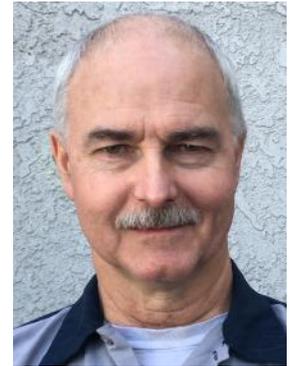




ASCCA

Foothill Chapter 5

February 2020



President's Message:

Good -day sunshine!

It's rough enjoying these warm Summer (oops, Winter) days in SoCal.

Do you have any thoughts to share about our how our ASCCA benefits have boosted your business? Make time to come to our February 4 meeting to talk, listen and learn from each other.

See how others are making the benefits work for them and maybe get some good ideas for yourself.

We always need to take time to listen to family, friends, other shop owners, and even our customers. Sometimes the little things make the biggest impact on our lives and business .

I hope to see you Tuesday at Mijares. We'll have some of our benefit providers there to help us understand how to make the most of our membership in ASCCA Chapter 5.

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

UPCOMING MEETINGS & EVENTS

February 4 at Mijares - Making the Most of ASCCA Benefits

Mar 3 - C3 Marketing (The 5 W's of a Winning Website)

Apr 7 - Textar - Brakes Class at Mijares

Apr 28 - Automotive Aftermarket Industry Legislative Fly-In Day ("Leg Day")

May 5 - Shop Night (Location TBA)

June 2 - TBA at Mijares

July 7 - TBA at Mijares

August 4 - TBA at Mijares

**We started the year with a class by Maylan Newton on “the Power of Influence.”
Additionally, we welcomed new member,
Classic German Motors in Pasadena.**



Shop Drawing

Community Smog Center was drawn in the Shop Drawing, and was not present to win the \$240 prize.

The prize will increase to \$260 for our February meeting. Remember, you must be present to win!

Switching to a Cloud-Based System

This story was originally published in Ratchet+Wrench on November 26, 2019 by [Abby Patterson](#)

SHOP STATS: Rod's Japanese Auto Care Location: **Bellingham, Wash.** Operator: **Rod Schindler** Average Monthly Car Count: **150** Staff Size: **7** Shop Size: **6,000 sq. ft.** Annual Revenue: **\$1.5 million**

It's the 21st century—if you aren't online, you might have a problem. For the modern day business owner, this means going digital with your business. Not only is going digital the standard, but storing the information in a place other than your hard drive is essential for working smarter in your business.

It's not a little-known fact that computer hard drives aren't the most reliable. It's not uncommon to hear the horror story of a college student working on a 10-page paper, only for their computer to crash and, ironically, forgetting to press the save button. The solution? Backing up your documents into "the cloud."

No, "the cloud" doesn't reference the fluffy objects floating in the sky. The cloud actually refers to software and services that run via the Internet.

Examples of cloud services include Apple's iCloud, Google Drive, OneDrive, Dropbox. Even Netflix is considered a cloud platform—it stores all of your data, allowing you access on any device with an internet connection.

"It's the future now—businesses run in the cloud," Roberto Baires, an IT consultant and managing partner at Micro Tech Resources, says. "From your local burger joint to your church and all the way to large enterprises, like GE, Microsoft, and Google."

Back in 2017, Rod Schindler, owner of Rod's Japanese Auto Care in Bellingham, Wash., decided to play it safe and make the switch to a cloud-based platform after dealing with computers crashing constantly.

"One day, Google Drive came along and I said, 'Why don't we use this instead?'" Schindler says.

Ratchet+Wrench spoke with Schindler and Baires, who answer common questions about switching over to the cloud and provide expert tips for setting it up.

"Why should I use the cloud?"

Whether it's Google Drive, Dropbox or OneDrive, all of these applications have one thing in common: you can access them anytime, and from anywhere. Say you want to get some work done from the comfort of your home. These applications allow you to do that. Have a file you need to access on-the-go? Whip out your phone and pull up the information that way. All of the information is accessible at your fingertips.

Not only can you access it from virtually anywhere, but you can also trust your information is safe there. When a computer crashes, there's no need to worry—just pick up where you left off on a new device.

For Schindler, he chose Google Drive because he likes Google products in general—the way it looks and the way of organizing things, mainly. He also likes the convenience of having an email account with the same platform that all of his documents are in—everything is located in one place.

And with a lot of these platforms, you can still work on a project without the Internet. With Google Drive, for example, just go to 'File', and click 'Make Available Offline.' And when an internet connection is finally established, it will automatically sync into your drive.

Expert Tip

Remember, the cloud needs to be backed up, too. If you have data in a cloud solution, you must make sure the cloud solution is backed up to another location in case of outages, accidental deletion, or simply the service provider goes out of business, Baires says.

"How do I set it up?"

It depends on what platform you decide to go with, but here's a basic overview:

1) Pick your platform.

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Everyone has different preferences when it comes to different platforms. The best way to find the right one is to do a trial run of each—all of them have different features. For example, Dropbox syncs with Microsoft Office files to automatically update content as you go, all while still having it on your computer's drive. Google Drive syncs with Google Docs, Sheets, and other Google applications to create a project within the application. And OneDrive syncs best with Microsoft Office products, while also offering 15 GB of free storage if you have a lot of files to stow.

2) Set up a separate work email account.

When setting up a cloud platform, make sure to create an email associated with your work versus using your personal email. This is one thing Schindler wishes he would have done from the start. He set up his Google Drive account with his home email, where his personal files started getting mixed in with his work ones. And with the Google platform, creating a gmail account—or having an existing account already in place—is required in order to use the applications.

3) Upload the files.

Once you have set up your account, it's time to upload your files. In Google Drive, you can create folders and place the documents that correspond with each. You can even upload an entire folder, or multiple folders at one time. Just click 'New' once in the Drive, then 'Folder Upload.' From there, select one or multiple folders to upload. Schindler says it's been the easiest thing to do.

4) Set your permissions.

The beauty of the cloud platforms is that you can choose who has access to what documents. Sharing privileges allows the owner of the content to give access to any of their employees. For Schindler, he gives different permissions depending on their role. For example, he won't give access to technicians into the service advisor's folders. And, for business account information, you can easily create a folder that only you can access. This is also true for employees, who can store their own work information without the owner even being able to see. And if you let someone go, owners can easily turn off their privileges to access the information at the click of a button.

Expert Tip

Moving your personal data to the cloud is as simple as finding a reputable provider to connect and begin uploading your data. Some of those businesses are Google Drive, Amazon AWS, and Microsoft OneDrive, Baires says.

“What should I upload?”

Baires says all documents you keep are important, and all documents that matter should be stored in the cloud. For Schindler, he does just this, uploading everything and anything to the cloud. When making the switch, it did take him time to transfer the files—he manually transferred the files himself—but now he simply works out of a Google Doc, where it is automatically synced into the cloud.

The cloud platform especially comes in handy with standards operating procedures (SOPs). If you aren't familiar, the SOPs provide employees a guide into anything and everything that takes place in the business. If a new member comes in or an employee needs a little refresher, for example, a simple document takes them through the process step-by-step without having to ask someone else for help.

Expert Tip

The sooner you get your data to the cloud with a backup solution, the better. Local data is much less secure and is easier to get compromised. Make sure that devices being used to connect are secured. Browsers need to be clean and free of tracking plugins. Computers used need to be clean and protected by antivirus, malware, and DNS filtering, Baires says.

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.

“Be Excellent to Each Other!”

-Bill S. Preston, Bill & Ted’s Excellent Adventure

Carolyn Gray

That’s what it’s all about right? Supporting the people around you. That’s what Bill & Ted did in 1988. They were in a spot. They needed to graduate and they relied on one another and they got it done. Maybe a few bumps along the way, but they did it.

To get things done – to move forward – to have a profitable and productive business, relying on your peers is the most important tool a business owner will develop. These relationships and friendships will produce benefits for your shop – and for you personally – for years to come. In many industries, including the automobile after-market, a 20 group is a terrific peer-to-peer networking structure. The shop owners referenced here are members of the DRIVE TOP 20 group.



To have a productive program of networking, here are a few key elements that are crucial.

Trust

Everyone in the group must trust one another. Because they will be exchanging ideas that could be confidential, trust is imperative. Without the building blocks of trust, any peer-to-peer group won’t work. If this group is to function properly, all members will be exchanging ideas, talking about personnel issues, even sharing each other’s P&L and KPIs. To get the most out of the group, each member must hold these meetings and conversations in confidence. It’s the only way it will work. If trust isn’t part of each person’s reason for joining, the group will fall apart.

“The relationships you build is instrumental in trusting the person giving you the feedback.” – Daniel Antonelli of [Antonelli’s Advanced Automotive](#), Grand Junction, CO

Structure and Rules

Ground rules need to be set. What are the qualifications to be a member? Do the members rotate in and out...a regular schedule of group calls and face-to-face meetings needs to be established. Is there an outside objective and neutral facilitator to keep topics, meetings and members on the right path? These are important initial questions that need to be addressed and solved.

Some groups will start organically. No structure or ground rules. This is a terrific start but for the group to grow, some organization is needed.

In addition to structure, be sure to set the guidelines. Is there a term limit for each member, the required level of participation...a group needs members eager to participate. Business owners who don’t speak up, don’t offer solutions and don’t participate in calls and meetings shouldn’t be part of a peer-to-peer group.

Social Media

Social media platforms and networking groups are a natural pairing. For DRIVE, a technology and one-on-one business consultancy firm, the robust participation in the TOP 20 Facebook group is invaluable. This private platform is a daily check-in for many of the TOP 20 members...even a few times a day. The exchange of issues – both big and small – in an environment that all members know is confidential, is invaluable to developing the deep relationships needed for a successful group.

Different Perspectives

It’s easy to get stuck in your own view of things and your way of doing things in the shop. Maybe there’s a different and more productive procedure that you haven’t thought of. Being able to access a network of your peers is great for bringing new or fresh ideas to your business.

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"I recommend to anyone that is serious about improving their shop, that they need to network and learn from others." – Gabe Christian of [Import Performance USA](#), Bend, OR

Transfer of Knowledge

Basically, this means, don't keep it to yourself. If you have a proven process that has increased profits, why not tell your peers? The concept of sharing is what networking is, at its most successful. So if you discovered a great way to on-board a new employee, share it with your group.

"When we get to help another shop owner with an issue, it empowers and inspires us." – Phil Webster of [Webster Tire & Auto](#), Teutopolis, IL

Face-to-Face

While phone calls, emails and social media connections are great, having face-to-face meetings on a regular basis is key. It will elevate any group to a level of productivity and comradeship that otherwise will not be realized. A top 20 group should meet quarterly and in the auto aftermarket business, the meetings should take place at a member's shop. Nothing can replace the experience of meeting the business owner's you have talked to or have exchanged posts on Facebook.

"It's fun and beneficial to travel and visit with other shops. It's very valuable seeing their shops and using some of their ideas. And hopefully, helping them institute some of my own ideas to make their shops better. This situation is nearly impossible to replicate in any other way." – Daniel Antonelli of Antonelli's Advanced Automotive, Grand Junction, CO

Encouragement

The most successful shop has its own ups and downs. After all, that's why you keep your eye on your KPIs... if you start to see an issue, that's the time to address it and not ignore it. Being proactive is the sign of a first-rate shop owner. If you're lucky enough to be a part of a group you know and trust, this is a great resource for those instances when you need a bit of encouragement. Are you making the right decision? If not, they'll be straight with you and give their unvarnished opinion.

"Running a successful shop is hard work and having a team of shop owners to lean on when big issues arise is like the greatest and most supportive parent on your side. We push each other to make decisions we have been putting off." – Phil Webster of Webster Tire & Auto, Teutopolis, IL

Marketing

The tools of Marketing are ever evolving. New software, new platforms, new opportunities for a business owner. Your peer-to-peer group is the place where you can talk through if something is valuable...have other members used it and what did they think...have other members researched similar tools that they think are better? Your networking group is the place to talk through the benefits and costs of any new initiative.

If you don't have access to a networking group, start your own. Start small with clear and simple objectives. Having a group of peers that you can talk to and maybe even vent a bit, will prove to be one of your most successful tools for a prosperous and enduring business.

"Networking for me has been without a doubt, the single most important thing that I do consistently that keeps me successful." – Gabe Christian of Import Performance USA, Bend, OR

DRIVE article [MOTOR AGE Magazine](#) December 2019

DISCLAIMER

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THE KEY TO ESTABLISHING AN EXCELLENT REPUTATION IN YOUR MARKET

SHOPOWNER

Establishing dynamic relationships with your customers as an extension of your brand is known as “Relationship Marketing.”

By [David Rogers](#)

You wouldn't go into a high-end steakhouse and expect to be treated like an inconvenience. You expect your waiter to be attentive and courteous and to respond quickly to any request you might have.

This level of service doesn't happen overnight. That restaurant has had to consistently exceed expectations in order to develop and maintain its reputation. It's the same way in our shops today.



The key to establishing an excellent reputation in your market is what's called “relationship marketing,” which is exactly what it sounds like – establishing dynamic relationships with your customers as an extension of your brand.

When it comes down to it, customer relationships are no different than the other relationships in your life, and the first step to getting results from relationships is recognizing that you need to give them the same level of care and consideration you give your most loved relative. Relationships are a two-way street. There needs to be a give-and-take dynamic with your customers that starts when they first walk through your door, see you in the supermarket or listen to one of your ads on the radio.

DISTINGUISH YOURSELF

Your primary goal when cultivating a dynamic relationship with your customers is to set yourself apart from your competition, in turn greatly increasing the odds of repeat business and increased spend. Your customers are much more likely to return to your shop if they're happy with the work you've done and the decisions they've made – decisions that need to be based on the information, options and recommendations your shop provides them.

Simply giving a single quote and option for getting a job done isn't good enough in this day and age. When you do this, your customer isn't invested in the process and it becomes much easier for them to simply say “thanks but no thanks” and walk away.

So, how do you make sure your customer trusts you and your shop above all others? It's simple: Take the time to educate them, show them value and get them invested.

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It all starts with a good first impression.

SATISFY CUSTOMERS' NEEDS (AND WANTS)

When customers call or enter your shop, they should be greeted in a personable, un-rushed manner that exudes professionalism and makes an early impression that you're experts in the auto repair field.

Tone and volume are important to establishing a meaningful connection with a given customer. Members of your team should be able to eloquently and intelligently converse with anyone who comes into your shop. Maintaining a pleasant, inviting manner of speech goes a long way toward earning repeat business.

Attention to detail also is imperative to engaging customers. When asking about their vehicle, be as specific as possible and make sure your questions are of the intelligent variety. This emphasizes two desirable traits your shop should strive for: classy and smart, both of which are very important to potential customers in any industry.

A good service writer should, in fact, be like a smart waiter at a classy restaurant and anticipate their customers' needs. Just like seeing that a given table needs more bread or water, a service writer should be able to read a given individual well and ask questions pertaining to their vehicle and circumstances confidently and with substance.

One phrase we've eliminated at our shop and never should be used anywhere in our industry is "upsell." You should be dialed in to the needs and interests of your customer to such an extent that your services are indispensable to them, so coming across as pushy or "sales-y" isn't needed.

Your customers always should be allowed to finish speaking before your line of questioning begins. They should receive your undivided attention – no matter what.

DRIVE RESULTS

Only after you acknowledge and value your relationship with your customers will you be able to see real results for your shop.

But, getting results from relationships doesn't mean taking advantage of your customers. If you need something from your customers – whether that means referrals, online reviews or more visits per year – you simply can't take it.

Your job is not to rob your customers. You can't squeeze them, twist their arms to sign off on maintenance they don't want nor force them to remain loyal. If you need more value from your customers, you need to create and build more value for them.

SHOW. DON'T SELL!

Instead of bluntly telling your customer what they need to have done to their vehicle, your shop should be showing and advising customers on what services they require. Your customers should be treated as guests in your shop – guests you consider a member of your own family.

In order to make your guests feel valued, you need to meet and exceed their expectations. The main things guests expect from their experience are professionalism, results, answers, honesty and fair pricing. If you can't deliver on these five things, your business won't be in business for long.

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While the first four items on the positive-experience list are well within your control, you may encounter wildly different interpretations on what “fair pricing” exactly entails because, as we all know, we tend to encounter a fair number of price shoppers in our line of work.

In my experience, the best way to deal with price shoppers is to give them everything they need to know and then some. Overload them with information and find out exactly why they’re so adamant that price is the biggest factor in their decisions regarding their vehicle’s health.

Price shoppers are looking to avoid being taken advantage of, plain and simple. If you spend enough time with them explaining why certain things cost what they do and why higher-quality parts might be needed for a certain job, nine times out of 10 they’ll get on board with your recommendations.

At our shop, we’ve found that inviting price shoppers back into the bays to watch us perform an inspection has proven to effectively showcase the value of what we do, even with the biggest misers. Most of the time, customers have no idea whatsoever what’s being done to their vehicle, so allowing them to see for themselves what the diagnosis process looks like can quickly remedy their misgivings and alleviate their concerns.

Having customers who feel like they’re “insiders” who are involved with the process will both convert casual guests into dedicated customers and help with your shop’s word-of-mouth buzz factor throughout your community.

ASK QUESTIONS

I’ve seen too many relationships fall apart because one person forgot to check in with the other. They take for granted that they understand what their partner wants from them, but never bother to see if they are right.

Don’t make this mistake with your customers. The moment you assume you know what your customer is thinking is the moment you put the relationship on the wire.

Ask your customers if they have any questions about their vehicle. Ask if they need a ride while you’re working on their vehicle. Ask if they’d like to come back in the shop to look under the hood of their car as you explain the results of the inspection.

Never assume you understand a customer’s thinking. They may not know the questions to ask. They may have a personal situation you don’t know about. Only when you step to the other side of the counter – both literally and figuratively – can you begin to understand your customer and build that relationship.

It doesn’t end here. Effective relationship marketing is an ongoing process that your entire team must be committed to and work toward every day. Building a relationship starts before a customer even comes into the shop and lasts long beyond the repair.

If you stop selling and start treating your customers like family, you’ll be on the path to creating genuine relationships that lead to valuable and lasting results!

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.

Take a few minutes and listen to other professionals in the Automotive Aftermarket Industry on the “Remarkable Results Radio.”
(Ctrl/Click on the photo below.)

– Recommended by Gene Morrill

We Talk the Business of the Automotive Aftermarket

HI, I'm Carm

I'm connecting aftermarket professionals willing to share their wisdom so we all rise to new levels of success.

Invest in these long-form audio interviews, roundtables and summits and find solutions in the spoken word.

[Start Listening Here](#)

Conversations worth hearing.

"The Podcast is Like a 40 Minute 20 Group". Andy Bizub

Hi Aftermarketers: Carm Capriotto here.

I'm the founder and host of *Remarkable Results Radio*, the only podcast, or occasionally called 'On Demand Audio', that interviews today's most inspiring and successful automotive aftermarket professionals.

Entrepreneurs from the service sector share their continuing journey to remarkable results. Industry trainers share their perspective on the steep learning curve we have. Business coaches provide their insights on what challenges there are to leading a profitable business. Industry thought leaders share their vision for the current state and future of the industry.

There are always great take-a-ways from each podcast and so worthy of your time invested to learn all you can about the service professional. Our podcast theme is to "Listen To Learn Just One Thing". If something you learn inspires a new idea or thought and you implement or become a better leader then you are better for having listened each week.

My purpose is to bring like-minded people together that want knowledge in a way that is easy to digest in their day to day life. I'm connecting people that care about building a stronger aftermarket and I'm fundamentally changing the behavior of how aftermarket professionals get their information, insights, training and strategies.



Click [Here](#) for complete bio.



2020 Scholarship Application Now Open for the ASC Educational Foundation!

Applications are currently being accepted for the Automotive Service Councils Educational Foundation (ASCEF) 2020 scholarships! Each year, the ASCEF awards 18 scholarships ranging from \$500 - \$1,000. These scholarships provide assistance to current under-graduates who are in the automotive service field.

Overall Qualifications: You must be planning to seek employment in the California after-market/independent repair industry and be a:

- California high school senior who plans to enroll in post high school technical and academic training or
- California college under-graduate in the automotive service field.

Applications must be submitted by March 31, 2020.

To apply online visit:

<https://www.automotivescholarships.com/scholarshiptype.cfm?type=39>

The ASCEF is a nonprofit corporation dedicated to supporting and advancing the entire automotive industry through technical education and training, scholarships, and other industry inspired programs.

To learn more about the ASCEF, visit **www.asc-ef.org**.

Questions? Contact Kate Peyser at 916-290-5828 or **kpeyser@amgroup.us**.

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 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 & 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 ascca.05@gmail.com. or 626-296-6961.

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$800/yr. Associate membership dues are \$895/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 \$250/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.)

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		
	ASCCA members get access to Auto Care Association's publications, the Aftermarket Insider and the ACA Capitol Report, as well as member discounts on ACA publications and events. Call to see how you can save up to \$600 a year!	Kathleen Schmatz, (301) 654.6664 kathleen.schmatz@autocare.org
	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
	This partnership provides Platinum level membership pricing, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more!	Jim Gray, (704) 301.1500 jim.gray@autozone.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.
	Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit hotelstorm.com/ascca and use password Auto 1234 to get your discount.	conciierge@hotelstorm.com www.hotelstorm/ascca
	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
	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 Ruitenber, (618) 599.5196 sean.ruitenber@motoradusa.com
	Motul is the first lubricant manufacturer to pioneer the formulation of a 100% synthetic lubricant for automotive engines, the 300V, making use of Esters technology and issued from the aeronautical industry. Motul's 8100 line of 100% synthetic oils have OE approvals from manufacturers such as Porsche, Audi, BMW, Mercedes-Benz, and VW.	Nick Bagley, (909) 538.2042 n.bagley@us.motul.com
	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.	John Hartman, (619) 300.4910 NAPA SoCal District Sales Manager john_hartman@genpt.com
	Streamlined business supply ordering process. Free delivery over \$50. Custom pricing and discounts for ASCCA members.	Michael Nitz, (855)-337-6811 Michael.nitz@officedepot.com https://business.officedepot.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.	ASCCA@oreillyauto.com

 Print & Direct Mail Made Easy	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
	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 , http://www.dynamicfriction.com/
EDUCATION PROVIDERS		
	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
	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"> • 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. 	Jim Silverman, (301) 575-9140, jsilverman@autotraining.net , www.autotraining.net
	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"> • 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. 	Maylan Newton (866) 526.3039, maylan@esiseminars.com .
	25% discount on all ASE exam study guides.	James Hwang (310) 857.7633
INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS		
	iATN is the world's first and largest online network of automotive service industry professionals. -Get discounted access to up to 5 premium access accounts, free job ad postings, a private forum for your shop, and unlimited access to the iATN Knowledge Base that allows you to search iATN's databases of in-use industry knowledge compiled over the last 20 years.	Greg Montero (651) 628.5706 greg.montero@iatn.com www.iatn.net
INSURANCE & LEGAL SERVICES		
	Includes an enrollment discount of \$100	Customer Service (866) 923.7767, www.armstrongprofessional.com
	Competitive dental & vision plans exclusively available to ASCCA members.	Mat Nabity, (916) 286.0918 mnabity@coremarkins.com
	FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!	Jack Molodanof , (916) 447.0313 jack@mgrco.org www.mgrco.org .
INTERNET MARKETING, WEB DESIGN & SEARCH ENGINE OPTIMIZATION		
	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 Todd@kukui.com or Patrick Egan (805) 259.3679 Patrick@kukui.com www.kukui.com

WWW.ASCCA.COM

	<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>(800) 693.1089 marketing@broadly.com www.broadly.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>A comprehensive cloud-based tool that offers simple solutions to workflow management, communication, digital vehicle inspections, and quality control.</p> <ul style="list-style-type: none"> Developed by a shop owner designed specifically for the challenges shop owners face, AutoText.me's software is easy to implement and will save you time while you solve common shop problems. Available as a benefit to all ASCCA shop owners.. 	<p>Chris Cloutier (469) 546.5725, chris@autotextme.com, www.autotext.me</p>
	<p>Members receive a promotional price for online diagnostic tool and telephone diagnostic services. New Identifix members received \$40 off each of the first 3 months and \$10 off every month after for annual savings of \$210</p>	<p>Customer Service (800) 997.1674</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 special ASCCA pricing.</p>	<p>Jessica Essad 775-813-8954 EssadJ@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 here to learn more about your benefits
or visit <http://asca.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
Dorman Products	Frank Alviso	951-206-7023	falviso@dormanproducts.com
Frederick Blum Insurance	Fred Blum	626-401-1300	blum4@pacbell.net
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
RKM Insurance Agency	Ernie Arciniega	818-243-2651	ernie@rkmins.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@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!

<p>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</p>	<p>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</p>
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ASCCA Chapter 5 2019 Board of Directors

Executive Board

2016

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

Vice-President.....Tim Chakarian
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Secretary.....Craig Johnson
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Email.....cjauto@verizon.net

Treasurer.....Jim Ward
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Gene Morrill..... (626) 963-0814
Darren Gilbert..... (626) 282-0644
Johanna Reichert..... (626) 792-9222
Jack Scrafield..... (818) 769-2334
Mike Bedrossian..... (626) 765-6190
Dave Label..... (626) 963-1211

Chapter Rep

Jack Scrafield.....(818)769-2334

Committee Chairs

Seminars..... Tim Chakarian.....(626) 792-9222
Socials..... Jack Scrafield.....(818) 769-2334
Programs..... Tim Chakarian.....(626) 792-9222

Associate Member Board Rep.

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

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ASCCA State Contacts

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Events Manager
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Communications Manager
Ryan King.....(800) 810-4272 x122 or RKing@amgroup.us

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

Government Offices/Contacts

US Senator Kamala Harris..... (D)
Phone..... (916) 448 - 2787
Email.....senator@harris.senate.gov

US Senator Dianne Feinstein..... (D)
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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)
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CA Senator Ling Ling Chang..... (R-29)
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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>



Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940

ASCCA

Foothill Chapter 5

February 2020

Join us at Mijares for an update on how to best utilize the many benefits of membership in ASCCA Chapter 5!

Menu:

Taco/Tostada Buffet
Soda & Coffee
Beer & wine available

Where:

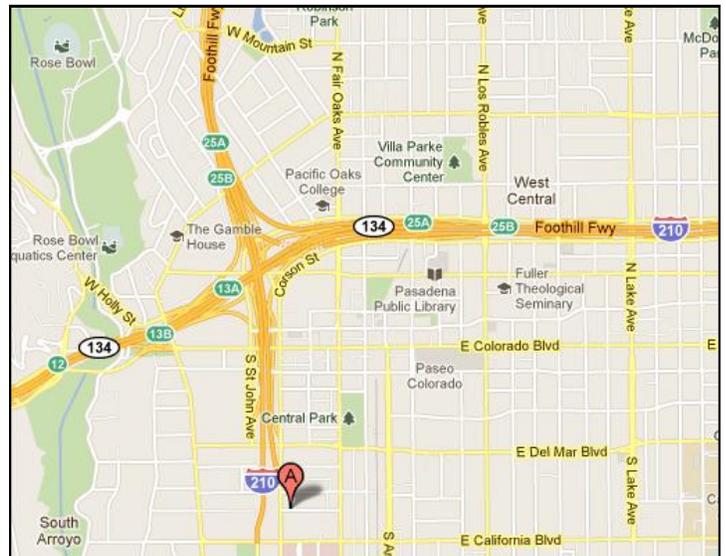
Mijares Mexican Restaurant
145 Palmetto Drive
Pasadena, CA 91105
Phone: (626) 792-2763

When:

Tuesday, February 4, 2020
6:30 PM – Social/Networking/Dinner
7:00 PM – Program
9:00 PM – Finish

Cost:

- No Charge to Regular or Associate Chapter Member, Business Partner, Spouse or Significant Other (**max 2 per member**)
- No Charge for Potential Members
- **\$25/ea.** for all others



Directions

From the 210 & 134 Junction in Pasadena: Go South on the 210/710 Spur towards California/Del Mar/110; Exit on California, turn left; Left again at the first light; Pass Palmetto (the first street on the right) & turn in to the Mijares parking lot; If the lot is full, park on the street

UPCOMING MEETINGS & EVENTS

Mar 3 - C3 Marketing (The 5 W's of a Winning Website)
Apr 7 - Textar - Brakes Class at Mijares
Apr 28 - Automotive Aftermarket Industry Legislative Fly-In Day ("Leg Day")

May 5 - Shop Night (Location TBA)
June 2 - TBA at Mijares
July 7 - TBA at Mijares
August 4 - TBA at Mijares