
1 Capitol Mall, Suite 800, Sacramento, CA 95814

ASCCA

Automotive Service Councils of California

Professionals in Automotive Service ~ Since 1940

www.ascca.com

EACH ONE REACH ONE!

YOUR MISSION: RECRUIT ONE NEW MEMBER THIS YEAR.

1. **IDENTIFY:** A shop owner or colleague who would benefit.
2. **REACH OUT:** Discuss the advantages of ASCCA membership such as networking, professional development, advocacy and business resources.
3. **INVITE THEM TO A MEETING:** Invite them to join our association and participate in a meeting to learn more about the benefits of ASCCA membership.



Scan to Join ASCCA

$125 REFERRAL FEE

Can be collected by anyone who refers a new member

members.ascca.com/ap/Membership/Application/VLzd46pn

For assistance please call (800) 810-4272 or email info@ascca.com

Please Support the Sponsors of ASCCA Chapter 5

Elite Circle:

Elite
PEOPLE. PRINCIPLES. RESULTS.



For over 30 years, Elite has gone above and beyond to help automotive professionals refine their skills, grow sustainably, and reclaim their personal lives! From sales training, to management coaching, to a mastermind peer group, Elite offers a way for anyone to experience the exper- tise of our team of industry leaders and veterans. We strive to breed success the RIGHT way, through tried and true methods and sustainable techniques.

Hawley Insurance Services

714-528-9600

We have been using Hawley Insurance for years. Every year they compare our Workmen's Comp. and business insurance to get us the best rates for what we need. They are always a phone call away or will visit your shop. They only handle commercial, so they know what we need. Great people always.
Kirk - Advance Muffler

Gold Circle:

TIMKEN

Invite your vendors to join our annual sponsorship circles. All the information is on page 15

I have been using Justin from Scott auto parts for 10+ years. He supplies our case oil, Freon, coolant, He also keeps us well stocked on our fasteners. He comes by at least twice a month- very reliable!
He keeps us informed with the latest trends, pricing increases, oil types, etc.- and his wife's cookies are the Best ever!
Paul Brow: All-Car Specialist

Silver Circle:

X & L CPAs, LLP
(626) 440-9511

Norm Blieden, now X & L CPAs, has been our accountant since 2022, and their expertise and attention to detail have significantly streamlined our financial processes. Both have made a noticeable positive impact on our business operations. I highly recommend their services.
Luis Lopez Automotive

SCOTT Auto Parts
(909) 767-1681

Foothills Chapter 5
ASCCA
Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940
Shop Owners Helping Shop Owners

To Elevate and Unite Automotive Professionals and Give Them Voice

Stronger Together.

JOIN ASCCA!

Be part of a statewide community of automotive professionals dedicated to excellence, education, advocacy, and the future of our industry.

WHY JOIN ASCCA?

CONNECTIONS THAT MATTER
Build relationships with shop owners and automotive professionals throughout California.

EDUCATION & RESOURCES
Stay ahead with training, industry updates, and valuable resources designed to help your business grow.

ADVOCACY THAT WORKS
ASCCA protects your right to repair and represents the interests of California's independent automotive service industry at the state and national levels.

EXCLUSIVE MEMBER BENEFITS
Take advantage of member discounts, vendor partnerships, business resources, and benefits that can save you time and money.

STRONGER TOGETHER
When we support each other, our entire industry becomes stronger. Your membership gives ASCCA a stronger voice and helps move our profession forward.

Ready to Join?

SCAN THE QR CODE TO START YOUR MEMBERSHIP TODAY!

It's Quick. It's Easy

IT'S WORTH IT!

SCAN HERE

2026 Annual Dues ASCCA

	State Dues	Chap. 5 Dues
• Regular Member:	$545.00	$495
• Associate Member:	$640.00	$495
• Branch Member:	$390.00	$495
• Educator Member:	$25.00	$0

- Initiation Fee (Regular Members): $75.00

State and chapter dues are billed together from the State Association office.
You can pay your dues annually ($1,040), quarterly ($260), or monthly ($86.67). We recommend setting up auto-pay to make it easier.

We're Here
TO HELP!

Have questions about membership, member benefits, or getting involved? Reach out– we'd love to hear from you!

CONTACT US

WEBSITE
www.ascca5.com

PHONE
626-296-6961

EMAIL
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Your Membership
MAKES AN IMPACT!

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Luis Lopez Automotive

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Chapter 5 Associate Members

Company Name	Contact	Email address	Phone
Autotech IQ	Uwe Kleinschmidt	Uwe@autotechiq.com	(866) 678-8505
Hawley Insurance Services	Bruce Hawley	bruce@hawleyinsuranceservices.com	(714) 528-9600
High Point Distributing	Tim Huddleston	tim@highpointdist.com	(818) 674-0930
Jasper Engine & Transmission	Albert Nava	Albert.Nava@JasperEngines.com	(626) 864-4590
Mark Christopher Auto Center	Steve Johnson	sjohnson@markchristopher.com	(909) 390-2924
Parts Authority	Tom Ogaz	togaz@partsauthority.com	(951) 218-9740
RepWorks Marketing	Robert Flores	rf@repworksmktg.com	(310) 722-0842
Undercar Plus	Blake Avelar	blake@undercarplus.com	(909) 608-1001
Van de Pol Oil	Wes Powell	jbarton@ineedoil.com	(714) 448-3569

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THANK YOU TO OUR ASCCA STATE CORPORATE PARTNERS!

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OPUS IVS · BG · COMPLYAUTO EDUTECH · SHOPWARE · Digital financial group · ATi The Automotive Experts

MAILSharks · CINTAS READY FOR THE WORKDAY · WORLDPAC · O'Reilly FIRST CALL ONLINE · AutoZone



Hawley Insurance Services

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

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

License # 0G39707

714-528-9600

Use Our Annual Sponsors and Invite Your Vendors to Become an ASCCA Chapter 5 Annual Sponsor!

The Elite Circle Club: $2,500.00

The Gold Circle Club: $1,500.00

The Silver Circle Club: $750.00

Ask them to choose which level at this link or use this QR code.

For more information, or if you have questions, contact Gene Morrill at 818-261-6009

TIMKEN

timken.com

MAXIMIZE PERFORMANCE AND UPTIME

With Timken Products and Technical Resources

Through our authorizedchannel partners,we supply products and technical resources engineered to maximize vehicle performance and uptime. Our aftermarket product coverage is designed to cover 98% of the registered vehicles in America.

Timken Advantages

- **PREMIUM QUALITY & KNOW-HOW.** From aircraft landing wheels to automotive wheels, our premium quality and know-how are at work.
- **COST OF COMEBACKS.** Avoid the cost of covering an economy part that fails prematurely – saving your customers unplanned labor and downtime.
- **COMPREHENSIVE COVERAGE.** Premium products designed for wheel ends and axles – including axle shaft seals.
- **TRAINING.** Through our Tech Series Pro, Tech Tips and Tricks of the Trade training, you'll gain valuable knowledge to help make your job easier and ensure the job is done right.



X & L CPAs, LLP

SCOTT Auto Parts

(909) 767-1681

ASCCA Chapter 5 2026 Board of Directors

Executive Board

President……..…Craig Johnson
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Email……craig@cjauto.net

Vice President...……..Seiko Nagata
Phone…….....….(626) 321-8393
Email…….. seikosautoservice@gmail.com

Secretary……..Steve Tomory
Phone……. (562) 322-4685
Email……...stomory1@yahoo.com

Treasurer…….…….....Greg Lipp
Phone…….…… (909) 260-2632
Email……...gmlipp@gmail.com

Board of Directors

Gene Morrill……(818) 261-6009
Robert Flores…….(310) 722-0842
Enrique Chavez…..…….(805) 636-4457
WendyLucko……..……..(626) 340-9790

Immediate Past President

KirkHaslam……....(626) 240-8555

Board Advisors

Gary Papirian…..…….. (323) 255-5566
Mike Bedrossian…….…….(626) 483-4400

Committee Chairs

Seminars & Programs - Seiko Nagata

Revenue & Benefits - Open

Membership - Open

Government Affairs - Open

Chapter Rep - Open

Chapter Staff

Administration & Membership …..Joseph Appler
Phone…….……..…..(626) 296-6961
Text/Cell……..……(818) 482-0590
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Chapter Contact Information

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email: ascca.05@gmail.com
Website: http://www.ascca5.com

ASCCA State Contacts

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Accounting Executive
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Events Manager
Natalie Perry……..…....(800) 810-4272 or nperry@amgroup.us

Communications Manager
Jonathan Flom…….... (800.810.4272 ext. 141jflom@amgroup.us

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

Government Offices/Contacts

President Donald Trump ……..…..(R)
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

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4. To employ the best skilled personnel obtainable.
5. To use only proven merchandise of high quality, distributed by reputable firms.
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