



ASCCA Foothill Chapter 5  
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## **PRESIDENT'S MESSAGE**

**JULY 2023**

On behalf of the board I'd like to wish you all a happy and safe Independence Day!

As we celebrate independence with friends and family, let's take the moment to look ahead as to what July and August have to bring.

As the 4th of July falls on the first Tuesday of the month, the board has decided to go dark this month. This means we will **not** be meeting in July.

However we will reconvene Tuesday, August 1st at Mijares, for our monthly meeting. A hazardous waste specialist will be giving us tips on how to maintain our CERS yearly filing.

Emily Walling is a former CUPA/CERS field agent and has decided to help businesses with compliance, reporting, and hazardous waste regulations. She hails from Northern California and is making a special trip to Southern California for Chapter 5 on August 1. Let's take advantage of her presence and be there to find out what we don't know.

Before you know it, September will be here, and our Annual Training Conference is the highlight of our year. It's in Costa Mesa, so distance isn't a reason to miss it.

Don't miss this well-prepared annual meeting. We are looking forward to visiting with all members from the 16 chapters across the state of California.



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Show your ASCCA spirit and support our association and the partners who have Sponsored this event.

The ASCCA state board is looking for members who would like to serve on the board of directors for 2024.

Join me and many other successful shop owners in growing your leadership skills and giving back to our industry with our time and commitment. Go to ASCCA.com regularly to stay informed with monthly updates.

Lastly, with Joseph Appler, our beloved administrator moving to Texas, Chapter 5 is calling for volunteers to help keep the flow of the monthly meetings smooth. If you can help by volunteering, please see me or any of the board members for assistance.

The unity of our chapter and relationships in them is what makes this association so great.

Ask NOT what your Association can do for you.. but what YOU can do for this association.



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

## UPCOMING MEETINGS & EVENTS

Aug 8 - Mijares - Are you compliant with your hazardous waste? - Emily Walling, CERS expert.

Sep 5 - Mijares - Walt Commans, ASE

Sep 8-10 - Annual Training Conference in Costa Mesa

Oct 3 - Social Event/ Okoberfest - Location TBD

Nov 7 - Mijares (TBD)

Dec 2 - Christmas/Holiday Party (TBD)



**August 1, 2023- Mijares**

## **Are You in Compliance with Your Hazardous Waste?**

**Emily Walling is a former CUPA/CERS field agent and has decided to help businesses with compliance, reporting, and hazardous waste regulations. She hails from Northern California and is making a special trip to Southern California for Chapter 5 on August 1. Let's take advantage of her efforts and her generous gesture in sharing her knowledge and time. Come find out what you don't know.**

**One meal included for Chapter 5 regular or associate member.  
\$36 for all others.**

**RSVP on the evite you received.**

**If you didn't receive the evite, contact Joseph at [asca.05@gmail.com](mailto:asca.05@gmail.com)**

**"SHOP OWNERS HELPING SHOP OWNERS."**

**When:**

Tuesday, Aug 1, 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**

Sep 5 - Mijares - Walt Commans, ASE  
Sep 8-10 - Annual Training Conference in Costa Mesa  
Oct 3 - Social Event/ Okoberfest - Location TBD

Nov 7 - (TBD)  
Dec 2 - Christmas/Holiday Party (TBD)



# ASCCA 2023 Annual Training Conference [Register now](#)

**ASCCA Annual Training Conference is back and better than ever! We are excited to provide this program and engage in the ASCCA community. We have a strong line up of speakers with a focus on effective teamwork, communication and technology. At this year's conference, you will gain tools and knowledge to better your social media skills, employee retention, increased sales, team productivity, and day-to-day management.**

**WHAT:** 2023 ASCCA Annual Training Conference

**WHEN:** September 8-10, 2023

**MEETING/HOTEL LOCATION:** Crowne Plaza Costa Mesa

3131 Bristol Street, Costa Mesa, CA 92626

**STUDENT SUPPORT:** ASCCA and the ASC Educational Foundation support student's education and introduction into the automotive service industry. We are seeking donations to help sponsor students seeking to attend the Annual Training Conference (ATC) event. A donation of \$199.00 will sponsor the entire registration for one student. Your opportunity to donate is located in the additional items on this registration page.

## **ASC EDUCATIONAL FOUNDATION (ASCEF)**

On Saturday evening, the Dinner event will be dedicated to raising awareness and funds for the Foundation. ASCEF is hosting a Silent Auction, Cornhole Tournament and food and drinks. Full registration tickets include access to this event, but the Cornhole Tournament will require advanced sign up. The Tournament will be a single elimination event. Space is limited.

Click [HERE](#) for the schedule of events and to view this on the website.

**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.**

# Tax and Business Tips from Norm Blieden, CPA

## Your Business

Rising interest rates can also affect your business. If your company's balance sheet has variable-rate debt, rising interest rates can affect your bottom line and possibly your plans for growth. As the cost of borrowing increases, taking out loans for new equipment or financing expansion with credit may become less desirable.

## Surprise Bills: Prepare Your Business for the Unexpected

Getting a bill for an unexpected expense can put a dent in your business's cash flow. Here are some tips your business can use to handle these unforeseen bumps in the road.

Stick to a reconciliation schedule. Know how much cash you have in your bank account at any given time. This is done by sticking to a consistent bank reconciliation schedule. Conventional wisdom suggests reconciling your bank account with bills paid and revenue received once a month, but you now have the ability to reconcile your cash every day. Perpetual reconciliation is easier to do if your business has fewer transactions. It may seem a bit much, but with the correct team in place, you will be prepared for surprises as they happen.

Create a 12-month rolling forecast. This exercise projects cash out twelve months. Each new month you drop the prior month and add another month one year out. This type of a forecast will reflect the ebbs and flows of cash throughout the year and identify times that you'll need more cash, so when a surprise bill shows up, you know exactly how it will impact your ability to pay it. If you have lean months, you may wish to explore creating a line of credit with your bank to be prepared for any surprises.

Build an emergency fund. Getting surprised with an unexpected business expense isn't a matter of if it will happen, but when. Consider setting money aside each month into an emergency fund to be used only in case of a significant expense. A longer-term goal could be to save enough money to cover 3 to 6 months of operating expenses.

Partner with a business advisor. Even small businesses sometime need help keeping their cash flow in line and avoiding unexpected expenses. Please call if you have any questions about organizing your business's cash flow and preparing for surprises.

## Budgeting Basics

During inflationary periods, it is harder to balance your income with the rising cost of housing, food, fuel, health care and insurance. One of the biggest tools to fight raising costs is creating a budget and measuring it throughout the year. Here are some suggestions to help create a budget that actually works.

Keep it simple. It's not necessary to have 50 different expense categories to classify your transactions. Having a simple budget makes it more likely that you stick with it over the long term. So take a look at your bank account and identify the big things. Revenue is pretty straight forward. Expenses are more difficult, so identify the main categories and get a monthly read on them.

Create annually, but manage monthly. See the full year budget as a destination, and your monthly financials as a journey to that destination. That way if you have a bump in the road, you will see other pathways to get to where you want to be at the end of the year. When you are done here, you should have a monthly budget, with full year goals.

Remember to budget for savings. If everything is working well, you have enough money left over at the end of the month to build your net worth. So consider adding a percent of your income in your budget for saving and investing. This will help you build your net worth over time and help fund for emergencies.

Account for taxes. Paying your tax bill may be one of your biggest expenses every year. Schedule several tax planning sessions throughout the year to figure out how much you should be saving every month to pay your federal, state and local tax bills. Then put this dollar amount in your monthly budget.

Remember to have fun. Having a budget doesn't mean you can't spend money. It simply means that you're intentional about it by planning your spending before it happens and ensure it is not out of hand.

*Please call if you have any questions. Norm Blieden, CPA Tel (626) 440-9511*



Here's an opportunity to inspire the next generation of young people to get excited about a career in Automotive Technology. We had a booth there last year and we want to have one again this year. Who of our shop owners will join us this year? Let Joseph know you want to be a part of this great event!

# CARS & CAREERS

Presented by Greater LA Scouting Explorer Program  
A Car Show Highlighting Careers in Mechanical and Automotive Engineering



INTERESTED IN LEARNING MORE ABOUT THE INDUSTRY?  
SEPTEMBER 23, 2023 (10:00AM – 4:00PM)

SANTA ANITA PARK  
285 West Huntington Drive Arcadia, CA (Enter at Gate 3)  
(Holly Avenue and Huntington Drive)

Free admission for all visitors \$45 for entries (includes T-shirt)  
if registered before September 22nd. \$50 at the door

- FANTASTIC CARS, TRUCKS AND MOTORCYCLES
- OPPORTUNITY DRAWINGS FOR AUTO PARTS AND ACCESSORIES
- VENDOR BOOTHS
- FOOD TRUCKS
- EXPLORER ACTIVITIES AND DEMONSTRATIONS
- MUSIC BY 8-TRACK CARL'S MUSIC MEMORIES



PLEASE REGISTER USING THE QR CODE

# HANDBOOK TO IMPROVE YOUR LIFE

## Health:

1. Drink plenty of water.
2. Eat breakfast like a king, lunch like a prince and dinner like a beggar.
3. Eat more foods that grow on trees and plants and eat less food that is manufactured in plants
4. Live with the 3 E's -- Energy, Enthusiasm, and Empathy.
5. Make time to pray.
6. Play more games.
7. Read more books than you did last year.
8. Sit in silence for at least 10 minutes each day.
9. Sleep for 7 hours.
10. Take a 10-30 minute walk every day. And while you walk, smile.

## Personality:

11. Don't compare your life to others'. You have no idea what their journey is all about.
12. Don't have negative thoughts or things you cannot control.  
Instead invest your energy in the positive present moment.
13. Don't overdo. Keep your limits.
14. Don't take yourself so seriously. No one else does.
15. Don't waste your precious energy on gossip.
16. Dream more while you are awake.
17. Envy is a waste of time. You already have all you need.
18. Forget issues of the past. Don't remind your partner with his/her mistakes of the past. That will ruin your present happiness.
19. Life is too short to waste time hating anyone. Don't hate others.
20. Make peace with your past so it won't spoil the present.
21. No one is in charge of your happiness except you.
22. Realize that life is a school, and you are here to learn.  
Problems are simply part of the curriculum that appear and fade away like algebra class, but the lessons you learn will last a lifetime.
23. Smile and laugh more.
24. You don't have to win every argument. Agree to disagree.

## Society:

25. Call your family often.
26. Each day give something good to others.
27. Forgive everyone for everything.
28. Spend time with people over the age of 70 & under the age of 6.
29. Try to make at least three people smile each day.
30. What other people think of you is none of your business.
31. Your job won't take care of you when you are sick.  
Your friends will.  
Stay in touch.

## Life:

32. Do the right thing!
33. Get rid of anything that isn't useful, beautiful, or joyful.
34. GOD heals everything.
35. However good or bad a situation is, it will change.
36. No matter how you feel, get up, dress up and show up.
37. The best is yet to come.
38. When you awake alive in the morning, thank GOD for it.
39. Your Innermost is always happy.  
So, be happy.

*Submitted by Gene Morrill of Certified Automotive Specialists in Glendora*

# Building A Winning Strategy

If you get one percent better each day for one year, you'll end up 37 times better by the time you are done.

SHOPOWNER

By [Vic Tarasik](#) Used with permission from ShopOwner.com. To see the article click [HERE](#).

## Sometimes, Mid-Course Adjustments Are Required

Whether it's F1 at Monaco; Hypercars at the 24 hours of Le Mans; the roar of a crowded basketball, football or soccer stadium; the serenity and insanity of cycling the Tour de France; or any other competitive sport, they all have one thing in common: mid-way adjustments just might make the difference in achieving victory!

As we close the books on spring and the season turns to summer, it is the perfect time to review the trajectory we are on as a shop and make minor and sometimes major corrections. Sometimes the strategy you began the year with isn't getting you where you expected.

### **LAX to JFK**

Even just a little bit off can make a huge difference at the end of your journey. One of the best examples of this can be illustrated by looking at a flight from LAX to JFK.

By air, the trip is right at 2,469 miles, so just imagine if, just after takeoff, the pilot is off course by 1 degree. It's not a lot when you think about it, but over the duration of the flight that tiny increment turns into a massive miss. Each mile the plane travels, the plane is off course by 92 feet, so when the plane arrives in NY it will be off course by 40 miles – you may be landing in Mahwah, NJ, or the Atlantic Ocean.

The little things do make a difference the longer they are left in place. This is the second most popular flight route in the U.S. – considering that 26,000 planes take that route each year, so you can see the importance of a pilot ensuring he's on course each and every flight.

Closer to home, in motorsports racing, choose the wrong tire compound and traction wanes; even worse, your tire fails completely due to rapid wear and can cause catastrophic failure. Crew chiefs keep a close eye on track temp, tire wear and climate conditions, making adjustments to the car and tires throughout the race.

**Let's take a look at some of the critical indicators that will help us to stay on track for the best results possible.**

### **1. Top-Line Sales**

Top line sales are an OK measure of where your shop is headed profit-wise. There are a lot of factors in play each day that will boost or threaten the day's profitability. Sales might increase, but what category of service is responsible for the gross sales? Choosing the right sales mix is critical to maximizing your team's strengths and bay efficiency. As an owner, you need to be aware of this mix and market to keep the bays full, wrenches turning and cash registers churning.

Keep in mind that, just because the dollars are flowing, it doesn't mean you are seeing revenue go to the bottom line. Top-line sales are a fantastic measure of a shop's growth, BUT chasing sales dollars simply to say you're a \$1 million or \$2 million shop is not the way to go.

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You may be busy, but are you profitable?

## **2. HPRO – Hours Per Repair Order**

With an industry average of 1.5 to 1.8 sold hours per repair order, the typical shop needs to see about five cars per tech per day to achieve the benchmark of nine sold hours per tech. Many of our clients have an average hours per repair order which exceeds the industry benchmark of 3.0.

Is your shop selling the work for fair value? Are you overriding your labor multiplier, missing combination times or failing to charge for non-standard labor such as frozen fasteners, rust factor or pre-repair cleanup of the vehicle? If so, you are shortchanging your organization and a course correction now might just make the difference in your team achieving their year-end bonuses.

## **3. Sold Hours Per Tech, Per Day**

Recently, one of our clients lost a technician and filling the position with the right person for that role took a lot more time than it did a few years ago. While searching for the right candidate, a review of the entire team's timekeeping records revealed that the techs still had time available during work hours. It became clear that they could generate more hours per day, provided they had the right motivation.

Over the previous 10 months (with a full team) the techs averaged 7.5 sold hours per day. During the time that they were down a tech, their focus shifted to generating their absolute best. They quickly began turning 11.5 hours per day. The results came from the right motivation from the boss and challenging themselves. This made up more than the shortfall from the lost tech.

Additionally, the advisor had the right mix of work, estimated the work accurately and, with motivated techs, increased their output by 73%. With seven months to go in the year, imagine what the year-end number will look like at this shop?

What is your tech sold hours per day? If they generated one or two more sold hours each day, how would that impact your team and your shop come December 31?

## **4. Expenses**

Expenses have the single largest impact on your bottom line! Save or lose one dollar and you will see your net profit shift the same amount. One lost can of brake cleaner, bottle of oil or jug of coolant a day will add up to significant dollars annually.

Maintaining control of costs in the shop is an effective way to improve profit along with the operational expenses of the shop. Set aside some time to review your income statement, looking for areas where you can save a few bucks. Any savings made this month alone will yield significant cash at year end.

## **5. NOI – Net Operating Income**

Ensuring that your net operating income is on track simply comes down to monitoring it. You should expect only what you inspect. Make sure every dollar collected is accounted for in the proper accounts and each dollar spent is a wise spend. When things get really busy and the shop is flush with

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# Changing Your "Job" Into A Business



How creating process maps can bring more organization into your shop's workflow.

By [Bruce Howes](#) This story was originally published in Ratchet+Wrench on June 25, 2023

**After selling my business in Buffalo in 2000**, I moved to Maine looking for another business to acquire. During the due diligence process, after doing the initial legwork, I brought numerous businesses to the attention of my accountant.

Time and time again, I vividly recall my accountant sharing a word of wisdom during the evaluation process. After reviewing the financials of the business, in which the owner usually desperately wanted to sell, she would oft repeat unto me the simple phrase, "Bruce, if you buy this company, you are buying yourself a *job*, not a business."

You may ask why she would share that, and I'd say good question, for I had to have her explain it to me. Basically, there seemed to be two common dominators in nearly all the businesses we looked at with the first one that stood out right away being the owner was "burned out," tired and ready to call it quits.

Though it would often be couched in a more innocuous phrase, something along the lines of "the owner has had a change in life," the bottom line was the owner was tired, frustrated, had lost his vision for the business and employee morale was at a low. The second common dominator was almost always a cash flow issue, and in nearly every case, the business had very poor cash flow, low retained earnings and unpaid vendors.

The apple doesn't fall far from the tree or as one of my old employees used to say, "The fish rots at the head." So, I began to look at these businesses closely and discovered some parallels and commonalities. Yes, the owner was burned out, and yes, the companies had low retained earnings, but why? That why was usually the reason the business was being sold; it was in trouble, and a business in trouble is sold at a distressed price.

So, let me share the secret I discovered—a secret that eludes so many small businesses in this country—and that secret is simply having what I term an "owner-centric" rather than an "independent" business. I'll explain more as we go on.

Basically, the way most businesses grow is that the owner starts it up by himself with a few key employees, and all the decisions revolve around him; he is, often with great pride the self-titled "Chief Cook and Bottle Washer." Every decision needs to be made through him, and employees usually orbit about the owner rather than having their own spheres of influence. This business can and usually does grow to a point, then stagnates and often begins a slow decline. The owner, by virtue of the business structure, must be consulted on every decision, from what floor soap to buy, to what kind of coffee to put in the customer lounge.

Consequently, the owner is busy but not effective. I should add that not all businesses necessarily enter a decline phase, some maintain stasis, but being "owner-centric," it is much subject to the owner's health and well-being. So, as the owner ages, has health issues or other distractions, the business suffers.

We've all heard the old maxim, "Work on the business, not in it." But how many people know how to apply that and apply that effectively to their current operation? Not many, which is why so many small business owners are tired, never take vacations, never produce a saleable business and sadly often end with the death of the owner, hence the "buying yourself a job" comment.

After selling my first business in Buffalo, I determined to learn a better way of managing by empowering my employees and by creating a "branch" rather than owner "orbit" type of business. One of the best tools I came across was the "Process Map," which we'll talk about in greater detail soon. I was able to implement this in our business, and after proper documentation, stress tested it numerous times. I'd like to share the power of the Process Map with my IAP friends, and I believe if you get the message, it will change your way of doing business, maybe even your life!

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## **What Is A Process Map?**

Remember Grandma's great chocolate chip cookies and how everyone wanted the recipe? Very simply, a "process map" is simply a recipe, a way to make sure the outcome, be it cookie or process, turns out the same every time.

I was first introduced to process maps about five years ago when searching for a way to scale my business and make certain that each employee understood and always acted in a way that honored our customers and our business interests.

One of the great challenges any business, from the mom-and-pop corner store to the largest manufacturing facility, faces is to make both service and product consistent, ideally consistently excellent. The traditional way, employed for hundreds of years, is to train or apprentice each employee so they know and understand the company culture.

One problem that arises when an employee departs, they take that knowledge with them. Another problem is if any employee is absent, no one else knows how to do that particular operation, or when someone invents a better way of doing things, but it never gets shared with the rest of the team.

A process map is simply a dynamic knowledge base that captures the collective knowledge, best practices and know-how that each post (job) possesses. And it is important to document each post, from the fellow cleaning the offices to the CFO entering the financials, for this allows the collective knowledge to be recorded, analyzed and improved upon.

This is yet another dimension to process maps, that is, having each and every post follow the

standard practice, assuring a consistent result. In larger firms that adhere to the ISO system of standards, Process Maps are the rule, but in smaller firms, this is not the case.

All too often, the knowledge base is concentric around the owner, and the employees are not empowered to make decisions or have all the knowledge they need to do their jobs well. While this makes the owner feel important, it creates hurdles to growth and development, meaning that the owner is often tied to their desk, and in their absence, communication, efficiency and quality often break down.

So, let's revisit Grandma's recipe and think about how we can apply that to modern business. Do we not need to collect the same information—time, who, when, what, where—in baking as we do in business? Sure, those very same assets need to be located, accounted for and used in the right order at the right time. So, this, in essence, is what a process map captures.

First, we need a "Purpose" for why we are doing this; employees need to know the "why" just as much as the "how." Next, we need to lay out what "Assets" are required— telephone, flour and sugar—so the baker, or employee, has all that they need on hand. Finally, we need a "How": How much sugar, how long to bake, whom to call, when to call, what to say. And that those three key items form a process map.

## **A Sample Process Map**

So, let's look at some simple process maps. There is a simple "follow-up call" map, which our customer relationship manager (CRM) uses weekly on her follow-up calls to customers. She built the map herself, and I would encourage you to have each team member create their own map, then have another employee not familiar with the post test the map. It may take two or three revisions, but you'll eventually wind up with a very functional and working map.

Keep in mind that process maps are dynamic; as business interests, equipment, or processes change, the maps must be kept updated. We'll discuss further how to make this update process simple using Google Drive in the next section.

## **Making Process Maps Work For You**

It's important to point out that a process map is going to be unique for each business; while the overall template may be similar, one cannot simply copy another business's process map and expect the same results. So there is an investment, both in time and energy, to correctly craft a functional process map.

I should also add a final detail here: the map needs to be crafted in a way that any employee, regardless of their post, can

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cash, some owners tend to relax.

An extremely relevant and insightful quote, “Watch the pennies and the dollars will take care of themselves,” is attributed to Ben Franklin. Long-term profitability and wealth are built one day and one dollar at a time over the long run.

## 6. Training and Education

Review your training logs. Is everyone on pace to hit their 40-hour goal for training? And, this includes you, the owner! If not, you’ll need to double up to hit the goal. There are plenty of resources out there, whether training takes place in the bays, a local classroom or via online sessions.

In addition, there are several trade shows including AAPEX coming up in the fall; now is the time to make plans to attend and book your classes while seats are available. At AAPEX 2023 there will be 36 classes specifically for shop owners, techs and advisors. Check out [www.aapexshow.com](http://www.aapexshow.com) for more information on how you can elevate your shop.

## 7. Look For 1% Each Day

A simple idea is brought to life by James Clear in his bestselling book, *Atomic Habits*. Clear says, “If you get one percent better each day for one year, you’ll end up 37 times better by the time you are done.”

Just like that flight from LAX-JFK, being 1% off course can make a huge difference in the end, yet making even the smallest course corrections along the way will make the difference in achieving, exceeding or completely missing your goals!

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pick up the process map of another employee who might be out on leave or vacation and flow the steps exactly. This is highly critical. Write the map in a way that no doubt is left. Script words tell how to use the phone or computer, in essence, everything the employee will need to autonomously work in that post.

## The Magic Of Google Drive

Google Drive is a file storage and synchronization service that enables user cloud storage, file sharing and collaborative editing. Google Drive really shines when it comes to process maps. With the sharing feature, you can choose who has access to a document, which makes it perfect for the process map model. You can keep one version of each process map on the drive, set up individual folders with different rights for different users, and have a complete, off-site, backed operations manual. Here is the cool thing, can be accessed from anywhere, and the content can be dynamically changed without reprinting an entire manual!

## Putting It All Together

Technology, it's a beautiful thing (at least it is when put together to serve you, not you serve technology). The process is simple:

1. Build your process maps
2. Get team buy-in
3. Document each post
4. Put the maps on Google Drive
5. If needed, you can even schedule each post on Google Calendar.

Please take a look at our example below, it may clear up the system. I'm happy to answer any questions you might have about this, or explain the process should you have a question. Please call or email me directly; it would be my pleasure to assist.

## 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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Pasadena, CA 91104-2650

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# ASCCA Advantage

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

## The ASCCA Advantage is:

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



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



## ASCCA Members Get Access to Corporate Partner Discounts and Benefits

### Business Supplies, Equipment & Services



AESwave specializes in sales and support of automotive diagnostic equipment.

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



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

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



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

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



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

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



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

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



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

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



Mail Shark helps auto repair shops, quick lube, and tire dealers acquire and retain more customers with strategic weekly direct mail marketing. Our weekly mail marketing strategy provides the ultimate flexibility to customize a mailing and payment schedule that aligns perfectly with every shop's goals and budget.

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



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

John Hartman (619) 300-4910  
john\_hartman@genpt.com



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

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



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

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



Mechanics Marketplace offers the Automotive industry 3 staffing solutions!

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

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



## Education, Training & Business Coaching



ATI is the leading coaching and training company, with more than 1,700 active members who represent the best shops in the US and Canada. We help independent auto repair and collision repair shop owners improve their businesses and their lives, with proven, measurable, and field-tested strategies and practices.

Karen Dee (301) 575-9102  
contact@autotraining.net



ESI provides repair shops with up-to-date full facility training for management and personnel. ASCCA Members get: exclusive access to discounted training courses; \$700 cost savings on every Service Writer course and \$55 on every seminar (space limited); and FREE 30 minutes of business consulting advice per month.

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

## Insurance & Legal Services



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

Customer Service (530) 668-2777



CoreMark's team of highly qualified Employee Benefits Consultants offer ASCCA members their valuable support tools and resources proactively helping businesses be in compliance. CoreMark advises ASCCA members on how to make the best possible benefits investment decisions for their businesses as well as attracting and retaining the best talent to grow their business.

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



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

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

## Internet Marketing, Web Design & Search Engine Optimization



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

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



The Kukui All in One Success Platform provides auto repair shops with a custom website, SEO reliability, robust CRM, PPC management, call tracking, online appointment setting, online payments, social media management, review management, and intuitive analytics. You can also take advantage of customer engagement and trust-building solutions like digital vehicle inspections as well as automated postcard, email and text marketing campaigns.

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



RepairPal has over 3,000 Certified shops in its network. These high quality shops offer at least a 12/12 warranty, have a high customer satisfaction rating, and guaranteed fair prices. Millions of monthly website visitors are matched with trustworthy shops in their area and the average customer spends \$600 on their first shop visit. Companies like USAA, CarMax, Consumer Reports, and Verizon send their members and customers to RepairPal Certified shops.

Darrin Baum (916) 826-7195  
dbaum@repairpal.com



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

customerservice  
@optimizesocialmedia.net  
(855) 676-1212



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

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

## Merchant Service/Payment Platform



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

Doug Manske (720) 782-5783  
dmanske@360payments.com



DFG provides credit card processing, mobile payments, and text to pay options with great rates and personal service. ASCCA auto shops a \$350 savings or check rebate each year when processing all of their credit card payments with DFG.

Shannon Devery (877) 326-2799  
shannon@dis-sangabrielvalley.com





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

Jess Elshere (530) 360-6085  
jess@facepay.io

## Software Providers



Shop-Ware shop management software is the #1 choice for multi-shop and single location operators. Cloud-based technology allows you to write repair orders in seconds and share them with your customers for instant approvals. Win back wasted time, increase shop profits, and get more 5-star reviews.

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



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

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



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

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



Shop Boss is a leading shop management software for independent auto repair shops. This software facilitates smooth day-to-day operations with its integrated features such as auto repair labor guide, estimating, parts ordering, markup calculator and customer self-check-in.

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

## Uniform and First Aid Services



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

Robert Faulkenberry  
(303) 591-4102  
faulkenberryR@cintas.com

## Additional Benefits of ASCCA Membership

### Government Affairs & Political Representation

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

### Member-to-Member Communications

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

### Local Chapter Events

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

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

To learn more about ASCCA member benefits visit  
[www.ascca.com/memberbenefits](http://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	<a href="mailto:abec@petrospecsbg.com">abec@petrospecsbg.com</a>
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	<a href="mailto:hansonmrktg@aol.com">hansonmrktg@aol.com</a>
Hawley Insurance Services	Bruce Hawley	714-865-2907	<a href="mailto:bruce@hawleyinsuranceservices.com">bruce@hawleyinsuranceservices.com</a>
Highpoint Distributing	Tim Huddleston	805-584-0030	<a href="mailto:tim@irwindalespeedway.com">tim@irwindalespeedway.com</a>
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	<a href="mailto:rlewis@jasperengines.com">rlewis@jasperengines.com</a>
Mark Christopher Auto Center	Joe Gomez	562-221-6273	<a href="mailto:jggomez@markchristopher.com">jggomez@markchristopher.com</a>
Norm Blieden CPA	Norm Blieden	626-440-9511	<a href="mailto:norm@bliedencpa.com">norm@bliedencpa.com</a>
SC Fuels & Lubes	Dennis Giardina	310-722-3357	<a href="mailto:giardinad@scfuels.com">giardinad@scfuels.com</a>
Undercar Plus	Blake Avelar	310-350-3083	<a href="mailto:blake@undercarplus.com">blake@undercarplus.com</a>
Van de Pol Petroleum	Wes Powell	562-236-1000	<a href="mailto:wpowell@ineedoil.com">wpowell@ineedoil.com</a>

***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](mailto:asca.05@gmail.com)***

# ASCCA Chapter 5 2023 Board of Directors

## Executive Board

**President.....Tim Chakarian**  
 Phone..... (626) 792-9222  
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**Vice-President.....Wendy Lucko**  
 Phone..... (626) 340-9790  
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**Secretary.....Ani Papirian**  
 Phone .....(818) 512-3948  
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**Treasurer.....Thomas Maimone**  
 Phone..... (626) 676-0659  
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## 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 & Membership .....Joseph Appler  
 Phone.....(626) 296-6961  
 Text/Cell.....(818)482-0590  
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 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](mailto:GPeterson@amgroup.us)

**Deputy Executive Director**  
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**Membership Services**  
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**Accounting Executive**  
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**Manager Digital and Social Media**  
 Sarah Austin.....(800) 810-4272 x110 or [SAustin@amgroup.us](mailto:SAustin@amgroup.us)

**Events Manager**  
 Becky McGuire.....(800) 810-4272 x118 or [BMcguire@amgroup.us](mailto:BMcguire@amgroup.us)

**Communications Manager**  
 Ryan King.....(800) 810-4272 x122 or [RKing@amgroup.us](mailto:RKing@amgroup.us)

**ASCCA Attorney**  
 Jack Molodanof .....(916) 447-0313 or [Jack@mgrco.org](mailto:Jack@mgrco.org)

## Government Offices/Contacts

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 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/](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/>