



ASCCA Foothills Chapter 5

February, 2021

Join us for a moderated "Open Forum" as we hear how two member shops streamlined operations and improved productivity by setting and meeting reasonable expectations!

Do you get frustrated when your techs or service advisors drop the ball and you have to pick it up?

Learn how to set reasonable and clear expectations and place the right people in the right jobs.

We will also hear from Craig Johnson about how to access the NASTF portal.

You can join us from your home, shop, or wherever you are via the Zoom link in this invite or in the emails I send you.

At the end of the meeting, we will draw four Chapter 5 members for our "Shop Drawing."

The winners will have a choice of \$50 cash or \$100 Chapter Dues credit. Your choice!

You must be a member in good standing and present for the full meeting to qualify. *If none of the first four are present, we will keep drawing until we have a winner!!!*

Our program begins at 6:30, but you can join earlier if you want to hang out and touch base with other chapter members. We will be available from 6:15 on.

Click below or copy and paste this link in your browser. I will also send emails with the link.

<https://us02web.zoom.us/j/82891141814>

If you have questions, email us at ascca.05@gmail.com or call 626-296-6961

UPCOMING MEETINGS & EVENTS

February 2, 2021 - Open forum on "Setting Reasonable Expectations" via Zoom

President's Message:



Greetings

Hope all is well and everyone is doing great.

The north finally shared it's rain with us; were you ready?

They are slowly lifting more COVID-19 restrictions. Will we get flooded like with the first rain?

New automotive repair industry restrictions and laws are coming, or are already here. Are you prepared? Do you know what changed? Thankfully being in ASCCA we have the great people and resources to help us keep in compliance and avoid costly fines.

Please join us February 2 on ZOOM to see how others have been doing with "Setting Reasonable Expectations" as our main topic. We will also hear from Craig Johnson about the importance of the NASTF website and how to access it.

Hope to see or hear you then.

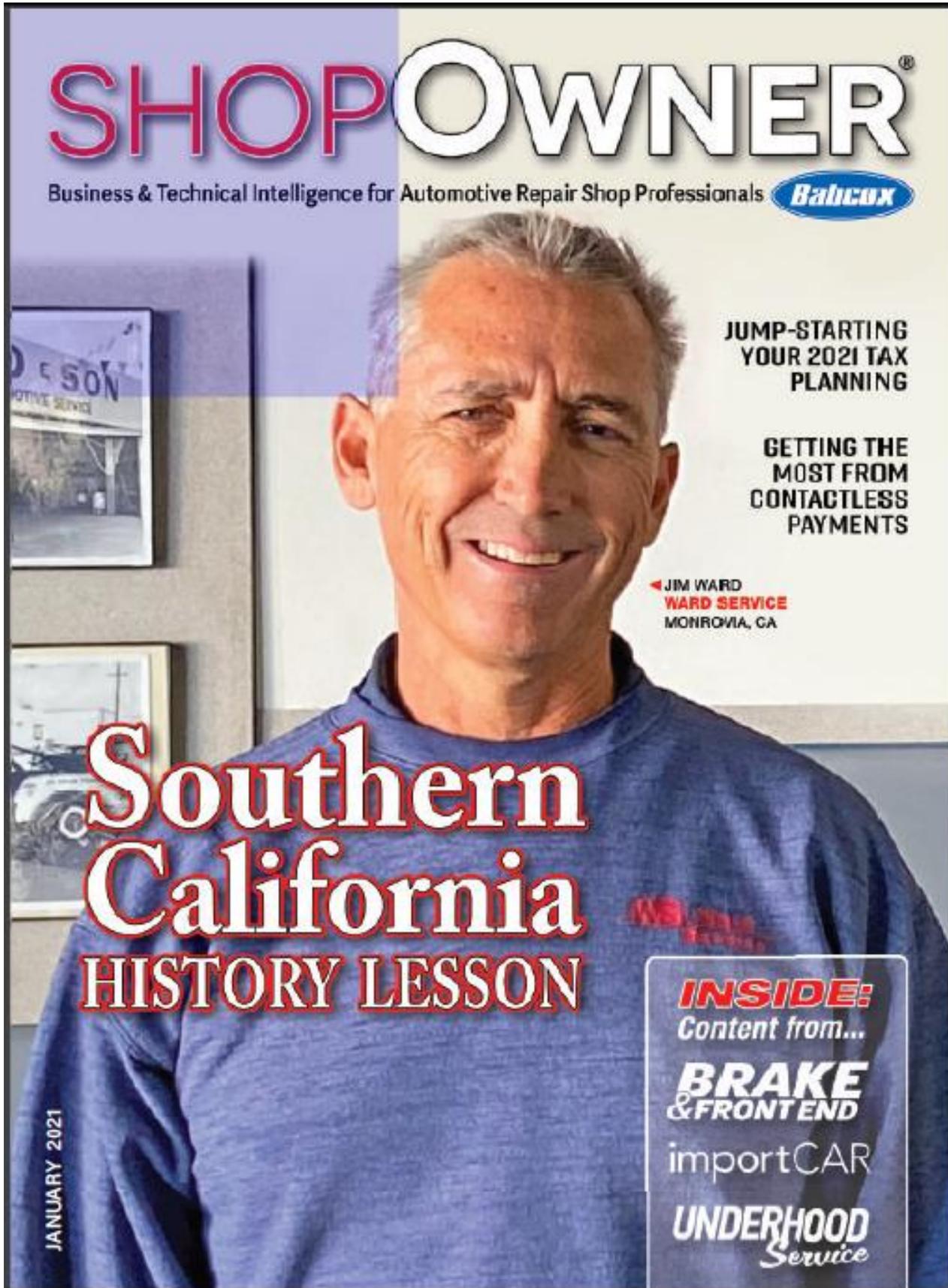
Thank you for being involved! If you know anyone else who needs us or would be a good shop for us PLEASE get in touch with us. The more members we have, the more voice we have.

Thank you

A handwritten signature in brown ink that reads "Kirk Haslam".

Kirk Haslam
President, ASCCA Chapter 5
Advance Muffler
1234 E. Walnut St.
Pasadena, CA 91106

Congratulations to Chapter 5 Shop and Board Member Jim Ward of Ward's Service in Monrovia for making the cover of ShopOwner in January, 2021!
Click (or ctrl-click) on the picture for the article in the digital magazine.



Chapter 5 Dues Rebate!

Your ASCCA State dues increased by \$50 for 2021. However, if you pay your 2021 ASCCA dues in full by the end of March, 2021, Chapter 5 will rebate \$50 to you.

Don't miss this opportunity to enjoy 2021 membership at the 2020 price!

Free Membership in ASCCA?

(Read how some members have used the benefits to get their dues back... & more!)

I recently signed on with the ASCCA \ G&K Uniform Program. My weekly savings from what I was paying pays not only my ASCCA dues, but I have money left over. Great people to work with throughout the transition. Thanks, Endorsements Committee, for putting another great program together for the members. - G. D.

I have to add that I, too, saved a ton with G&K... The G&K savings is a great ASCCA benefit, and my free logo mat is so awesome, I ordered three more. - D. G.

I would second the comments here. As most people know, I am very cost conscience (nice way of saying cheap) with my vendors. G&K, with our ASCCA plan, absolutely blew my garment companies prices out of the water. Saved way more than my ASCCA dues. Another home run for Tracy and her committee.- A.P.

As was stated "Saved way more than my ASCCA dues," ditto. Plus Two jackets per user, two coveralls per user, double my fender cover, shop rag count and that wonderful personalized door mat advertising ASCCA, Napa Auto Care and my Shop. This is a no-brainer. Make the call. (Includes one extra uniform per week for yours truly.) - S. T.

Unbelievable pricing. Excellent Service. What more could you ask for? -M. K.

(Excerpts taken from Team Talk postings)

DISCLAIMER

The Automotive Service Councils of California, their officers, board members, employees, members and affiliates in no way warrant the quality, competency, or merchantability of any goods or services advertised in this publication. In connection with this disclaimer, the Automotive Service Councils of California in no way warrant or insure the goods or services described herein, and each and every individual contracting with these manufacturers shall do so at their own risk. Furthermore, individuals utilizing these services are forewarned that the Automotive Service Councils of California have conducted no investigation into any representations made in any advertising, literature, or ad distributed by the advertisers in this or any other publication. Additionally, please be advised that the opinions and comments expressed by the contributors to this periodical are those of the contributors alone and do not necessarily reflect the opinions of the Automotive Service Councils of California, or ASCCA Chapter 5, or their officers, directors, members or staff.

ASCCA Foothill Chapter 5 Member Benefits

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**.

Shop to Shop Networking

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.

Merchant Processing Digital Financial Group

In addition to personalized 24/7 service and the most competitive rates available, you receive an annual \$350 rebate which covers almost half your ASCCA 5 membership dues.

Free Legal Counsel Molodanof Government Relations

FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!

Uniform Discounts Cintas

Nationally recognized supplier of customer apparel and related products. Deeply discounted services & products for ASCCA members.

Free CPA & Business Consultation Norm Blieden

All ASCCA Chapter 5 members are entitled to thirty (30) minutes of free telephone consultation each month.

Discounted or Free Training

Our Chapter hosts management and technical seminars throughout the year with a 50% to 100% rebate of seminar fees after you attend the class.

TeamTalk

Team Talk is one of ASCCA's most popular benefits. It's an open online forum for members to network, offer or seek advice on vehicle repair, find industry resources, or discuss any issues of relevance to the automotive industry.

Discounted or Free Training - ESi

Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel.

- ASCCA discount for training courses.
- FREE 30 minutes of business consulting per month.

**Check out other Benefits on the
ASCCA Advantage on pages 14-16
in this newsletter**

Tax and Business Tips from Norm Blieden, CPA

Organized Business Records Save Time and Money

Here are some suggestions to help you master the art of **documenting and organizing your business** now and in the future.

- **Document policies and procedures.** Write down daily responsibilities, skills needed to complete tasks related to these responsibilities, and the location of all paper and electronic files. Appoint and cross-train backup staff to ensure these daily tasks are done.
- **Document your succession plan.** It may not be for another 10 or 20 years, but documenting your succession plan is critical for both you as the owner and for your employees. Consider how much longer you plan on owning the business and who you have in mind to take over after you leave. If you currently don't have a successor in mind, document your plan to either train or find this person(s).
- **Document your tax planning strategy.** Be aware of possible tax incentives, such as credits for hiring certain workers and accelerated depreciation available for acquiring business assets. For example, for asset purchases, retain receipts and record the purchase details. These details include the type of equipment, the acquisition date, the amount of the purchase, the date you began using the equipment, and a schedule of related set-up costs.
- **Organize your daily documents.** Organize your desk by shredding documents with sensitive information and scanning older papers into computer files. The most efficient method is to scan, file, and shred as soon as you are finished with a document. If you don't have time, consider assigning document organization to specific employees and making it a task to be completed on a daily basis.

You're busy, and you may feel that organizing your records will take more time than you have available. But spend a minute and consider how using these organizational tips may save you not only time, but money as well.

Hiring Family Members - What You Need to Know!

Many business owners hire their children, their spouse, or other family members to work in their business. Sometimes this works out well. Other times it causes problems. Let's look at the pros and cons of putting family members on your payroll.

Hiring your children

Hiring your kids for a summer or part-time job usually has more tax advantages and fewer drawbacks than hiring other relatives. The financial advantage is that if you're paying your child to do useful work, the business gets a tax deduction for the wages paid. Your child will probably pay little or no income tax, and the after-tax wages stays in the family.

Follow certain steps to make sure the wages are fully deductible. The child must be doing a real job that helps the business, and the wages must be reasonable for the work performed. Keep detailed records of hours worked and pay salary regularly, preferably on the same schedule as other employees. In other words, treat your child just like any regular employee.

Hiring your spouse or other relatives

An advantage to hiring your spouse or other relatives are that you have an employee whom you know well, and who may be more motivated or more flexible than a non-family member. And in many family-owned businesses, it's a powerful way to train the next generation who will take over leadership.

That same familiarity can bring disadvantages, however.

Few families are without some internal or intergenerational conflict, and that can be disastrous if it spills over into the workplace. You must also consider the effect on other employees. Any sign of favoritism or unequal treatment can cause resentment and ruin the motivation of other employees.

There could be tax benefits

In addition, depending on how your business is organized and the age of your child, you may be able to avoid paying Social Security, Medicare, and unemployment on their wages. To qualify, you must be a sole proprietor or a husband-wife eligible partnership and your child must be **under the age of 18**.

Be cautious moving forward

There are plenty of businesses where hiring family members has worked out just fine, but other businesses where it didn't work out.

So think long and hard before you bring family members into the business. Talk to them and to your key employees beforehand so everyone understands and is comfortable with their roles in the company.

As always, should you have any questions or concerns regarding your tax situation please feel free to call Norm Blieden, CPA at (626) 440-9511

IT Security Tip: POP QUIZ: You're hacked...what do you do?

Submitted by Gene Morrill

IT Security Tip: POP QUIZ: You're hacked...what do you do? Think fast: what's the first thing you do after realizing you just replied to the e-mail from the Nigerian prince wanting to give you a sum of \$34 million? Okay, you most likely didn't reply to that...but let's suppose you suddenly realize your machine or device has been compromised. Do you know what to do immediately?

First, physically disconnect the device from your company's network (if appropriate) and the Internet by disconnecting the WiFi. Next, call US, your IT company, and report the incident. Even if you suspect something is going on, follow these steps. Do NOT ignore it, click it away or try to fix it yourself.

If you're an employer, work with your IT company to create step-by-step instructions on what to do if employees believe they have witnessed a cyber-incident. Training needs to happen NOW, not when the problem is happening. Even the simple instructions above can save you from having a nasty virus spread throughout your organization and to your clients.

Cybercrime is at an all-time high, and hackers are setting their sights on small and medium businesses who are "low hanging fruit." Don't be their next victim! [Click here](#) to download this free report that reveals the most common ways that hackers get in and how to protect yourself today.

Perhaps not...

PRO TIP:

To drain all the oil, squeeze the car real good.



Submitted by Kirk Haslam

Hire Good Character, Develop A Leader

SHOPOWNER

By [David Rogers](#)

Originally published in ShopOwnerMag.com on Oct 14, 2019

Click [HERE](#) for original article.

One of the most common questions I hear from shop owners is: “I need to hire a leader. How do I do that?”

Here’s the hard truth though ... you can’t. It’s just not possible. You can’t simply hire someone who will walk into your business, know exactly what to do and establish the dynamic leadership and workflow systems you need to make your shop successful. If this were the case, you wouldn’t be reading this article.

So that’s the bad news. The good news is that by learning how to look for leadership qualities during the hiring process and learning how to apply some leadership-development tools to your new employees, you can ultimately hire a leader who’ll be able to run a tight ship, take work off your plate and improve your shop’s bottom line.

INTERVIEW METICULOUSLY

During the hiring process, you need to be as diligent and discerning as possible, especially when you’re looking for a shop leader. Potential for leadership is the biggest thing you’re looking for, in addition to quality character and industry knowledge.

A trap a lot of hiring managers fall into is making hires based on assumptions, guesses or simply a good resume. This is a mistake, and when you hire someone based on a gut feeling or list of fancy job titles, you fall into it hook, line and sinker. When that person ends up failing – an inevitability in my experience – everyone involved is upset. Furthermore, you end up second-guessing yourself and go into “analysis paralysis” during the next round of hiring.

During interviews, you must determine if an individual possesses the character traits you need them to have for your shop to be successful. Don’t be fooled by smooth talkers who are great at interviews but offer little in the way of substance.

A lot of times, individuals seeking positions of power within our industry are looking to build their own empire or feed their own ego – not help your shop succeed. I’ve seen this happen many times before. These self-interested individuals will turn your team against you, create culture problems and cost you customers/profits galore. And trying to get rid of them can be even more problematic.

Just like anything else, practice makes perfect, and the more interviews you conduct, the better you’ll get at intuitively picking up on who will be a motivated employee that can bring leadership attributes to the table and who won’t.

TRAIN & GAIN

The biggest mistake I see shop owners make is hiring a new employee and expecting them to understand how they’re supposed to do the job.

Again, this is simply an unrealistic expectation to have, even if they were a manager before with good references. You need to make training the highest priority for every new employee you bring on board.

A good number of shop owners I’ve spoken to over the years have been reticent to make training a priority because they “don’t have time.” This is a big mistake.

Investing in training at the start of an employee’s tenure with your shop yields an extremely high ROI. You’ll be saving yourself time down the road because an employee who isn’t 110% sure of your expectations and the best way to operate within your shop’s culture will inevitably falter and force you to make corrections on their words and behavior.

The time it takes to unwind a person once they’ve become comfortable in their bad habits is five times what it would have taken to train them the right way in the first place ... and they all have bad habits.

It’s important that a new employee learns why you do things the way you do them in addition to what is expected of them.

(Continued on page 9)

(Continued from page 8)

People aren't pets – you can't just tell them to get off the furniture or to stop barking. You need to explain the reasons why your shop does things a certain way, especially if they're veterans of other shops, because they all have picked up some different or bad habits at some point in their career.

Once they get comfortable in the new environment with their old ways, it is much harder to reverse. After all, if you have a knot, do you continue to apply pressure to both ends for it to come loose? Of course not. People are the same way – if you continue to put pressure on them after they've gotten into game shape, they won't work properly and will ultimately break.

By using training as the foundation for building a sturdy employee, you'll bridge the gap between their skill set and the personality traits you liked in the interview process. You'll cement new habits and standards.

BE THOROUGH!

Before your perspective leader even talks to a customer, they should know the ins and outs of your shop extremely well.

You should give your new employee at least a few weeks before letting them loose. Does this mean they're just sitting around and watching for two weeks? Heck no!

Every single aspect of your shop's culture and modus operandi should be hammered home during this training phase. Answering phones, signing customers in, filling out forms – all these tasks need to be perfected by repeating them over and over again while explaining to them "the why" of each step in each process.

If your new employee doesn't get these small things down, they'll never be able to move on to the more "big picture" tasks you hired them to fulfill in the first place.

ENCOURAGE GROWTH – IN YOUR TEAM & YOURSELF

Once you have a quality employee in place, the next step is fostering a quality leader.

The main thing to remember in this phase is to nurture the qualities about your employee that you first saw potential in during the interview process. Encourage these traits and give him or her opportunities to develop them – slowly, but gradually giving them more responsibility and more power.

It can be tough for some shop owners to relinquish power, but this is imperative to the leadership-development process – for your employee and for yourself!

As we seek to improve someone else's behavior, we as shop owners must work on our own as well.

My own leadership style has drastically changed over the years. I started out as a drill sergeant, complete with a vocabulary that would make most sailors blush, using my size (I'm a big guy) to intimidate my underlings to do what I wanted. I had to work on myself in order to become a more dynamic – and effective – leader. I recognized the limitations of my abrasive leadership style and took steps to keep my emotions in check, resulting in a better leadership style that has led to better, longer-lasting employees and higher profits.

If you want your staff to grow, you must do the same, so be cognizant of your leadership style and what you can do to improve yourself in order to improve your business.

Raise the bar for yourself, and your whole shop will follow suit!

David Rogers is the president of Auto Profit Masters and Shop4D, the industry's first AI-driven, all-in-one shop-management system that allows each component – from the point of sale to labor guides, inspections, marketing, estimating, parts ordering and even shop management – to talk to one another, improving efficiency and saving money. Learn more and register for a free webinar at shop4d.com. Reach David via email at contact@shop4d.com or toll-free at 866-826-7911.

Crisis Brings Clarity



[Joe Marconi](#) This story was originally published in Ratchet+Wrench on January 1, 2021

For decades I took pride in the fact that throughout economic downturns, not one of my employees ever lost their job. This time it was different. With sales and revenue down nearly 80 percent this past March and April, I had no choice but to trim the staff.

At first, I took it hard. After all, these are people with families. However, every crisis brings clarity. As time passed, I realized some of the employees that were let go did not fit the profile we'd need to rebuild the business. Some of them never returned, and I was OK with that. In fact, it was just what the business needed.

As a general rule, layoffs are not a good sign. It tells employees that the company they work for has financial problems and perhaps more layoffs are coming. It takes a strong leader and the right workplace culture to survive the emotional impact of employees seeing some of their coworkers laid off.

The day after the layoffs, I brought the entire team together to share an open and honest assessment. I told them "I cannot tell you with certainty how hard this virus will hit us. I cannot tell you what the total economic impact will be. I'm not going to sugarcoat it either. We may have a rough road ahead. What I can tell you is that we have a plan, and we will not only survive this, but we will be stronger and more resilient when this curse is behind us!"

My crystal ball that day was just as cloudy as everyone else's. I have never been in a situation like this with so many uncertainties. At the start of the crisis, I wondered and worried like everyone else. But pity parties don't move companies forward. People do. Let me restate that, the right people do. I knew that I had to be brutally honest with my team and provide a vision, optimism, and a plan to move forward.

A month later, we were recruiting and in six weeks we'd rebuilt our staff to pre-COVID levels. Attitude and culture overshadowed all other attributes. Our focus was not necessarily on skill set. Our focus was on finding people with the right attitude and the right ethics. Again, crisis had brought clarity.

With my new team in place, I focused first on morale and team spirit, rather than pushing sales or production goals. I knew that reinforcing team spirit would eventually result in reaching our business goals—those goals have more to do with employing the right people who share a common mission. I stuck to my belief that with the right people in the right work environment, the numbers would take care of itself.

Business success does not create high morale or a strong culture either. It's the other way around. Just a few weeks ago, I was working late with my manager when we walked out of my office to find two techs that had punched out at least an hour earlier. They were working on their own time to solve a tough electrical problem on a Cadillac. When I asked what they were doing there, one of the techs replied "This car ain't going to beat us. We'll figure out the problem, boss." I thanked them over and over for their effort before encouraging them to head home and tackle it the next day. For me, this was proof that culture and morale are crucial in determining business success.

I hope I never have to lay off another employee. I did what was needed at that time. This crisis has made it clear that business success is a function of assembling the right people. There will be more crises to test our resolve in the future. You can count on it. We need to be ready. We need to build a healthy cash reserve, have our marketing and business plans in place, we need to know our numbers and create our goals. But the way to ensure you triumph in the face of uncertainty really lies with the people you have around you.

Joe Marconi has more than three decades of experience in the automotive repair industry. He is the owner of Osceola Garage in Baldwin Place, N.Y., a business development coach for Elite Worldwide and co-founder of autoshopowner.com. Reach him at j.marconi@eliteworldwide.com.

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.

Welcome to our newest members!

They made a great decision when they decided to take advantage of our membership drive special offer.

Reach out to shop owners you know



Roberto Oliva of Rob's Service Center in Chatsworth. Joined September, 2020!

who want to take their shop to the next level. When they join



Javier Mendez of Jo's Garage, Inc. in Alhambra. Joined November, 2020!



Greg Hwang of House Automotive in Pasadena. Joined November, 2020!

for a year, you will qualify for a \$125 referral fee!

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 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 and our Seminar Committee Chair, Tim Chakarian of Bimmer PhD, 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 Tim your ideas and suggestions for seminars & we will try to schedule the seminars you want. (626) 792-9222.
- 5. MONTHLY & QUARTERLY 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. Once a quarter you'll receive the newsletter from the State Association Office.
- 6. THE FOOTHILL CHAPTER WEBSITE.** This Foothill Chapter website at <http://www.asc5.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 Socials Chairman, Jack Scrafield (818) 769-2334, 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. Jack 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 ASC web page has three target audiences: 1) ASC 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 ASC members can learn more about the advantages of being an ASC member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASC members quickly and easily on the ASC web pages. All ASC members statewide are listed. Soon, your shop website will be able to have a link on the State site.
- 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.

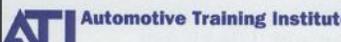
The ASCCA Advantage

The ASCCA Advantage outlines the value of ASCCA membership. We are proud to be able to offer a number of discounts and intangible benefits that are uniquely provided by our association.



Corporate Partners - Increasing Your Membership Value

BUSINESS SUPPLIES, EQUIPMENT & SERVICES		
	<p>AESwave specializes in sales and support of automotive diagnostic equipment. Each day, thousands of technicians, educators, trainers, engineers, and technical writers use products and strategies developed at AESwave.</p>	<p>Carlos Menchu, 877.351.9573 info@aeswave.com www.aeswave.com</p>
	<p>AutoZone's partnership with ASCCA will get you special pricing for Platinum Level Membership, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more! Check out their electronic ordering software which can help save you time and money.</p>	<p>Jim Gray, 704.301.1500 jim.gray@autozone.com</p>
	<p>Autologic Diagnostics is changing the game in aftermarket diagnostics by going beyond the diagnosis stage. We empower 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 by finding faults faster and more accurately, as well as repair more cars, faster with fewer mistakes.</p>	<p>Kevin Fitzpatrick 631.486.3506 kevin.fitzpatrick@autologic.com</p>
	<p>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.</p>	<p>Eric Waln, 949.337.2484 Eric Elbert, 805.490.6080, EricE@petrospecsBG.com www.petrospecsinc.com.</p>
	<p>California Employers Services has been making compliance easy since 1997. We know the laws and how they are being enforced. Everything that we provide is customized to your business' needs. Ask about our 30 day trial or our special packages and prices. ASCCA members can email or call for advice on California Labor Laws and Cal-OSHA questions!</p>	<p>Dave Fischer, 559.472.3542 cesyes@hotmail.com www.ces today.com</p>
	<p>DFC is the leading manufacturer of award-winning automotive braking systems. They maintain a huge selection of brake parts for all domestic and foreign vehicle applications. Their engineers, product managers, and R&D staff work hard to give their customers first-to-market advantage.</p>	<p>Dan Biezonsky, 951.200.0953 danb@dynamicfriction.com www.dynamicfriction.com</p>
	<p>LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.</p>	<p>Steven Poole, 562.320.2398 SJPoole@lkqcorp.com</p>
	<p>Mail Shark approaches direct mail strategically by providing penetration reports and demographic analysis to make sure you're reaching the right people. They'll make it easier for you to grow your car count, manage your budget.</p>	<p>Josh Davis, 484.648.8626 josh@themailshark.com www.themailshark.com/ascca</p>
	<p>The leader in automotive thermostats; fuel, oil and coolant caps sold to the North American automotive aftermarket. Their line of thermostats is one of the most advanced in the automotive industry, using state-of-the-art manufacturing equipment, with strict quality control and functional testing, ensuring high quality and long-lasting products.</p>	<p>Sean Ruitenber, 618.599.5196 sean.ruitenber@motoradusa.com</p>
	<p>NAPA Auto Care is the largest aftermarket repair network in the country with over 16,000 independently owned and nationally recognizes automotive, collision, and truck service centers. NAPA's mission is to help all member businesses increase their car count and sell more services.</p>	<p>John Hartman, 619.300.4910 SoCal District Sales Manager john_hartman@genpt.com</p>

 <p>DEDICATED TO THE PROFESSIONAL</p>	<p>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.</p>	<p>Sergio Gonzales, 916.962.3270 ASCCA@oreillyauto.com www.oreillyauto.com</p>
	<p>WORLD PAC supplies automotive replacement parts directly from the most respected manufacturers in the industry. Their speedDIAL Parts Catalog and Fulfillment Ordering System can check real-time parts availability. Technical Training, Business Management Solutions, and other services for independent shops are taught by experienced professional instructors.</p>	<p>Rob Morrell, 510.755.6058 rmkroll@gmail.com www.worldpac.com</p>
<p>EDUCATION PROVIDERS</p>		
 <p>Automotive Coaching and Training</p>	<p>The ACT Group is a partnership of long time automotive industry experts. Former Technicians, Service Writers, Managers, General Managers and owners of automotive facilities offer their expertise in a strong variety of industry training classes. Discounts are available to ASCCA members, including \$200.00 off our Service Advisor Classes.</p>	<p>Ray Kunz, 916.588.0775 ray@automotivecoachingandtraining.com www.automotivecoachingandtraining.com</p>
	<p>ATI has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years.</p> <ul style="list-style-type: none"> • They are the industry leader in automotive business coaching providing expert management and consulting services. Get weekly business coaching from an industry expert and classes in marketing, hiring, finance, leadership and sales. 	<p>Jim Silverman, 301.575.9140 jsilverman@autotraining.net www.autotraining.net</p>
 <p>Power Your Shop • Fuel Your Freedom</p>	<p>DRIVE is the premiere automotive and truck repair consulting and training company. With over 25 years of experience, their continuing aim is to provide shop owners with best-in-class training, organizational skills and management tools. The goal of DRIVE is to fully arm shop owners with every executive and management ability needed to win.</p>	<p>Carolyn Gray 818.863.1077 cgray@driveshops.com</p>
 <p>Educational Seminars Institute Automotive Management Specialists</p>	<p>Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel.</p> <ul style="list-style-type: none"> • ASCCA Members have exclusive access to discounted training courses. • Save \$800 on every Service Writer course and \$55 on every seminar. (Space limited.) • FREE 30 minutes of business consulting advice per month. 	<p>Maylan Newton 866.526.3039 maylan@esiseminars.com</p>
<p>INSURANCE & LEGAL SERVICES</p>		
 <p>Insurance Services</p>	<p>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. Includes an enrollment discount of \$100</p>	<p>Customer Service, 530.668.2777 www.armstrongprofessional.com</p>
 <p>INSURANCE SERVICES, INC</p>	<p>Competitive dental & vision plans exclusively available to ASCCA members.</p>	<p>Mat Naby, 916.286.0918 mnaby@coremarkins.com</p>
<p>Molodanof Government Relations</p>	<p>FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!</p>	<p>Jack Molodanof, 916.447.0313 jack@mgrco.org www.mgrco.org</p>
<p>INTERNET MARKETING, WEB DESIGN & SEARCH ENGINE OPTIMIZATION</p>		
 <p>BROADLY.COM</p>	<p>Through internet marketing, Broadly gets great customer reviews on Google, Facebook, and other review sites. ASCCA members get a FREE account set-up (valued at \$200).</p>	<p>Laura Nelson, 800.693.1089 marketing@broadly.com www.broadly.com</p>
	<p>The Kukui All in One Success Platform provides solutions for custom online marketing tools, website design, customer relation management, search engine marketing, email marketing and customer retention, and revenue tracking tools. Kukui will help you track stats about new clients, your customer retention rate, and will help you track areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design.</p>	<p>Todd Westerlund 925.980.8012 Todd@kukui.com or Patrick Egan 805.259.3679 Patrick@kukui.com www.kukui.com</p>

WWW.ASCCA.COM

 <p>MUDLICK™ MARKETING DATA DRIVEN DIRECT RESPONSE</p>	<p>Mudlick Marketing is proud to offer a Multi-Channel Marketing Platform where our clients have access to powerful direct mail and digital services to help grow their business. We will help you use your data to make buying decisions, offer in-house financing, and our weekly flex pay and flex mail programs make us very affordable. In addition, ASCCA Members will be offered \$250 off their first customer mailing and 10% off all our digital programs.</p>	<p>Danielle Ray, 470.299.7374 Dray@mudlick.com http://mudlickmail.com</p>
	<p>Join the nation's largest network of elite auto repair shops. RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. RepairPal shops gets 8-10 new customer contacts per month, with an average repair order over \$500. (Estimated new business \$48,000/year)</p>	<p>Evan DeMik, 415.595.3346 evan@repairpal.com www.repairpal.com</p>
<p>MERCHANT SERVICES</p>		
	<p>Receive up to a \$350 rebate on your ASCCA State dues when you use DFG to process your credit cards. Call for a free no obligation consultation.</p>	<p>Shannon Devery 877.326.2799 www.digitalfg.com/</p>
<p>SOFTWARE PROVIDERS</p>		
	<p>ALLDATA's automotive diagnostic and repair software, with OEM-direct repair information for accurate car repairs, is trusted by more than 400,000 technicians in more than 100,000 shops nationwide. Covering more than 38,000 engine-specific vehicles, ALLDATA provides auto repair shops a suite of products to help increase the daily car count, improve processes and provide quality repairs to keep customers satisfied.</p>	<p>Chuck Bennett 512.285.0307 Charles.bennett@alldata.com www.alldata.com</p>
	<p>BOLT ON TECHNOLOGY equips the automotive repair and maintenance aftermarket with award-winning technology tools to improve customer communication. Along with ongoing training and support, BOLT ON's mobile and digital tools also reduce problems inherent in the service process, while increasing shop productivity, revenue, and customer satisfaction.</p>	<p>Tim Cifelli 610.400.1019 tcifelli@boltontechnology.com</p>
	<p>The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. Ask for a special ASCCA member rate.</p>	<p>Matt Ellinwood, 415.890.0906 x106 matt@shop-ware.com.</p>
<p>UNIFORM SERVICES</p>		
	<p>Nationally recognized supplier of customer and employee apparel & janitorial services with thier special ASCCA package. Keep your employees on brand, your bathrooms stocked, floors clean, and much more. Let Cintas take care of your shop's maintenance needs and get exclusive pricing with your ASCCA membership.</p>	<p>Jessica Essad, 775.813.8954 EssadJ@cintas.com http://cintas.com/</p>

ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

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

Proudly Display Your ASCCA Affiliation – Use of ASCCA sign, code of ethics, and logo for use on invoices, customer forms, etc.

Communications – The ASCCA Independent newsletter, email broadcasts, news alerts, member benefit flyers and our website.

Member-to-Member Communications – The ASCCA TeamTalk list serv provides members to communicate directly with their peers on a broad range of topics facing shop owners throughout California.



Scan to learn more about your member benefits
<http://ascca.com/resources/memberbenefits>

Government Affairs & Political Representation – Bill tracking, reading and analyzing constantly changing information and tracking bills via our website. Representation at government meetings, lobbying, etc. Hugely beneficial because it ultimately affects your bottom line.

Educational Foundation – ASCCA members can also participate in the association's educational foundation that raises funds for scholarships issues to students entering into the automotive aftermarket.



Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	abec@petrospecsbg.com
DRIVE!	Carolyn Gray	818-863-1077	cgray@driveshops.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	huddle5@sbcglobal.net
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Mitchell 1 Software	Frank Joel	818-326-0602	fjoel@ix.netcom.com
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	gjardinad@scfuels.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 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 Lending Library

(Another Benefit of Membership in ASCCA5)

To use this free service, call Darren Gilbert at (626) 282-0644 or email him at gilbertmotors@yahoo.com and tell him which study guides you would like to check out. He will bring the books to the next General Meeting for you to pick up, and you then leave your credit card information as a guarantee. You are responsible for any damage or loss of the study guide. The guides must be returned to Darren at the next General Meeting or by mail. It's that simple!

C 1 - Automotive Consultant
 A 1 - Automotive Engine Repair
 A 2 - Automotive Trans/Trans Axle
 A 4 - Automotive Drivetrain
 A 4 - Automotive Suspension/Steering
 A 5 - Automotive Brakes
 A 6 - Automotive Electrical/Electronic
 A 7 - Automotive Heating/Air Conditioning
 A 8 - Automotive Engine Performance
 A9 - Diesel
 L 1 - Advanced Engine Performance
 L 2 - Med/H.D Truck Electronic Diesel
 P 1 - Parts Specialist Med/H.D Truck Dealership
 P 2 - Parts Specialist Automobile
 P 3 - Parts Specialist Truck Brakes
 P 4 - Parts Specialist General Motors
 P 9 - Med/H.D. Truck Suspension & Steering
 X 1 - Car/Light Duty Truck Exhaust Systems
 B 2 - Auto body Collision Repair - Painting/Refinishing
 B 3 - Auto body Collision - Non Structural Analysis
 B 4 - Auto Body Collision - Structural Analysis

B 5 - Auto Body Collision - Mech/Electrical Components
 B 6 - Auto Body Collision - Damage Analysis/ Estimating
 F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas
 M.M. - Engine Machinist Series
 E 2 - Truck Equipment - Electrical/Electronic Systems
 S 1 - School Bus - Body/ Special Equipment
 S 2 - School Bus - Diesel Engine
 S 3 - School Bus - Drivetrain
 S 4 - School Bus - Brakes
 S 5 - School Bus - Suspension/Steering
 S 6 - School Bus - Electrical/ Electronic
 S 7 - School Bus - Air Conditioning
 T 1 - Med/H.D. Truck - Gasoline Engines
 T 2 - Med/H.D. Truck - Diesel Engines
 T 3 - Med/H.D. Truck - Drive Train
 T 4 - Med/H.D. Truck - Brakes
 T 5 - Med/H.D. Truck - Suspension/ Steering
 T 6 - Med/H.D. Truck - Electrical/Electronic Systems
 T 7 - Med/H.D. Truck - Heating/ A.C. Systems
 T 8 - Med/H. D. Truck - Preventive Maintenance

ASCCA Chapter 5 2020 Board of Directors

Executive Board

2016

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

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

Secretary.....Craig Johnson
 Phone..... (626) 810-2281
 Email.....cjauto@verizon.net

Treasurer.....Jim Ward
 Phone..... (626) 357-8080
 Email.....jim@wardservice.com

Board of Directors

Randy Lewis..... (909) 717-9950
 Gene Morrill..... (626) 963-0814
 Darren Gilbert..... (626) 282-0644
 Johanna Reichert..... (626) 792-9222
 Mike Bedrossian..... (626) 765-6190
 Dave Label..... (626) 963-1211

Chapter Rep

Tim Chakarian(626)792-9222

Committee Chairs

Seminars & Programs

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

Government Affairs

Gene Morrill.....626) 963-0814

Associate Member Board Rep.

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

Chapter Staff

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

Chapter Contact Information

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

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

ASCCA State Contacts

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

President

Rory Balmer..... (909) 337-0082

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

Benjamin Ichimaru.(800) 810-4272 x137 or Blchimaru@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@mgreo.org

Government Offices/Contacts

US Senator Alex Padilla (D)
 Phone (202) 224-3553
 Email www.padilla.senate.gov
 US Senator Dianne Feinstein..... (D)
 Phone (310) 914-7300
 Email senator@feinstein.senate.gov
 US Rep Judy Chu..... (D-27)
 Phone (626) 304-0110
 US Rep Adam Schiff..... (D-28)
 Phone (818) 450-2900
 CA Senator Connie M. Leyva..... (D-20)
 Phone (909) 888-5360
 CA Senator Susan Rubio..... (D-22)
 Phone (626) 430-2499
 CA Senator Maria Elena Durazo..... (D-24)
 Phone (213) 483-9300
 CA Senator Anthony J. Portantino..... (D-25)
 Phone (818) 409-0400
 CA Senator Ling Ling Chang..... (R-29)
 Phone (714) 671-9474
 CA Assembly Luz Rivas..... (D-39)
 Phone (818) 504-3911
 Email Assemblymember.Rivas@assembly.ca.gov
 CA Assembly Chris Holden..... (D-41)
 Phone (626) 351-1917
 Email Assemblymember.Holden@assembly.ca.gov
 CA Assembly Laura Friedman..... (D-43)
 Phone (818) 558-3043
 Email Assemblymember.Friedman@assembly.ca.gov
 CA Assembly Jessie Gabriel..... (D-45)
 Phone (818) 904-3840
 Email..... Assemblymember.Gabriel@assembly.ca.gov
 CA Assembly Adrin Nazarian..... (D-46)
 Phone (818) 376-4246
 Email..... Assemblymember.Nazarian@assembly.ca.gov
 CA Assembly Blanca E. Rubio..... (D-48)
 Phone (626) 940-4457
 Email..... Assemblymember.Rubio@assembly.ca.gov
 CA Assembly Ed Chau..... (D-49)
 Phone (323) 264-4949
 Email..... Assemblymember.Chau@assembly.ca.gov

Government Offices/Contacts

President Donald Trump..... (R)
 Phone (202) 456-1111
 Fax..... (202) 445-4633

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

We had 33 online at our January 5st meeting with Jennifer Filzen of Rock Star Marketing.

Jennifer challenged and inspired us to make the most of social media in today's online culture. We even had 9 guests from other ASCCA chapters!

If you missed this meeting you can watch it on our YouTube channel [HERE](#) or click on the picture below.



We will continue with our monthly Zoom calls until we have the green light to resume our meetings at Mijares Mexican Restaurant.

Four shops were drawn to win \$50 cash or \$100 Chapter dues credit and we had one winner: Norm Blieden CPA. Norm graciously donated his winnings to the new ASCEF Scholarship in honor of Dick DeLoach! In February, four more shops will be drawn. If none are present, we'll keep drawing until we have a winner!

You must be present for the full meeting and in good standing to win!

**Join us on February 2 as we hear how two members learned to set reasonable expectations and how their shops benefited.
Also learn how to access the NASTF portal for crucial information.**