



ASCCA Foothill Chapter 5
1443 E. Washington Blvd. #653
Pasadena, CA 91104-2650
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PRESIDENT'S MESSAGE

MAY 2023



I hope everyone is enjoying the spring weather after some California storms HA HA.

I want to share my experience with ya'll recently at the Skills USA Competition. Angie Roberts, the chair of the membership committee, myself & Dave Baylor, head trainer at Gustafson Brothers in Orange County, were invited by Maylan Newton to represent the automotive industry in the Skills Competition event.

We talked to some of the brightest young people, high schooler's presenting projects, art pieces, & presentations better than some educated adults I know. All kinds of skills were there: plumbers, EMT, police, fire fighters, facility management, nursing, welding, etc. It was amazing to see so many driven folks excited about their careers & how many intelligent young people already know what field they want to pursue.

We were welcomed to the event by High School instructors excited to see us representing the automotive trade. Some former shop owners, one young & driven master tech had come from the Ford dealer & wanted to make a difference in our industry by teaching auto shop at the high school level.

I look forward to next year when more shop owners from our industry support the next generation of auto enthusiasts to Elevate Unite & Give Voice. These young men & woman are the future of what we have

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worked hard for, for so long.

On to upcoming events. Our May meeting will be at Hanson Distributing as a shop night. Bring the entire shop for delicious bacon wrapped dogs, door prizes & automotive camaraderie. Remember to RSVP to the Evite.

At least once a month I urge you to go to ASCCA.com & see what's new & check your portal. There you can pay your dues online, schedule future payment, & see what's upcoming in the calendar, so you get the most of your membership from ASCCA. Remember you get 30 minutes of free legal advice each month with Jack Molodanof ESQ., our state attorney.

The Business Acceleration Team (made up of three successful shop owners & coaches) welcomes any automotive questions or concerns you may have.

Plan ahead to be at Irwindale Speedway for our June 17 meeting where we will honor our scholarship winners & greet their families. I hope to see you & the entire chapter there.

Remember to block out in your calendar the first Tuesday night of every month for our chapter meetings & stay tuned as the locations at which we meet may differ.



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

UPCOMING MEETINGS & EVENTS

May 13 - Scott Brown at Rio Hondo - ADAS training for Service Writers (limited to 30); \$25/ea. for food.
June 17 - Irwindale Speedway – Scholarship recipients
July (not the 4th) - Social Event TBD
Aug 8 - Mijares - Are you compliant with your hazardous waste? - Emily Walling, CERS expert.

Sep 5 - Mijares - Walt Commans, ASE
Oct 3 - Social Event/ Okoberfest
Nov 7 - Mijares (TBD)
Dec 2 - Christmas/Holiday Party (TBD)



Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940
626-296-6961; asca.05@gmail.com



**Hosted by HMC Auto
Parts Stores at:
Hanson's Distributing
Company
985 W. Eighth Street
Azusa, CA 91702
626-224-9800**

Hanson's Distributing

**Hosts "Shop Night" for
ASCCA Chapter 5**

May 2 at 6:00 pm

**RSVP with Jerry Acdan
626-831-3052**

**Tacos and
Bacon Wrapped
Hotdogs
Door Prizes**

**Over 30 Vendors
With Displays and
Lots of Giveaways
Admission is FREE!!!**

**Come and Hear the
Advantages of
Belonging to the Oldest
and Largest Automotive
Trade Association in
California!**

Our April 4th monthly meeting, this time at PCC was great! First of all, the camaraderie, then the Middle-Eastern food, then the classes by Garage Gurus on drivability and Aaron as a Smog Referee. A special thanks to PCC for making the space available.



We also had a special visit and greeting from Lee Chesnin, the ASCCA 2023 State President!



Shop Drawing

Raul's in Covina was drawn in the Shop Drawing, but **was not present to win the \$220!**

The prize will increase to \$240 for our next drawing.

Remember, you must be present to win!

Reframing the Recession



By [Kacey Frederick](#) - This story was originally published in Ratchet+Wrench on April 23, 2023

Finance expert Dennis McCarron shares industry insight on how to help your customers while protecting your business.

Since the pandemic, Americans have feared another recession on the horizon. Dennis McCarron, a partner at an automotive brokerage called [Cardinal Brokers](#), spoke to Ratchet+Wrench about [what a recession would mean to shops](#) and how shop owners should respond.

It's assumed that the auto industry in general tends to be resistant to economic downturns, as most consumers will always need transportation.

"When the economy goes down and people pull back on their spending, they still have to go to work, they still have to pick up their kids: they still need a mode of transportation," McCarron says.

With a lack of adequate public transit and a long-standing "love affair with independent transportation," as McCarron puts it, most Americans will not, or cannot, choose to give up their vehicle. This also means people hold onto vehicles for longer amounts of time, resulting in more repairs needed and profit for auto shops.

Though the auto industry remains an essential service for most people, shop owners will still see the effects of a recession with more people skipping out on maintenance.

How Customers Respond to Recessions

Most people do not budget for automotive repairs and maintenance in the United States, McCarron points out. It's typically something that comes out of emergency funds or money stowed away for vacations or other nice things.

In the case of a recession, as the cost of everyday essentials increases, people are not as willing to pay for maintenance if they feel it isn't urgent. Businesses will see their average repair orders decrease as people put off minor maintenance due to financial issues, resulting in less profit for shops.

Caring for Financially Concerned Customers

There are things that shops can do to help themselves before a recession hits: they must take care of their customers.

"You have to develop a reputation as an honest, dependable, reliable business [so that] people will feel comfortable coming to you even when money is tight," McCarron states.

McCarron says that one of the best things someone could say about a business is, "they're expensive, but..." The worst thing a business could hear from the customers is "every time I come in here, it's a thousand dollars."

"To someone not in the industry those two things may sound like they're the same type of sentence, but they're not," McCarron says. "One is representative of 'that business charges a lot of money, but they always do good work.' The latter is a representation of very aggressive over-selling: trying to force sales onto a customer."

And that is the worst thing a shop can do: become pushy with customers. McCarron says it's "never a good thing for a shop to do."

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The job of a shop is to [inform the customer of the state of their vehicle](#). They need to decide from that point. Shops must know how to accept “no” as an answer and not let a potential rejection stop them from telling the customer about issues with their vehicle.

“My job is to help keep you informed and then educate you on how to properly maintain this vehicle, but I’ll never cross that line and tell you things like ‘you have to do this,’ or use safety as a weapon,” he warns.

Shops must make their customers feel they are in control. Interactions cannot simply be transactional. The biggest way to gain attention is through word of mouth, which is why taking care of existing customers is essential.

There are more initiative shops can take on their end to attract new customers, too. Getting involved with the local community will spread the business’ name and associate it with being a positive influence.

McCarron has plenty of ideas for such involvement, such as “local community projects like Girl Scouts, Boy Scouts, [events with] the town, maybe a church or a synagogue—any kind of local grassroots event. Doing a car care clinic, teaching people how to change a flat tire on the side of the road.

“I think you need to get involved and just make people aware that you exist,” he adds.

Don't Lower Your Standard

If shops are confident that they are offering quality service at a fair price, they shouldn’t be concerned with cutting their prices and should especially not consider cutting valuable technicians. Doing so would be “cutting off your nose to spite your face,” McCarron says.

Instead, they should focus on maximizing efficiency and productivity. Systematizing and finding the “rhythm” of the shop, as McCarron describes it, helps move business along faster, such as telling customers specific pick-up times instead of vague phrases like “end of the day.”

When people come in, shops should “interview the customer.” When they bring a vehicle in and they’re asked questions about the problem, if it’s a problem that the shop is not equipped to resolve, they can avoid wasting valuable time looking at a vehicle that they can’t even work on.

Systematizing the process, community involvement, and customer outreach: these factors can help a shop establish a growing customer base, even if times are rough—because people will always need cars fixed. Remind your community you’re there to take care of them and have systems in place to ensure every customer is satisfied.

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.

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.

Many Gen Z teenagers drop driving as a necessity

BY STAFF/WIRE REPORTS ON APRIL 28, 2023

The slower growth of licensed drivers and fewer miles traveled by the average driver have potential consequences for aftermarket

Fort Wayne, Ind.—Gen Z teenagers do not view the world from behind a steering wheel. Today, nearly half of 18 year olds (an estimated 47%) have not acquired their driver's license. Compare that to 1983 when over 85% of 18-year-old Boomers secured a driver's license.

Additionally, today's Gen Z teenagers who get a driver's license drive considerably fewer miles annually than 18 year olds in 1983. Those trends have long-term implications for vehicle use and aftermarket volume, according to a new analysis from Lang Marketing. The following are key takeaways from the report.

Gen Z Teenagers Do Not Love Cars

Americans' love affair with cars has been legendary. In no other country is the ratio of vehicles to people as high as it is in the U.S. But times are changing. The special relationship with their vehicles is fading, especially among younger age groups. Many Americans under 20 have significantly different attitudes toward automobiles than previous generations.

Changing Culture

Three primary factors are reshaping young Americans' attitudes toward vehicles and their use: environmental concerns, social media and how cars are perceived. These factors are shaping the relationship between young Americans and vehicles.

Save the Planet

A majority of Americans under 20 believe that the environment is under threat. This was not a concern of teenagers in the early 1980s.

Currently, most young Americans believe that decisive steps must be taken to reduce the threat of climate change. Environmental preservation ranks among their top three values. Accordingly, many young Americans see vehicles (especially fossil-fueled cars and light trucks) as dangerous to the environment.

Social Media Replaces Driving

The unprecedented use of social media among young Americans is a major factor reducing their interest in getting a driver's license. A driver's license was a rite of passage for U.S. teenager a few decades ago, but not so today.

Many young Americans believe that traveling to see friends is unnecessary because they can interact with them through social media from virtually any location. In addition to lessening the need for driving among young American, social media has shaped their attitudes toward vehicles as climate killers.

Changing Consumer Perceptions and Vehicle Use

For earlier generations, especially Baby Boomers, vehicles were a source of freedom and self-expression. Today's teenagers regard vehicles as a threat to the environment.

Uber and other driving services have made car ownership unnecessary for many. They perceive vehicles in a narrow, utilitarian sense, far different from earlier generations, especially Baby Boomers, who often saw cars as part of their self identity.

Steady Decline in Driver's Licenses

In 1983, only 14% of 18-year-old Americans (Baby Boomers) did not have a driver's license. This percentage rose sharply in the following decades, and by 2010 over one-quarter (27%) of 18-year-old Americans did not drive.

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This trend has continued, and Lang Marketing estimates that today nearly half (47%) of 18 year olds do not have a driver's license. In addition, a large share of today's licensed teenagers seldom drive a car. The unprecedented share of today's 18 year olds without a driver's license has slowed the growth of licensed drivers over the past five years compared.

Aftermarket Impact

The attitudes of Gen Zers (which differ significantly from earlier generations) have important implications for vehicle use and aftermarket product volume growth. The slower growth of licensed drivers and fewer miles traveled by the average driver have potential consequences for aftermarket product use in the future.

MaaS

Mobility as a Service (MaaS) is one possible outcome of the changing attitudes of young Americans, with a shift away from personally-owned vehicles toward hiring mobility as a service.

The perceptual trends of Americans toward vehicles could evolve into vehicle sharing (as a stepped-up version of Uber) or change how Americans use and own (or do not own) cars. Mobility as a Service would have large aftermarket implications. It will take a number of years to measure the impact of the Gen Zers' attitudes toward vehicles and how this impacts their use of vehicles as they grow older.

ASCCA In the Know

You don't know what you don't know.

You can't manage what you don't know.

How do you find out what you don't know?

ASCCA Shop Owners Helping Shop Owners can show you what they know.

You decide if you want to be in the Know !

ASE Test Procedures Have Changed For The Better

SHOPOWNER

Technology has been changing fast – Talking about it is one thing. Knowing it on a diagnostic level is another.

By [Eric Garbe](#) Published in Shop Owner on Apr 20, 2023. Click [HERE](#) for article.

I'm not going to tell you when I took my first ASE test...I date myself enough as it is. But, I will tell you that for a long time, you could only take them quarterly, and you had to register way in advance.

In my area, the tests were usually held at a local college or career center, and it was a different undertaking than today. There weren't too many different locations, so you sometimes had a 30- or 40-minute drive, and you didn't want to forget your #2 pencils.

All I can say is it sure is a lot easier now, and last year the release of the new ASE renewal app seemed like it would be the icing on the cake. Since my certifications were expiring mid-2023, I decided to try it out. One of the advertising points of the new app was that you could learn and stay current with new technology while earning an extension of your certification.

I wasn't sure how it would all come together, but once I purchased the app and got going on the tests, I realized the value in it. My first impression was that the questions were harder. Technology has been changing fast, evidently faster than I've been able to keep up with. Talking about it is one thing. Knowing it on a diagnostic level is another. So, as you can imagine, I've gotten some answers wrong.

A frustration I've had in the past is knowing my score, but not knowing which specific questions I got wrong, so I wasn't able to "learn" from my mistakes. Compared to the traditional ASE test, what differs drastically with the renewal app is when you get a question wrong, you see why right away, and you get an explanation of both the right and wrong answers. You can also comment on the questions and see what other technicians have said.

So, when I miss a question on the app, I have one of two reactions. I'm either mad at myself because I realize I made a stupid mistake by not reading the question carefully enough, or I admit I just didn't know enough about the subject matter.

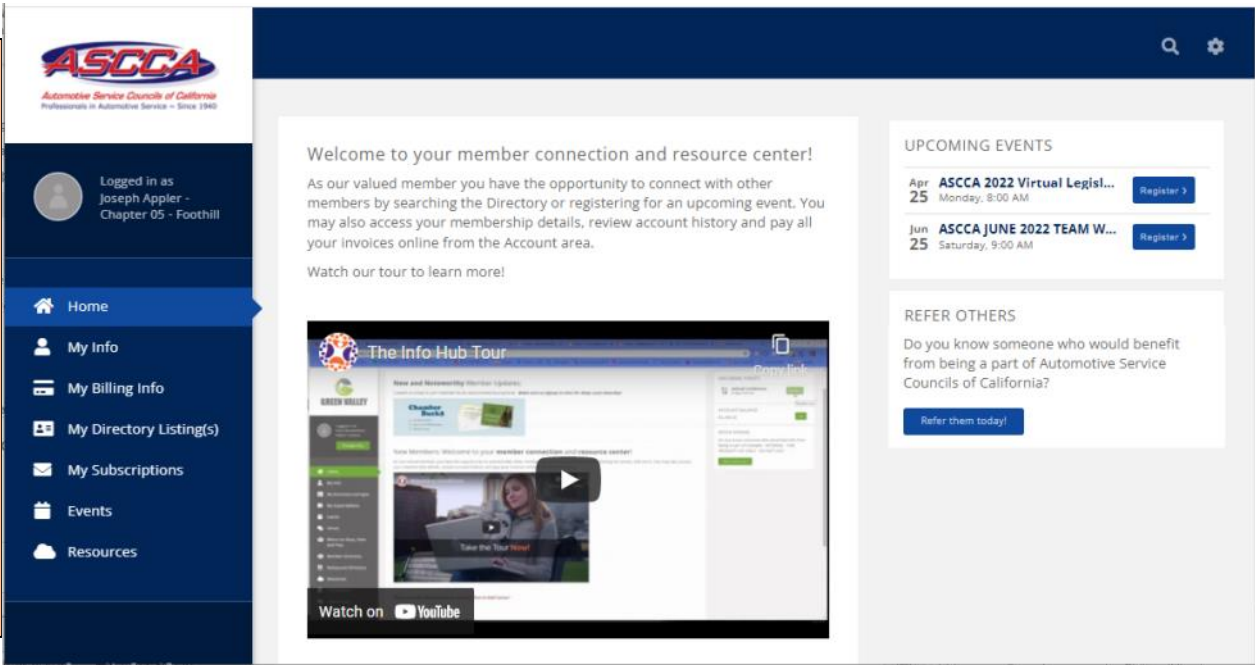
Not only does having the explanation of answers help you understand an incorrect one, but to promote additional learning, you receive a second-chance question related to the same subject matter. This gives you time to research and study. For me, it's been everything they promised, and it's been one of the most useful tools I've used lately. You can't learn until you discover what you don't know.

Every technician who has taken ASE tests knows there's always discrepancy over some of the questions. You may not always agree with how they are worded, and that's still the case with the app. But, I must point out that when I really concentrate on the explanations over the ones I've missed, I honestly feel that the correct answer according to ASE, was indeed the best answer. And, that's what they always say, Choose the "best" answer. Are some of them tricky and elusive? Maybe. But, so are cars and so can be the diagnosis of any problem. I'd rather get practice of a diagnostic mindset on one of these tests, than getting burned on a job!

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!
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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.

What We Do For You:

ASCCA monitors and fights harmful laws and regulations that cost you money and time away from your business.

Examples:

A legislator proposed a bill to use a grading system (ABCDF) like the restaurants. We fought this and stopped it.

Another legislator tried to change us into being debt collectors because we receive money from customers. That would mean if a customer did not pay and we called them, the customer could sue us for harassment. We fought and won this also.

We also stopped a bill that would keep us from being able to program security systems in cars. The manufacturers wanted to lock us out! Again, we fought and won.

Our state legislatures can produce 5600 bills every two years. Our dues help us watch and fight these bills, saving you a ton of dollars.

ASCCA has great benefit programs:

Low credit card rates and a \$350 rebate at the end of the year.

Free legal advice for you, your business, or your employees.

Free accounting review of profit and loss statement.

Free review of any current or prior year's taxes.

Super discounts on uniforms.

Discounts on Alldata and Identifix.

Camaraderie, fellowship, and life-long friends.

Network with top shops.

Get advice with business structure, policies, and profit ideas.

Get second opinions on cars that are giving you fits.

Education opportunities:

We periodically have free training for service advisors and technicians.

ASCCA awards scholarships to young people to help fill the technician shortage.

Why we need you:

Meet and network with top shops.

Monitor and fight harmful legislation.

Support our great partners and save money.

Support and give back to our industry.

All this for \$70.83 per month!



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How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

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

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

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

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

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





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 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

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

| | | | |
|---|-----------------|--------------|--|
| BG Petrospecs | Abe Chavira | 805-857-5065 | abec@petrospecsbg.com |
| Hanson Distributing Company, Inc | Dan Hanson | 626-448-4683 | hansonmrktg@aol.com |
| Hawley Insurance Services | Bruce Hawley | 714-865-2907 | bruce@hawleyinsuranceservices.com |
| 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 |
| Provence Financial & Insurance Services | Steve Kopstein | 818-208-1175 | steve.kopstein@provenceinc.com |
| SC Fuels & Lubes | Dennis Giardina | 310-722-3357 | giardinad@scfuels.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
 Phone..... (626) 340-9790
 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
 Phone.....(626) 296-6961
 Text/Cell.....(818)482-0590
 Email.....asca.05@gmail.com

Chapter Contact Information

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 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
 Becky McGuire.....(800) 810-4272 x118 or BMcguire@amgroup.us

Communications Manager
 Ryan King.....(800) 810-4272 x122 or RKing@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/>



Mark the Date:

May 13, at Rio Hondo

**For an ADAS Seminar
for Service Writers with
Scott Brown.**

**Seating is limited to 30 so register as
soon as you get the evite.**

**The only cost is \$25/ea. for snacks and
lunch.**

Keep watch for more information.

"SHOP OWNERS HELPING SHOP OWNERS."

When:

Tuesday, Mar 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

May 13 - Scott Brown at Rio Hondo - ADAS training for Service Writers (limited to 30); \$25/ea. for food.
June 17 - Irwindale Speedway – Scholarship recipients
July (not the 4th) - Social Event TBD
Aug 8 - Mijares - Are you compliant with your hazardous waste? - Emily Walling, CERS expert.

Sep 5 - Mijares - Walt Commans, ASE
Oct 3 - Social Event/ Okoberfest
Nov 7 - Mijares (TBD)
Dec 2 - Christmas/Holiday Party (TBD)