



# ASCCA Foothills Chapter 5

December, 2020

*Join us for our monthly Chapter 5 meeting on Tuesday,  
December 1 at 6:30 pm via ZOOM.  
“Move the Couch” by Mikey B. of BG Products*

Join us for Mikey B. as he helps us learn to implement  
the changes we've been desiring but failing to do.

Mike Bauer (aka Mikey "B") is BG Products Corporate Trainer, specializing in the Independent Market. Mike's been with BG Products for just over 20yrs. Starting out as a Sales Rep in So. Cal and now the Corporate Trainer traveling all over the US, Canada and China.

**At the end of the meeting we will draw 4 numbers for our "Shop Drawing."  
The winners will have a choice of \$50 cash or \$100 Chapter Dues credit.**  
**You must be a member in good standing and  
present for the full meeting to qualify.**  
**If none of the first 4 are present,  
we will keep drawing until we have a winner!**

The easiest way to join the ZOOM meeting is to click [HERE](#) between 6:15 and 6:30 pm.

The details of the meeting are below:

<https://us02web.zoom.us/j/82278094801>

Meeting ID: 822 7809 4801

If you have questions, email us at [ascca.05@gmail.com](mailto:ascca.05@gmail.com) or call 626-296-6961

## UPCOMING MEETINGS & EVENTS

January 5, 2021 - Jennifer Filzen of Rock Star Marketing via Zoom

## President's Message:

Greetings,

Hope you had a good Thanksgiving and are staying safe.

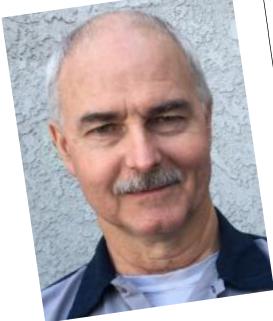
Try to join us December 1 for "Mikey B's" zoom call. Be there and learn.

Christmas is around the corner and soon a new year. We have to thank those who are helping us get through this crisis with the hopes of it ending. Other industries haven't done so well, so when you can, try to give a little back and feel blessed we have such a great chapter and organization to help us.

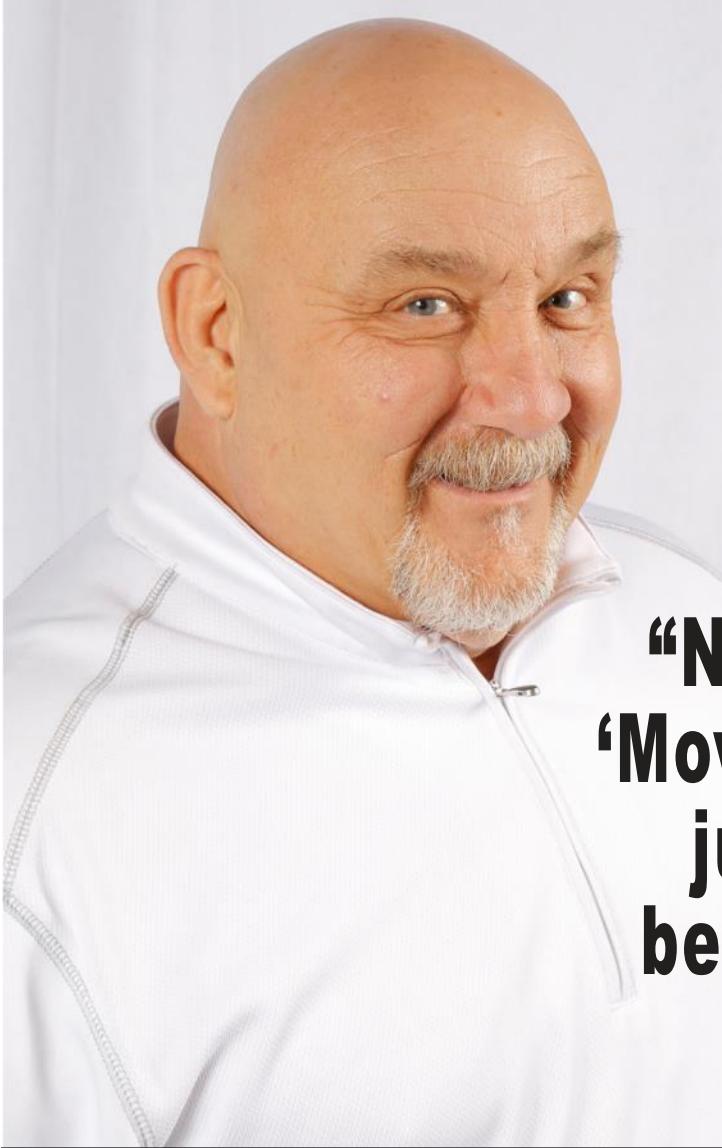
Congrats to Tim C. who is moving up to state vice-chair for the chapter Reps committee.

In the famous words of Spock: "LIVE LONG AND PROSPER."

God bless all

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

A portrait of a bald man with a grey beard and mustache, wearing a white zip-up hoodie. He is smiling and looking slightly to the right.

*Join us for our monthly Chapter 5 meeting on Tuesday, December 1 at 6:30 pm via ZOOM. "Move the Couch" by Mikey B. of BG Products*

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**"Never be afraid to  
'Move the Couch.' You  
just might find a  
better place for it!"**  
**Mikey B.**

### Move the Couch in 2021

There couldn't be a more perfect time to put 2020 behind us and come out swinging in 2021! Make your business New Year's Resolution time to ***Move the Couch!***

Mike Bauer (*aka Mikey "B"*) is BG Products Corporate Trainer, specializing in the Independent Market. Mike's been with BG Products for just over 20yrs. Starting out as a Sales Rep in So. Cal and now the Corporate Trainer traveling all over the US, Canada and China. Prior to that Mike held numerous positions in the Dealer world from "lot lizard" to Fixed Operations Director. He has a passion for the business but most of all people. It's time to get out of old habits and create new ones! Mike is also a professional actor, so he promises you won't be bored as he brings life and energy to his seminars. If nothing else you will be thoroughly entertained!

We'll be talking about:

*Overall view of the Industry, it's a good day to be an Independent!*

*B.A.R. Compliance*

*Where the business is at, how to recognize it and capture it!*

*Selling Tools and Techniques*

*2 Major issues with Engines today, how to recognize it and profit!*

*How to keep the customer coming back*

# Welcome to our newest members!

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



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

Reach out to shop owners you know



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

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



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

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



*Join us for our monthly Chapter 5 meeting on Tuesday, January 5 at 6:30 pm via ZOOM with Jennifer Filzin of Rock Star Marketing*

The easiest way to join the ZOOM meeting is to click [HERE](#) between 6:15 and 6:30 pm.

## **"5 Easy Steps Using Social Media to Convert Qualified Clients"**

Jennifer Filzen is the owner of Rock Star Marketing and she has been serving the auto repair industry since 2009. She is a bonafide rock star and her specialty is putting your business in the limelight.

Based in Monterey, Rock Star Marketing is an agency that offers custom SEO content for your website, social media marketing, custom blog writing, customer review management, graphic design, Facebook video ads, custom brochures, and more.

Jennifer has been a member of ASCCA for several years and she has taught marketing classes at VISION, WorldPac STX, ATE, and numerous Mastermind-group meetings. She is also the author of the new book, *The Give To Get Principle*, which tells the stories of auto repair industry champions and how they use relationship marketing to develop a client database full of raving fans! This new book is scheduled for release on Monday, December 21, 2020.

Jennifer will be teaching on January 5, 2021, sharing ideas on how to remove the chaos from marketing in the new year. This class is called, **"5 Easy Steps Using Social Media to Convert Qualified Clients"**. She will be providing valuable, hands-on information that you can use to plan a winning 2021, so make sure you take notes!

# Tax and Business Tips from Norm Blieden, CPA

## A Happy Banker Makes for a Happy Business

With the onset of COVID-19, small business banks are more nervous about potential loan losses than ever. Here are several tips for your business to maintain a great working relationship with your lender. These same tips can also be used if you want to plant seeds with your banker for potential future loans.

- **Produce timely financial statements.** Your lender may require you to produce financial statements over the duration of your loans to ensure that you have enough cash to make consistent, on-time payments. Strive to produce up-to-date financial statements and send them to your bank before they ask for them. Not only will timely financial statements make your lenders happy, the pro-active nature of your financials will show a level of transparency to them. Be prepared to include a note explaining major changes and schedule regular phone calls to go over the business.
- **Implement solid internal controls.** How does a lender have faith that the dollar amounts on your financial statements are accurate? By properly implementing internal controls. You'll have a happy banker if your company can provide evidence that your internal controls are operating properly.
- **Communicate.** If your business encounters turbulent financial waters, the best thing to do is immediately let your lender know about it. Better yet, by keeping in constant communication, your lender will most likely be able to spot if your business starts experiencing a downturn and will try devising a plan before you begin missing payment deadlines.

Remember your banker probably has their hands full right now. These tips allow them to spend more time on their problem loans, and one of them will not be yours.

## Using Depreciation to Control a Loan Forgiveness Tax Surprise

Bonus depreciation and Section 179 expense can be a valuable tool to help you manage your business' profit margin this year. Here are some thoughts to consider.

### The problem

Many businesses struggling during the pandemic took out Small Business Association Payroll Protection Program loans (SBA PPP loans). The SBA's willingness to forgive these loans is now creating a potential tax obligation. **This is because the expenses used to offset this loan can no longer be deducted from the business.** So the loan forgiveness could create an unexpected taxable event.

### A possible solution

Instead of paying some of the loan back to cover the tax created by the loan forgiveness, consider investing some of the funds in necessary capital/equipment purchases. You could then use special depreciation rules to manage your tax obligation. This can be done by using:

- **Bonus depreciation.** For assets that you purchase during the current fiscal year, you can deduct 100% of an asset's cost using bonus depreciation. You can use this option to expense 100% of an asset's cost using bonus depreciation this year. *Note: This bonus depreciation is 100% in 2020 and 2021. After that the bonus depreciation amount phases out through 2025.*
- **Section 179 depreciation.** Section 179 depreciation works similarly to using bonus depreciation, as you can deduct 100% of an asset's cost that you purchase and place in service during the current year. You can deduct up to \$1.04 million of qualified Section 179 purchases in 2020.

### The downside

Whenever you use these special tax rules, you will lose the ability to take this depreciation for these capital purchases in future years, so some tax planning is required. But at least you will be able to use some of the forgiven loan proceeds to help your business, versus paying it back in the way of additional tax.

Even worse, recent IRS notices suggest the PPP loan forgiveness needs to be reflected in this year's tax return, so you have little time if you wish to take advantage of bonus depreciation and Section 179 this tax year. To consider this option, you will need to select qualified assets and ensure they are placed in service before the end of your tax year. But if used correctly, depreciation can be used to offset business income and lower your taxes. Please call if you want to discuss your situation.

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.

**Recruit a new member and get a \$125 reward!**

## ***ASCCA Chapter 5 Believes***



**Check us out:**

**We are offering you FREE dues for the rest of 2020**

When you join now, and pay your dues for 2021, we will give you the remainder of 2020 for free **and** deduct an additional **\$100.00** from your 2021 dues. That's only \$700 for the remainder of 2020 and all of 2021.

Our Member shops have increased profits by 5% without breaking a sweat, others have increased by 25% by getting involved.

*How can you afford not to at least check us out?*

**Ask yourself these questions:**

- DO you want to be the best?
- DO you want more profit?
- DO you want less stress?
- DO you want friends in the auto industry to share your thoughts and to network with?
- DO you want more car count?
- DO you want your company to grow?
- DO you want free and low-cost training?
- DO you want more free time with the family?

**If yes, ASCCA is the path to success.**

Call today to get connected with a successful and profitable shop owner who was in your shoes before they joined ASCCA.  
626-296-6961

# 4 Ways the Millennial Mindset is Shaping the Auto Industry



By [Megan Gosch](#)

*This story was originally published in Ratchet+Wrench on November 19, 2020 and can be read [here](#).*

It may not exactly be breaking news that millennials have officially bypassed the baby boomers as the largest generation making up the U.S. population—that landmark came to pass in 2015—but a noticeable impact of that generational shift is beginning to emerge in the aftermarket.

In a recent report aftermarket analyst Jim Lang noted that, indeed, as millennials (born between 1985 and 2000) begin to steer more and more spending power in the automotive market, a shift in values will significantly impact the dynamic between shops and the customers that sustain their business.

“Millennials have a number of values that differ from those of the baby boomer generation, some of which will have significant aftermarket implications,” Lang wrote.

Marked differences noted in the report include a general lack of love for the automobile compared to past generations (baby boomers couldn’t wait to get a driver’s license while millennials studies find millennials actually delay driving), a major difference in the way buying decisions are made (with online research at their fingertips, millennials are less likely to be the loyal customers baby boomers typically are), a lack of hands-on knowledge (a millennial’s automotive understanding typically comes from online resources, rather than physical experience with repair), and the importance of price (millennials are the first generation in recent U.S. history to enter adulthood in worse economic shape than their parents).

To better understand how these value shifts will impact day to day shop life, Lang shares a few key takeaways.

In studying this generational shift, what do you find to be the top takeaway for shop owners?

It won’t surprise anyone, but millennials are digital natives. They grew up with computers and see them as a resource much more than baby boomers do, so when they approach any purchase decision, their first move is to go online. That’s a 180° from the face-to-face purchasing decision shop owners could rely on from baby boomers and that takes some power out of an owner’s hands.

What you’re really seeing here is an evolution of the relationship between consumers and service outlets. The millennial consumer isn’t looking for a direct relationship with a shop, they’re looking for a relationship with a platform, which totally transforms how shops will acquire the customers of the future. The faster owners can grasp that, the better.

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### What should shop owners be doing to prepare for that shift?

It's time to build a stronger web presence beyond having a website. Online advertising, especially on a zip code basis, is a strong move, but they've got to reach out to millennials where they are because these customers are not going to seek out their shops.

This evolution also puts dealers, who have the resources for a much bigger presence online, at another advantage over independent repair shops. Younger generations are not only seeking out repair shops less, but they're also opting for used vehicles, certified vehicles and leases rather than buying new. They want the benefits of a vehicle without the responsibility so dealerships are getting that added touchpoint.

To make up for that, shop owners really have to learn how to meet the millennial consumer halfway. They may come in with preconceived notions of what's wrong with their car or what it should cost so there's going to be some increased tension between millennial expectations and repair shop realities, but it's the shop that's going to have to educate and diffuse.

### When do you expect this shift to become the new normal?

Millennial consumers and their buying habits have had an impact for a while now, but as those dollars begin to make up more of a shop's revenue the shift will be past the point of no return.

If you talk to independent repair shops, it's not unusual for them to have a millennial walk in with a part and ask them to install it. That "install it for me" aspect didn't really exist even three or four or five years ago.

Over the next two or three years, that shift could be accelerated by operations like Openbay or Amazon as the retail giant likely expands its services in the auto aftermarket.

This isn't a moment where you can say "Well, let's wait a couple of years and see how this shakes out." Owners really should have started yesterday. It's going to take a couple of years just to get up to speed on and build up that web presence and reputation with millennial customers, so it's going to be a learning process and you want time to prepare and do it right.

*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.*



Megan Gosch is the associate editor of Ratchet+Wrench, where she produces content and oversees production of the publication.

# 7 Laws of Leadership



By Tess Collins

This story was originally published in Ratchet+Wrench on November 1, 2020 and can be read [here](#).

For Roy Foster, owner of Roy Foster's in Reno, Nev., when it came to road trips, it was all about the destination and not the journey—until close to 20 years ago when a road trip with the bishop of his church changed his perspective.

Foster and his bishop were chaperoning their kid's school trip and drove separately alongside the bus. During the trip from Reno to Santa Cruz, Calif., Foster says they stopped “at least six times” to help people alongside the road that were having car trouble. Even more surprising? Foster’s bishop didn’t actually know anything about cars; he just wanted to extend help.

“It’s a lesson on selflessness. Doing for others and paying it forward,” Foster says. “All of a sudden, time wasn’t important. It was all about being in the moment and helping someone.”

That trip forever changed Foster’s outlook on leadership and what it meant for him to be an effective leader. Twenty years later, the experience is still top of mind for him.

“I’m happy we didn’t blow by those people—it’s been a lesson,” Foster says.

Leadership means taking the time to help others, not shouting demands. It’s all about paying it forward and inspiring others. By doing this, you’ll have people that want to follow you, not people that feel required to carry out your demands.

There are many other shop owners that have had realizations that have led them to becoming a more successful leader. Mixed in with insight from the 2020 Ratchet+Wrench Industry Survey data, shop owners and leadership experts share their most important rule for being an effective leader. Here are the 7 laws of leadership.

## Law No. 1: Encourage autonomy.

“Because of my experience and my excellent memory, if someone ran into a problem, I would take care of it myself because it was the quickest fix.”

How many of you can relate to Bryan Kauffeld, owner of Ulmer’s Auto Care, a three-location MSO in Ohio? When it comes to working on vehicles, Kauffeld is in the majority. Forty-one percent of 2020 Ratchet+Wrench Industry Survey respondents said that they occasionally work on vehicles and 31 percent say they do every day. For many, it’s difficult to let someone else find the answer when it’s so readily available to you. But, that’s the only way they’ll grow, which is a valuable lesson that Kauffeld had to learn when he stepped into a leadership position.

Kauffled started on the counter and worked his way up to owner and is currently running a shop with an ARO of \$536 and over \$6 million in revenue per year. Working in all of the different positions, Kauffled is able to answer almost any question or solve an issue that a staff member may have and for a while, he did, until he attended John Maxwell’s *Developing the Leader Within You* training and then Developing the Leaders Around You training. For six months, Kauffeld was trained in real-life leadership scenarios that taught him to step back and stop micromanaging. Now, instead of just solving the problem, he talks out how he would handle the situation so that, the next time, the person can do it on his or her own.

Before, it was quicker, but it didn’t teach them anything, Kauffeld says. By teaching, eventually that person will develop autonomy and not need to rely on you, which will free up time for you to work on the bigger picture rather than focusing on the day to day, he explains.

This isn’t something he’s perfected, however. Kauffeld is quick to point out that he is still working on his patience. Before taking over, Kauffeld suggests taking 30 seconds to calm down, take a deep breath, and then calmly walk your employee through it to tell them how a situation should be handled next time.

## Law No. 2: Make the call.

Mitch Moncur’s wife was the one that called him out.

“She said, ‘you read all of these [leadership books] but complain every day—you’re not applying it,’” Moncur says.

The owner of the \$1.5 million-per-year, 272-cars-per-month Denny’s Auto Inc in Riverton, Utah, knew his wife was right. Reading all of the books in the world doesn’t mean you’re applying the principles.

Moncur says that when he started, he didn’t have the respect of his entire team. The reason, he says, is because he wouldn’t make a decision—even something as simple as a tech coming in late or a question on how

(Continued from page 10)

to bill someone.

"Before, I would run to someone else and not make a decision," Moncur says. "I would bounce my ideas off them and they would make the decision for me."

Now, unless the decision is a huge one that requires everyone's input, Moncur makes the call. The key, he says, is learning that you can be both fair and firm—it's not necessary to be your staff's best friend. The moment he realized this was when he started to gain respect, he says.

"I thought the best way to earn respect was people pleasing—that is not the best way," Moncur says. "Keep the shop's best interest at heart, it's usually your staff's as well."

So, the next time you have to make a tough call, ask yourself if it's what's best for business. It may be unpopular at the time, but in the long run, the staff will thank you and respect you more.

#### Law No. 3: Be Open to Change

Mike Jones, founder of Discover Leadership Training, says that one of the biggest mistakes that he sees in leaders is that they are not malleable.

"They're rigid. They're afraid of other people's ideas," Jones says.

The best leaders are open to change and they don't have to prove other people wrong to be right, Jones says. The best leaders look for input from others and are willing to try ideas that are not their own and take a risk. In order to be successful with this, you need to make sure your staff knows that they can communicate ideas and input openly with you and that you will have their backs. That's when you'll become a leader that people *want* to follow rather than have to follow, Jones says.

If you don't have this type of relationship with your staff already, it's not a lost cause, Jones says. During a morning or even weekly meeting with your staff, encourage them to start offering their opinions. If this isn't something you've already been doing, many people may be discouraged from voicing their opinions so start out by "brain writing," as Jones calls it. If you're looking to change something in the shop and want unfiltered, honest feedback, ask your staff to write down their ideas and keep them anonymous, rather than speak up. All of the answers can be pulled out of a hat and the team can discuss the ideas together. This is even good practice for those that already have open communication from their team. Jones says that many times, the most powerful answers come from people who would never voice their opinions out loud.

Staff isn't the only resource for new ideas. Peer networking groups and business coaches can also help take you to the next level.

#### Law No. 4: Push for collaboration.

You won't catch Foster demanding his staff do something. The environment at Roy Foster's in Reno is not a monarchy. Foster, who took over his father's auto repair business in 1992, is all about teamwork and everyone being a part of the solution. Doing so has helped raise ARO 26.5 percent and revenue 11.6 percent year over year in 2020.

Foster, who is heavily involved in the community and gives support to local businesses, says his leadership is inspired by his faith. His church has no paid leadership, he says. Rather, everyone enters having little to no experience and then they learn the position and take over.

"Everybody has something to bring—different perspectives," Foster says.

The same holds true for running a business. When developing or revising a new policy or practice, the entire staff at Roy Foster's is consoled. This helps get different, valuable input from those that will actually carry out the processes and it helps get greater buy-in, Foster explains. It's not him telling them to do something, it's them all coming together to find a solution, which makes it much more likely that it will be followed long term and not just something they do because the "boss is making them."

Roy Foster's has both a vision and a mission statement, as well as core values. Frequently, during meetings, for example, Foster and the team will discuss each of these and how to best put each in practice. Doing this helps filter out those that aren't a good fit and develops a positive culture, Foster says.

#### Law No. 5: Set clear expectations.

In the beginning of 2020, Bruce Crittendon, an ASE-certified tech, moved into the position of service advisor and general manager at Ervine's Auto Repair and Grand Rapids Hybrid in Grand Rapids, Mich. Since moving into the position, Crittendon feels he's found his groove, which includes learning that being direct and clear in what you need from people is key in leadership. In other words, don't make them guess.

When a vehicle comes in, Crittendon has set his expectations so that all of his technicians know what to do when repairing it.

First, they need to drive the vehicle and look for issues, fix those issues, drive it again. Then, they hand the

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keys over to him to drive it one last time. He does this so he can be 100 percent confident that the issue is fixed when he hands the keys back to the customer.

"If you're 100 percent sure it's right, hand it to me," Crittendon says. "They can't hand it to me if it's wrong." Crittendon says that Ervine's Auto Repair and Grand Rapids Hybrid's system of checks and balances works and has allowed the business to thrive thanks to the staff's commitment to sticking to those expectations.

"If you want someone to do something, you have to have it in writing. It's harder to enforce something that's hearsay," Crittendon says.

These clear expectations have led to an ARO of \$754 and an annual revenue of roughly \$1.1 million.

#### Law No. 6: Put your best foot forward

Harry Cohen, author of *Secrets of the Obvious* and leadership coach, says that the essence of great leadership is the same as great parenting.

"It's a combination of mentoring, guiding, coaching, disciplining, inspiring, and value reinforcement," Cohen says.

A parent wants what's best for his or her child. A shop owner, Cohen explains, is no different when it comes to his or her business and staff. Cohen focuses on heliotropic leadership: A practice that emphasizes the benefits of compassion, gratitude, and forgiveness.

"All people are capable of being nasty, but losing your temper is never good," Cohen says. "As a leader, you need to contain that. When they're not giving you their best, your job is to help them do their best."

A leader that shows he or she cares about his or her people will be a leader that people "will run through a wall for," Cohen explains.

Do this by providing the tools that they need to succeed and then getting out of their ways. By providing clear direction, motivation, and inspiration, you will put your staff in a position to succeed.

#### Law No. 7: Inspire self care and work life balance in others

A good leader takes care of his or herself, and that includes making time for a personal life.

"I am a major advocate of starting the day off with something for yourself first," Amanda Clements Drake says.

Clements Drake's alarm goes off at 4:30 a.m. The vice president and manager of three of four locations of C & C Automotive (Georgia and South Carolina) and mother of two has a lot to do, and, in order to fit it all in, an early wake-up call is key, in order to run an MSO that turns out 1400 cars per month for a combined revenue of \$6.9 million. As soon as she wakes up, she works out and has her "me time" before getting ready and kissing her kids goodbye as they're getting up. After that, Clements Drake is all cylinders go and arrives at the first of three locations she'll visit through the day at 7 a.m. Then, after 6 p.m., it's all about family.

No business after 6 p.m. is easier said than done, and, although it's not always possible, Clements Drake has found an effective way to make sure she's not constantly checking her phone—putting it in the bathroom. Out of sight, out of mind.

"I want to spend as much time with my kids as I can during their younger years," Clements Drake says.

Once her kids are in bed, typically around 9, Clements Drake will allow herself to check her phone and emails if anyone needs her, but, the majority of information she gets, can wait until the next morning. Taking that time to balance her work and personal life helps ensure that she is performing at her best in both areas of her life.

Structuring her day like this has allowed her to be more effective at achieving her goals, she explains. By laser focusing on one task, she's been able to get more accomplished, something she's still working on perfecting.

"I take care of myself first, then the middle of the day is devoted to my career and after six during the week and most of the weekend is my time with my kids," Clements Drake says. "Once again, it's not always perfect, but it's what I strive for."

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Tess Collins is the associate editor of Ratchet+Wrench where she produces content and oversees production of the publication.

# ASCCA Benefits

ASCCA Benefits



"Camaraderie and  
advice from fellow  
ASCCA shop owners."  
Craig, Craig Johnson  
Automotive



"Tim and I have taken  
advantage of the 30  
minutes of free legal ad-  
vice with Jack Molodanof  
at least three times."  
Shanna, BMW PhD



"30 free minutes of  
professional business advice  
from Maylan Newton."  
Darren,  
Gilbert Motor Service

"DFG rebates back to  
me almost half my  
ASCCA annual dues."  
Gene, Certified  
Automotive Specialists



"GK, now Cintas, saved me  
40% on my uniform costs  
with my ASCCA discount."  
Gene, Certified  
Automotive Specialists

## 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

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 [ascca.05@gmail.com](mailto:ascca.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 [ascca.05@gmail.com](mailto:ascca.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](mailto: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 [ascca.05@gmail.com](mailto:ascca.05@gmail.com), or 626-296-6961.

# 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.

## 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.

## Uniform Discounts Cintas

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

## 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.

## 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.

## 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.

## 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!

## Free CPA & Business Consults Norm Blieden

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

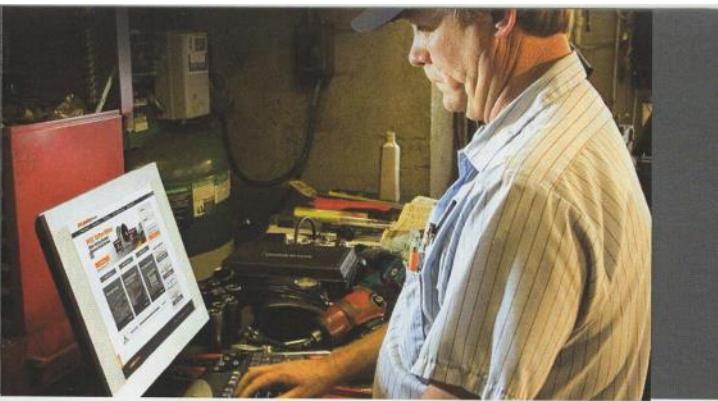
## TeamTalk

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

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

# The ASCCA Advantage

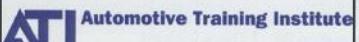
The ASCCA Advantage outlines the value of ASCCA membership. We are proud to be able to offer a number of discounts and intangible benefits that are uniquely provided by our association.



## Corporate Partners - Increasing Your Membership Value

### BUSINESS SUPPLIES, EQUIPMENT & SERVICES

	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.	Carlos Menchu, 877.351.9573 info@aeswave.com www.aeswave.com
	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.	Jim Gray, 704.301.1500 jim.gray@autozone.com
	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.	Kevin Fitzpatrick 631.486.3506 kevin.fitzpatrick@autologic.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 Waln, 949.337.2484 Eric Elbert, 805.490.6080, EricE@petrospecsBG.com www.petrospecsinc.com.
	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!	Dave Fischer, 559.472.3542 cesyes@hotmail.com www.cestoday.com
	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.	Dan Biezonsky, 951.200.0953 danb@dynamicfriction.com www.dynamicfriction.com
	LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.	Steven Poole, 562.320.2398 SJPoole@lkqcorp.com
	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.	Josh Davis, 484.648.8626 josh@themailshark.com www.themailshark.com/ascca
	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.	Sean Ruitenberg, 618.599.5196 sean.ruitenberg@motoradusa.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 SoCal District Sales Manager john_hartman@gentp.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 <a href="http://www.oreillyauto.com">www.oreillyauto.com</a>
	WORLDPAC 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.	Rob Morrell, 510.755.6058 rmkroll@gmail.com <a href="http://www.worldpac.com">www.worldpac.com</a>
<b>EDUCATION PROVIDERS</b>		
	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.	Ray Kunz, 916.588.0775 <a href="mailto:ray@automotivecoachingandtraining.com">ray@automotivecoachingandtraining.com</a> <a href="http://www.automotivecoachingandtraining.com">www.automotivecoachingandtraining.com</a>
	ATI has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years. <ul style="list-style-type: none"><li>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.</li></ul>	Jim Silverman, 301.575.9140 <a href="mailto:jsilverman@autotraining.net">jsilverman@autotraining.net</a> <a href="http://www.autotraining.net">www.autotraining.net</a>
	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.	Carolyn Gray 818.863.1077 <a href="mailto:cgray@driveshops.com">cgray@driveshops.com</a>
	Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel. <ul style="list-style-type: none"><li>ASCCA Members have exclusive access to discounted training courses.</li><li>Save \$800 on every Service Writer course and \$55 on every seminar. (Space limited.)</li><li><b>FREE 30 minutes of business consulting advice per month.</b></li></ul>	Maylan Newton 866.526.3039 <a href="mailto:maylan@esiseminars.com">maylan@esiseminars.com</a>
<b>INSURANCE &amp; LEGAL SERVICES</b>		
	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	Customer Service, 530.668.2777 <a href="http://www.armstrongprofessional.com">www.armstrongprofessional.com</a>
	Competitive dental & vision plans exclusively available to ASCCA members.	Mat Nabity, 916.286.0918 <a href="mailto:mnabity@coremarksins.com">mnabity@coremarksins.com</a>
<b>Molodanof Government Relations</b>	<b>FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!</b>	Jack Molodanof, 916.447.0313 <a href="mailto:jack@mgrco.org">jack@mgrco.org</a> <a href="http://www.mgrco.org">www.mgrco.org</a>
<b>INTERNET MARKETING, WEB DESIGN &amp; SEARCH ENGINE OPTIMIZATION</b>		
	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).	Laura Nelson, 800.693.1089 <a href="mailto:marketing@broadly.com">marketing@broadly.com</a> <a href="http://www.broadly.com">www.broadly.com</a>
	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.	Todd Westerlund 925.980.8012 <a href="mailto:Todd@kukui.com">Todd@kukui.com</a> or Patrick Egan 805.259.3679 <a href="mailto:Patrick@kukui.com">Patrick@kukui.com</a> <a href="http://www.kukui.com">www.kukui.com</a>

<b>MUDLICK MARKETING</b> DATA DRIVEN DIRECT RESPONSE	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.	Danielle Ray, 470.299.7374 Dray@mudlick.com <a href="http://mudlickmail.com">http://mudlickmail.com</a>
	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)	Evan DeMik, 415.595.3346 evan@repairpal.com <a href="http://www.repairpal.com">www.repairpal.com</a>
<b>MERCHANT SERVICES</b>		
	Receive up to a <b>\$350 rebate</b> on your ASCCA State dues when you use DFG to process your credit cards. Call for a free no obligation consultation.	Shannon Devery 877.326.2799 <a href="http://www.digitalfg.com/">www.digitalfg.com/</a>
<b>SOFTWARE PROVIDERS</b>		
	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.	Chuck Bennett 512.285.0307 <a href="mailto:Charles.bennett@alldata.com">Charles.bennett@alldata.com</a> <a href="http://www.alldata.com">www.alldata.com</a>
	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.	Tim Cifelli 610.400.1019 <a href="mailto:tcifelli@boltontechnology.com">tcifelli@boltontechnology.com</a>
	The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. <b>Ask for a special ASCCA member rate.</b>	Matt Ellinwood, 415.890.0906 x106 <a href="mailto:matt@shop-ware.com">matt@shop-ware.com.</a>
<b>UNIFORM SERVICES</b>		
	Nationally recognized supplier of customer and employee apparel & janitorial services with their 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.	Jessica Essad, 775.813.8954 <a href="mailto:EssadJ@cintas.com">EssadJ@cintas.com</a> <a href="http://cintas.com/">http://cintas.com/</a>

## 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.



Updated 9/18/19

**WWW.ASCCA.COM**

# Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	<a href="mailto:abec@petrospecsbq.com">abec@petrospecsbq.com</a>
Dorman Products	Frank Alviso	951-206-7023	<a href="mailto:falviso@dormanproducts.com">falviso@dormanproducts.com</a>
DRIVE!	Carolyn Gray	818-863-1077	<a href="mailto:cgray@driveshops.com">cgray@driveshops.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:huddle5@sbcglobal.net">huddle5@sbcglobal.net</a>
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	<a href="mailto:rlewis@jasperengines.com">rlewis@jasperengines.com</a>
Mark Christopher Auto Center	Steve Johnson	909-975-3919	<a href="mailto:sjohnson@markchristopher.com">sjohnson@markchristopher.com</a>
Mitchell 1 Software	Frank Joel	818-326-0602	<a href="mailto:fjoel@ix.netcom.com">fjoel@ix.netcom.com</a>
Norm Blieden CPA	Norm Blieden	626-440-9511	<a href="mailto:norm@bliedencpa.com">norm@bliedencpa.com</a>
RKM Insurance Agency	Ernie Arciniega	818-243-2651	<a href="mailto:ernie@rkmins.com">ernie@rkmins.com</a>
SC Fuels & Lubes	Dennis Giardina	310-722-3357	<a href="mailto:giardinad@scfuels.com">giardinad@scfuels.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 [ascca.05@gmail.com](mailto:ascca.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](mailto: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	B 5 - Auto Body Collision - Mech/Electrical Components
A 1 - Automotive Engine Repair	B 6 - Auto Body Collision - Damage Analysis/ Estimating
A 2 - Automotive Trans/Trans Axle	F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas
A 4 - Automotive Drivetrain	M.M. - Engine Machinist Series
A 4 - Automotive Suspension/Steering	E 2 - Truck Equipment - Electrical/Electronic Systems
A 5 - Automotive Brakes	S 1 - School Bus - Body/ Special Equipment
A 6 - Automotive Electrical/Electronic	S 2 - School Bus - Diesel Engine
A 7 - Automotive Heating/Air Conditioning	S 3 - School Bus - Drivetrain
A 8 - Automotive Engine Performance	S 4 - School Bus - Brakes
A9 - Diesel	S 5 - School Bus - Suspension/Steering
L 1 - Advanced Engine Performance	S 6 - School Bus - Electrical/ Electronic
L 2 - Med/H.D Truck Electronic Diesel	S 7 - School Bus - Air Conditioning
P 1 - Parts Specialist Med/H.D Truck Dealership	T 1 - Med/H.D. Truck - Gasoline Engines
P 2 - Parts Specialist Automobile	T 2 - Med/H.D. Truck - Diesel Engines
P 3 - Parts Specialist Truck Brakes	T 3 - Med/H.D. Truck - Drive Train
P 4 - Parts Specialist General Motors	T 4 - Med/H.D. Truck - Brakes
P 9 - Med/H.D. Truck Suspension & Steering	T 5 - Med/H.D. Truck - Suspension/ Steering
X 1 - Car/Light Duty Truck Exhaust Systems	T 6 - Med/H.D. Truck - Electrical/Electronic Systems
B 2 - Auto body Collision Repair - Painting/Refinishing	T 7 - Med/H.D. Truck - Heating/ A.C. Systems
B 3 - Auto body Collision - Non Structural Analysis	T 8 - Med/H. D. Truck - Preventive Maintenance
B 4 - Auto Body Collision - Structural Analysis	

# ASCCA Chapter 5 2020 Board of Directors

## Executive Board

2016

**President.....Kirk Haslam**  
 Phone.....(626) 793-5656  
 Email.....[advancemuffler1234@gmail.com](mailto:advancemuffler1234@gmail.com)

**Vice-President.....Tim Chakarian**  
 Phone.....(626) 792-9222  
 Email.....[tim@bmwphd.com](mailto:tim@bmwphd.com)

**Secretary.....Craig Johnson**  
 Phone .....(626) 810-2281  
 Email.....[cjauto@verizon.net](mailto:cjauto@verizon.net)

**Treasurer.....Jim Ward**  
 Phone.....(626) 357-8080  
 Email.....[jim@wardservice.com](mailto: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.....[ascca.05@gmail.com](mailto:ascca.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: [ascca.05@gmail.com](mailto:ascca.05@gmail.com)  
 Website: <http://www.ascca5.com>

## ASCCA State Contacts

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

**President**  
 John Eppstein.....(619) 280-9315

**Executive Director**  
 Gloria Peterson...(800) 810-4272 x104 or [GPeterson@amgroup.us](mailto:GPeterson@amgroup.us)

**Deputy Executive Director**  
 Anne Mullinax....(800) 810-4272 x116 or [AMullinax@amgroup.us](mailto:AMullinax@amgroup.us)

**Membership Services**  
 Benjamin Ichimaru.(800) 810-4272 x137 or [BIchimaru@amgroup.us](mailto:BIchimaru@amgroup.us)

**Accounting Executive**  
 Nito Goolan.....(800) 810-4272 x103 or [NGoolan@amgroup.us](mailto:NGoolan@amgroup.us)

**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@mrgco.org](mailto:Jack@mrgco.org)

## Government Offices/Contacts

**US Senator Kamala Harris.....( D )**  
 Phone .....(916) 448 - 2787  
 Email .....[senator@harris.senate.gov](mailto:senator@harris.senate.gov)

**US Senator Dianne Feinstein.....( D )**  
 Phone .....(310) 914-7300  
 Email .....[senator@feinstein.senate.gov](mailto: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

**CA Assembly Chris Holden.....(D-41)**  
 Phone .....(626) 351-1917

**CA Assembly Laura Friedman.....(D-43)**  
 Phone .....(818) 558-3043

**CA Assembly Jessie Gabriel.....(D-45)**  
 Phone .....(818) 904-3840

**CA Assembly Adrin Nazarian.....(D-46)**  
 Phone .....(818) 376-4246

**CA Assembly Blanca E. Rubio.....(D-48)**  
 Phone .....(626) 940-4457

**CA Assembly Ed Chau.....(D-49)**  
 Phone .....(323) 264-4949

**CA Assembly member Nazarian@assembly.ca.gov**  
 Email.....[Assemblymember.Nazarian@assembly.ca.gov](mailto:Assemblymember.Nazarian@assembly.ca.gov)

**CA Assembly member Rubio@assembly.ca.gov**  
 Email.....[Assemblymember.Rubio@assembly.ca.gov](mailto:Assemblymember.Rubio@assembly.ca.gov)

**CA Assembly member Chau@assembly.ca.gov**  
 Email.....[Assemblymember.Chau@assembly.ca.gov](mailto:Assemblymember.Chau@assembly.ca.gov)

## Government Offices/Contacts

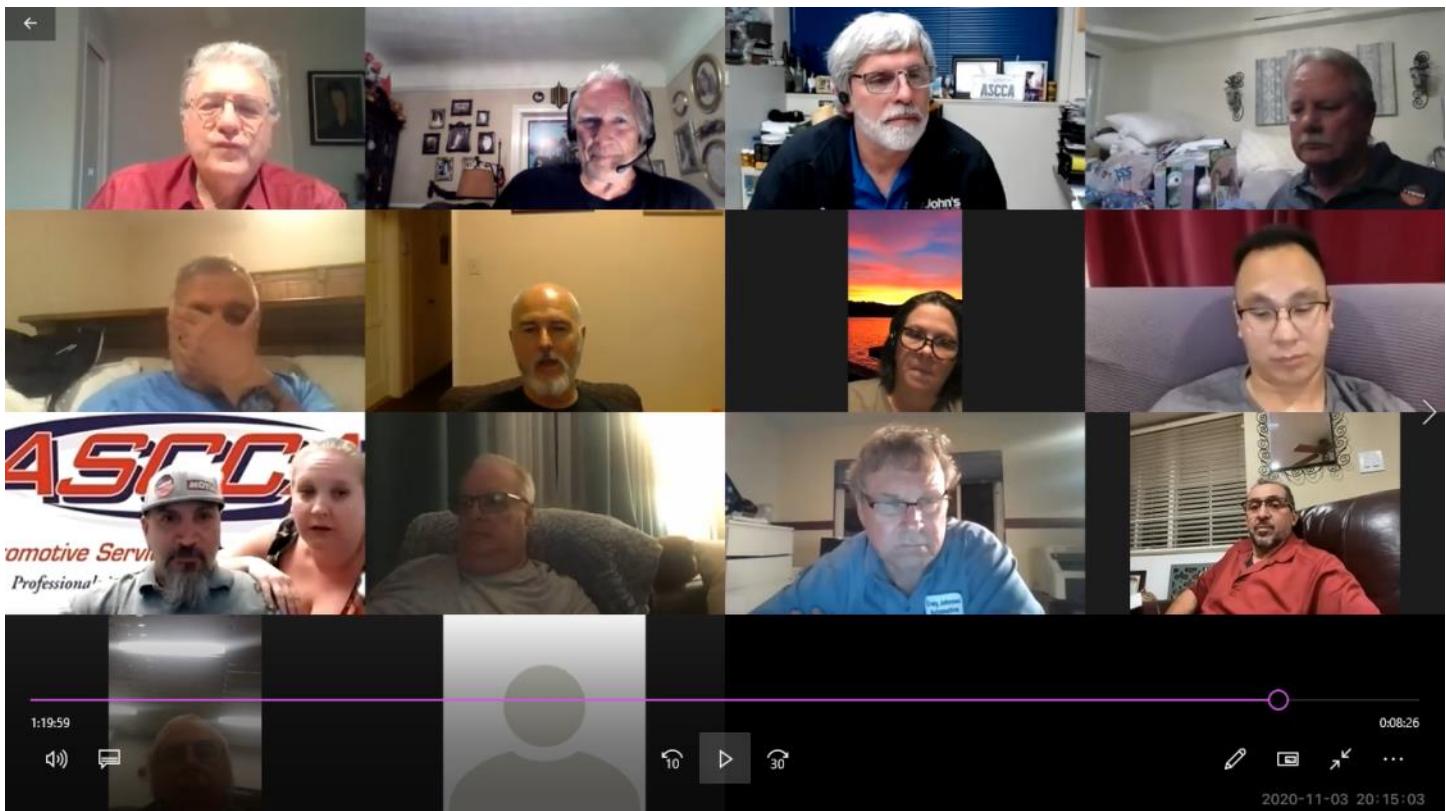
**President Donald Trump.....( R )**  
 Phone .....(202) 456-1111  
 Fax.....(202) 445-4633

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

## We had 15 online at our November 5<sup>th</sup> Open Forum Zoom meeting led by Gene Morrill.

Our greatest strength in ASCCA is the combined knowledge and experience of our members. Gene Morrill of Certified Automotive Specialists in Glendora, and an ASCCA member for over 30 years moderated our evening and led the discussions. We covered many topics and everyone had the opportunity to learn.

If you missed this meeting you can watch it on our website events page.  
Here's the link: <https://www.ascca5.com/events>



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.  
However, none were present to win!!!  
In November, four more shops will be drawn.  
You must be present and in good standing to win!

Join us on December 1 as Mikey B. of BG Products shows us how to “Move the Couch!”