



ASCCA Foothill Chapter 5
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PRESIDENT'S MESSAGE

DECEMBER, 2023

With the change in weather we can tell California winter has arrived. Be sure to remind your customers of the necessary service for the winter months.

It was a packed house with 55 at our November meeting when our long-standing member and local Elite Coach, Gene Morill presented about the transformation and growth of a shop owner.



November was a busy month!

I hope all our members made the time to work on their budget for 2024 & increased their labor rates during the month of November. The Chapter 5 board, with the focused direction of Thomas Maimone as treasurer, has voted in a balanced budget. To ensure the sustainability & longevity of our chapter, the board has found it necessary to increase the cost of our chapter dues by only \$10 a month. At this past Team weekend in November, the State Board has also voted in a balanced new budget with an increase of state dues by \$50 annually. These increases will commence January 2024. Now more than ever is the time to get involved & participate in the growth of our association & help lead the direction of our evolving industry.

Also at the last November team weekend, the amendments to the by-laws were passed. As the largest chapter in the state, I proudly represented chapter 5 with 28 proxy votes. Thank you to all who took the time to vote via proxy. From this experience we learned how important keeping connected to our automotive network really is. I would strongly urge all of you to attend at least one

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of the 6 committees that work hard monthly to keep this association flowing & growing. Go to ASCCA.com, click on “about ASCCA” see which committee interests you & bring your experience and/or questions to the table.

You can also get involved at the Chapter level with one of our committees: Revenue & Benefits, Events (Programs, socials, & seminars), and Membership, to name a few.

Looking ahead to 2024, I'm looking forward to seeing all of you at the January chapter meeting at Mijares as we elect new board members and officers for the 2024/25 term and welcome our speaker, Maylan Newton.

If you wish to serve on the board, let us know. There are a few details to explain, and most of our meetings are via Zoom, so location isn't an issue.

Here's our slate of board candidates.

- President– Kirk Haslam
- Vice-President– Craig Johnson
- Secretary– Ani Papirian
- Chapter Representative– Tim Chakarian
- Returning board member– Gene Morrill
- Returning board member– Jim Ward

As we close the door on 2023, I would like to wish each and every one of you a safe & joyful Holiday season as you spend time with your families. Take time to reflect on the wins for the year, how you will recreate those memories for a successful 2024. What challenges did you overcome in 2023 & what current challenges you are facing? Have you taken full advantage of the resources made available to you through your ASCCA network? If you would like any help or direction with anything automotive-business-related, please reach out to me or any of the board members and we will be happy to help you achieve your goals.

Happy New Year everyone!



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



Jan 2, 2024- Mijares

Maylan Newton - Internal Sales From Technician to Service Advisor

Is communication between your Service Staff and your Technicians good? Then you probably don't need this class! But If not, join Team ESi for an education on Internal Sales, the processes and procedures between Service Advisor(s) and Technician(s) that make successful shops

One meal is included for Chapter 5 regular or associate member; \$36/ea. for all others. RSVP on the evite you will receive later in December. If you don't receive the evite, contact Joseph at asca.05@gmail.com

"SHOP OWNERS HELPING SHOP OWNERS"

When:

Tuesday, Jan. 2, 2024
6:00 PM – Networking/Dinner
6:45 PM – Program
9:00 PM – Finish

Where:

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

Menu:

Taco/Tostada Buffet Soda & Coffee
Beer, wine, & spirits available at your cost

Cost:

- One Free Dinner per Regular or Associate Chapter Member
- No Charge for Potential Members up to two times
- \$36/ea. for all others

UPCOMING MEETINGS & EVENTS for 2024

Feb 6 - TBA
Mar 5 - Mijares - Epicor, CRM Demonstration
Mar 19 (Saturday) - Seminar in Monrovia
Apr 9 - TBA

**We had 55 people present to hear Gene Morrill,
long-time Chapter 5 member and Elite
International business coach,
as he gave us insight on success
in business and in life!**



**Apologies!
His presentation was so
interesting that we
forgot to take more
photos!**

Shop Drawing

We didn't have a winner in the shop drawing in November.

The prize will reset to \$200 for our January drawing.

Remember, you must be present to win!

Making an Exception for Character



You can't always define an employee's value by their individual performance.

By [Joe Marconi](#) This story was originally published in Ratchet+Wrench on Nov. 26, 2023

Have you ever known someone who from the moment you meet this person, you instantly form a connection? As if you have known this person for a lifetime? I had such an employee, we'll call him Hap, short for happy. Now, on paper, it didn't appear as if he was a top-performing technician, but his positive influence on shop morale was unquestionable.

I found out about Hap from an existing employee, who knew him from high school. Hap was unhappy at the new car dealership he was working at and was looking to make a move. I reached out to Hap and scheduled a meeting. With our plans for company growth, I didn't want to pass up the opportunity to create another pipeline contact.

I remember the day Hap walked into my office for our casual meeting. He had a big smile on his face that lit up the room. His voice and tonality instantly drew me in, and we engaged in conversation as if we were old friends. Hap started the conversation by saying, "Joe, it's nice to see you. I was so excited about this meeting. So, how is everything with you?" It took a moment to process his words because I thought to myself, "Did I meet this guy before?"

We spent two hours talking about everything from his job at the dealership, why he wanted to leave and his high school wrestling experience. Somehow, he knew that my son, about the same age as Hap, was also a high school wrestler. Talk about making a connection!

At the end of the meeting, I told Hap that we are in the process of expanding our company and will be needing technicians soon. I asked him if he would be interested in joining our team and with a big smile, he said, "Absolutely!"

Four months later Hap was hired. From his first day, the mood of the shop was different. Everyone appeared happier and more energized. Hap talked to everyone, told jokes and told funny stories about his childhood. Even shop production went up. But there was one thing that puzzled me. Hap's production was good, but not great. I told myself to give him time to acclimate, but months later there wasn't any improvement. I sat down with Hap a few times to discuss his performance, and he told me that he would do all he could to improve his billable hours.

About nine months later, Hap hurt his back pruning trees at his home and needed a few weeks off. His presence was missed immediately. While the mood of the shop wasn't bad, it was nothing like it was when Hap was there. I then noticed something a little unusual. When a technician is out, overall labor hours may decrease, but individual technician production usually goes up due to the extra available work and the sense of urgency. With Hap gone, individual tech production didn't increase to what I expected. I didn't pay too much attention to it, assuming it was just an anomaly.

Hap returned three weeks later. And when he did, his magic elevated the shop once again. He walked in on his first day back with a big smile on his face, giving everyone high fives! Hap told everyone that he missed the team and was happy to be back. That was a Monday. By Friday, technician production was back to normal. Hap's influence on the team was undeniable. This shows that the value of an employee cannot always be measured by their individual performance numbers. Simply put, Hap made everyone around him better, and that's all that mattered.

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.

On-the-Phone Hero



Customers have many options when choosing a repair shop. Make sure their first call to yours eliminates the competition.

By [Noah Brown](#) This story was originally published in Ratchet+Wrench on Sept 19, 2023

There's a running joke in pop culture that essentially says nobody uses their phone as a phone anymore. And there is some truth to that with 85% of Americans having some form of smartphone, the average phone is being used less for phone calls and more for internet browsing and keeping up to date on social media these days.

However, the art of the phone call is still vitally important, especially in the sales and service industries. Data from Salesforce shows that more than 90% of all customer interactions happen over the phone.

Most of the time, your first interaction with any customer is going to be over the phone, and that first point of contact is critical in establishing a good foundation for what could hopefully be a long-term relationship.

Ashley Wright, service manager of [Premier Auto](#) in Worcester, Massachusetts, says that making sure a customer can feel relaxed and confident from the moment they call your shop goes a long way in building trust in you and your team.

"A customer needs to be able to hear that, when you answer the phone, you're excited that they're calling, that you're happy that you're the one they chose to call," she says.

The first call with a customer is crucial, and if you nail that, you're well on your way to having a satisfied customer.

Honesty and Transparency

Customer expectations have changed dramatically over the last several decades. [David Avrin](#), customer experience consultant and author, says someone that calls your shop most likely has already done research into your store. With the prevalence of smartphones, it's easier than ever to look up a dozen options for auto repair close to them.

Because of that, Avrin says you shouldn't spend your time during that initial phone call trying to sell your shop as the best to them.

"They assume that everybody is good, that everybody has the credentials and that everybody can do the work," Avrin says. "Quality is no longer a differentiator—it's the entry fee. Quality gives you permission to do business in the marketplace."

Modern auto shop customers are prioritizing speed and convenience above everything else. On top of that, Wright says auto shops as a whole already have a less-than-stellar reputation due to decades of some shop owners trying to pull a fast one on customers and charge for services that they don't need.

And if those weren't big enough hurdles already, most customers calling your shop are already not in the best of moods because they have to spend valuable time and money that they might not have on a car repair.

"If a customer calls and their car is making a horrible noise, they're scared. They're thinking worst-case scenario," she says. "It's our job as service advisors, managers, whoever is answering the phone to be able to say 'I'm so sorry you're going through that. We're here to help.'"

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Wright says she keeps it as simple as possible when she answers the phone and tries to take as much off the customer's plate as possible. Letting the customer talk through their concerns and taking down as much basic information as possible helps them feel like they're being listened to, and that goes a long way in establishing trust.

"They're already feeling stressed and worried," Avrin says. "(Be the person) who says they're going to hang with them to the end and get this fixed ... to make them feel at the outset that they have an advocate, not an adversary."

To help with that, Wright says the first call they make to a customer once a vehicle is in their shop is only ever about the issue the customer initially mentioned.

"If it's an issue with brakes, we only talk about brakes during that call. □ That way, a customer doesn't think we're trying to sell them all of this other stuff and that we're really focused on their concern," she says. "Of course, if something major is wrong, we also advise them to get that fixed – their safety is our primary concern. □ But transparency is key."

And transparency throughout the process goes a long way. Calling with updates and follow-up lets customers know that they're not forgotten about. Wright's team sends out digital inspection reports via text to customers so they can see for themselves where their money is going.

"Just being honest with the customer is huge, whether it's that first phone call or the last," Wright says. "You're just there to solve their problem."

Live Up to the Hype

As Avrin says, quality is the entry fee. No amount of concern or comforting phone calls will make up for poor service. But most shops these days don't provide poor service and customers know that. That means having both high-quality service and fair, transparent dealings with customers where they feel valued and cared for is essential.

If your shop is able to talk to people on the phone in a positive way that lets them know that your shop will do what it can to help them, it can quickly build into a reputation.

That, Avrin says, is essential.

"Once someone calls you, you've already passed the first test, which is the online search. When somebody calls you, understand that that is precious," he says. "Now your job is to live up to what they already think about you."

That's not always easy, but both Wright and Avrin say empathizing with your customer can help provide a spark. Answering the phone with a smile and sounding genuinely grateful for the business goes a long way in establishing credibility, and listening to your customer helps solidify that relationship. In the end, if your customer has a good experience, it's a win-win.

"[Position yourself as their advocate](#) and say that you'll help them," Avrin says. "They've got no shortage of choices, but what they don't have is time. They don't have patience. They have a limited amount of money. They really lack the knowledge, and they don't want to get screwed."

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Tax and Business Tips from Norm Blieden, CPA

Year-End Tax Cutting Moves to Consider

Here are moves you can make to reduce your taxable income. But the year is quickly coming to a close, so plan accordingly.

- **Max out pre-tax retirement savings.** The deadline to contribute to a 401(k) plan to get a 2023 taxable income reduction is December 31st. So if your employer's plan allows it, consider making a last-minute lump sum contribution. For 2023, you can contribute up to \$22,500 to a 401(k), plus another \$7,500 if you're age 50 or older. Even better, you have until April 15, 2024, to contribute up to \$6,500 into a traditional IRA. And as long as your income does not exceed phaseout limits, you can reduce your taxable income on your 2023 tax return.
- **Convert to a Roth IRA.** Consider converting some or all of your traditional IRA, SEP IRA, or SIMPLE IRA into a Roth IRA. Although you pay income tax on the amount of the Roth conversion the year it is made, subsequent growth is tax-free in a Roth IRA, and withdrawals from the account are 100% tax-free after five years from the date of the conversion.
- **Tax loss harvesting.** If you own stock outside a tax-deferred retirement plan, you can sell your under-performing stocks by December 31st and use these losses to reduce any taxable capital gains. If your net capital losses exceed your gains, you can net up to \$3,000 against other income such as wages. Losses over \$3,000 can be used in future years.
- **Selling appreciated assets.** Consider selling appreciated assets in the tax year that helps you the most. While this strategy may be hard to accomplish this late in the year, it is still worthy of consideration. To do this, estimate your current year's taxable income and compare it to next year's projected income. Then sell the appreciated asset in the year that will yield the lowest tax. Remember to account for the 3.8% net investment income tax in your estimates.

Review health spending accounts. If you participate in a Health Savings Account (HSA), try to maximize your annual contribution to reduce your taxable income. Remember, these funds allow you to pay for qualified health expenses with pre-tax dollars. More importantly, unlike Flexible Spending Accounts (FSA), you can carry over all unused funds into future years. If you do have an FSA, you can carry forward a maximum of \$610 from 2023 into 2024 if your plan allows this. The deadline for contributing to your Health Savings Account (HSA) and still getting a deduction for the 2023 tax year is April 15, 2024. The maximum contribution for 2023 is \$3,850 if single and \$7,750 for married couples. If you're age 55 or older, you can add \$1,000 to your HSA contribution.

Watch Out For These Unexpected Tax Surprises!

No one likes surprises from the IRS, but they do occasionally happen. Here are some examples of tax situations you could find yourself in and what to do about them.

- **Kids getting older tax surprise.** Your children are a wonderful tax deduction if they meet certain qualifications. But as they get older, many child-related deductions fall off and create an unexpected tax bill. And it doesn't happen all at once. As an example, one of the largest tax deductions your children can provide you is via the child tax credit. If they are under age 17 on December 31st and meet several other qualifications, you could get up to \$2,000 for that child on that year's tax return. But you'll lose this deduction the year they turn 17. If their 17th birthday occurs in 2023, you can't claim them for the child tax credit when you file your 2023 tax return in 2024, resulting in \$2,000 more in taxes you'll need to pay.
- **Limited losses tax surprise.** If you sell stock, cryptocurrency or any other asset at a loss of \$5,000, for example, you can match this up with another asset you sell at a \$5,000 gain and - presto! You won't have to pay taxes on that \$5,000 gain because the \$5,000 loss cancels it out. But what if you don't have another asset that you sold at a gain? In this example, the most you can deduct on your tax return is \$3,000 (the remaining loss can be carried forward to subsequent years). Herein lies the tax surprise. If you have more than \$3,000 in

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losses from selling assets, and you don't have a corresponding amount of gains from selling assets, you're limited to the \$3,000 loss. So if you have a big loss from selling an asset in 2023, and no large gains from selling other assets to use as an offset, you can only deduct \$3,000 of your loss on your 2023 tax return.

Getting a letter from the IRS surprise. Official tax forms such as W-2s and 1099s are mailed to both you and the IRS. If the figures on your income tax return do not match those in the hands of the IRS, you will get a letter from the IRS saying that you're being audited. These audits are now done by mail and are commonly known as correspondence audits. Assuming you already know you received all your 1099s and W-2s and confirmed their accuracy, verify the information in the IRS letter with your records. Believe it or not, the IRS sometimes makes mistakes! It is always best to ask for help in how to correspond and make your payments in a timely fashion, if they are justified.

Ingredients of a Successful Business Partnership

Like a bundle of sticks, good business partners support each other and are less likely to crack under strain together than on their own. In fact, companies with multiple owners have a stronger chance of surviving their first five years than sole proprietorships, according to U.S. Small Business Administration data.

Yet sole proprietorships are more common than partnerships, making up more than 70 percent of all businesses. That's because while good partnerships are strong, they can be a challenge to successfully get off the ground. Here are some of the ingredients that good business partnerships require:

- **A shared vision.** Business partnerships need a shared vision. If there are differences in vision, make an honest effort to find common ground. If you want to start a restaurant, and your partner envisions a fine dining experience with French cuisine while you want an American bistro, you're going to be disagreeing over everything from pricing and marketing to hiring and décor.
- **Compatible strengths.** Different people bring different skills and personalities to a business. There is no stronger glue to hold a business partnership together than when partners need and rely on each other's abilities. Suppose one person is great at accounting and inventory management, and another is a natural at sales and marketing. Each is free to focus on what they are good at and can appreciate that their partner will pick up the slack in the areas where they are weak.
- **Defined roles and limitations.** Before going into business, outline who will have what responsibilities. Agree on which things need consensus and which do not. Having this understanding up front will help resolve future disagreements. Outlining the limits of each person's role not only avoids conflict, it also identifies where you need to hire outside expertise to fill a skill gap in your partnership.
- **A conflict resolution strategy.** Conflict is bound to arise even if the fundamentals of your partnership are strong. Set up a routine for resolving conflicts. Start with a schedule for frequent communication between partners. Allow each person to discuss issues without judgment. If compromise is still difficult after a discussion, it helps to have someone who can be a neutral arbiter, such as a trusted employee or consultant.
- **A goal-setting system.** Create a system to set individual goals as well as business goals. Regularly meet together and set your goals, the steps needed to achieve them, who needs to take the next action step, and the expected date of completion.
- **An exit strategy.** It's often easier to get into business with a partner than to exit when it isn't working out. Create a buy-sell agreement at the start of your business relationship that outlines how you'll exit the business and create a fair valuation system to pay the exiting owner. Neither the selling partner nor the buying partner want to feel taken advantage of during an ownership transition.

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

Facing our Fears: The Future of Independent Auto Repair Shops



It's time for auto repair shop owners to make sober decisions about the future of their businesses.

By [Greg Bunch](#) This story was originally published in Ratchet+Wrench on Nov 28, 2023

In a recent heart-to-heart conversation with an old friend from a small town near Colorado Springs, I was struck by a situation that resonates deeply with the current state of our industry. He shared how a local auto shop, which seemed to be thriving, abruptly closed its doors leaving behind nothing but a sign indicating an ugly and scary notice on the door that the state is possessing his property and will be up for auction due to unpaid taxes.

This unsettling tale serves as a reminder of the nature of our business and the critical importance of staying vigilant and adaptive in the face of economic and industry shifts. It begs the question: What is the future of independent auto repair shops in these turbulent times? Will more shops be closing their doors due to back taxes or their inability to attract, hire, train and retain talent? Do you lose sleep at night thinking of being a shop owner for the next 10 years, or do the opportunities excite you?

The closure of this shop isn't just an isolated incident; it's a wake-up call for all of us in the industry. It underscores a hard truth: many shops, while outwardly successful, may be teetering on the brink due to underlying issues like financial mismanagement or failure to adapt to changing market dynamics. This is a moment for introspection. Are we as shop owners proactively preparing for future challenges, or are we at risk of being blindsided?

Today's economic landscape is riddled with uncertainties. Rising operational costs, changing consumer spending patterns and the shift towards more technologically advanced vehicles are reshaping our industry. To thrive, we must adapt. This means not just keeping our financial house in order but also understanding and anticipating the needs and expectations of our customers. The way forward involves more than competitive pricing; it's about building trust and delivering value in every interaction. Every survey I read says that customers want more convenience, yet most shop owners and service advisors I talk to readily admit, that they are far from being the most convenient shop in town. Change or die, that is the bottom line.

We all know that the automotive industry is at a pivotal point with the advent of hybrids, electric vehicles (EVs) and Advanced Driver-Assistance Systems (ADAS). The question we need to ask ourselves is, as independent shop owners, what are we doing about it? Are we investing in ongoing training for our technicians, updating our tools and equipment and staying abreast of the latest industry trends and developments? It's not just about fixing cars; it's about understanding and embracing the future of automotive technology.

The story of the closed shop also brings to light the importance of how we treat our employees. Are we creating a work environment where our staff feels valued, respected, and part of a larger mission? The future belongs to those who recognize that their team's well-being is as crucial as their bottom line. Investing in our people, from providing competitive compensation to offering training and growth opportunities, will be key in attracting and retaining top talent.

In my humble opinion, the future of the independent auto repair shop industry hinges on our ability to adapt, innovate and stay connected to the needs of our customers and our teams. We're at a crossroads where uncertainty and change will inevitably sideline some, while others will seize the opportunity to evolve and prosper. As we've seen throughout American history, from the Great Depression onward, those who are willing to embrace change and innovate are the ones who emerge stronger. Let's not shy away from the challenges ahead.

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Instead, let's face them head-on, armed with the knowledge, skills, and resilience needed to navigate the ever-changing landscape of the auto repair industry.

There is one more thing I must bring up as we navigate this crossroads, our engagement with governmental policies, specifically the Right to Repair Act. Just getting back from AAPEX, we learned how important this battle is and our industry's survival and ability to thrive are closely tied to our access to essential vehicle repair and diagnostic information. The Right to Repair Act plays a pivotal role in ensuring independent shops like ours have equal footing in accessing this information, which is vital for servicing modern, technologically advanced vehicles. Without this access, we risk being marginalized by the manufacturers who control this critical data.

As shop owners, it's also our responsibility to go beyond the walls of our businesses. It's imperative that we stay informed about the legislative landscape that affects our industry. We need to actively support policies like the Right to Repair Act, which safeguards our ability to compete, innovate, and provide the highest level of service to our customers. For more information and how you can support Right to Repair, go to auto-care.org for more information. Our collective voices and actions can and will shape our future.

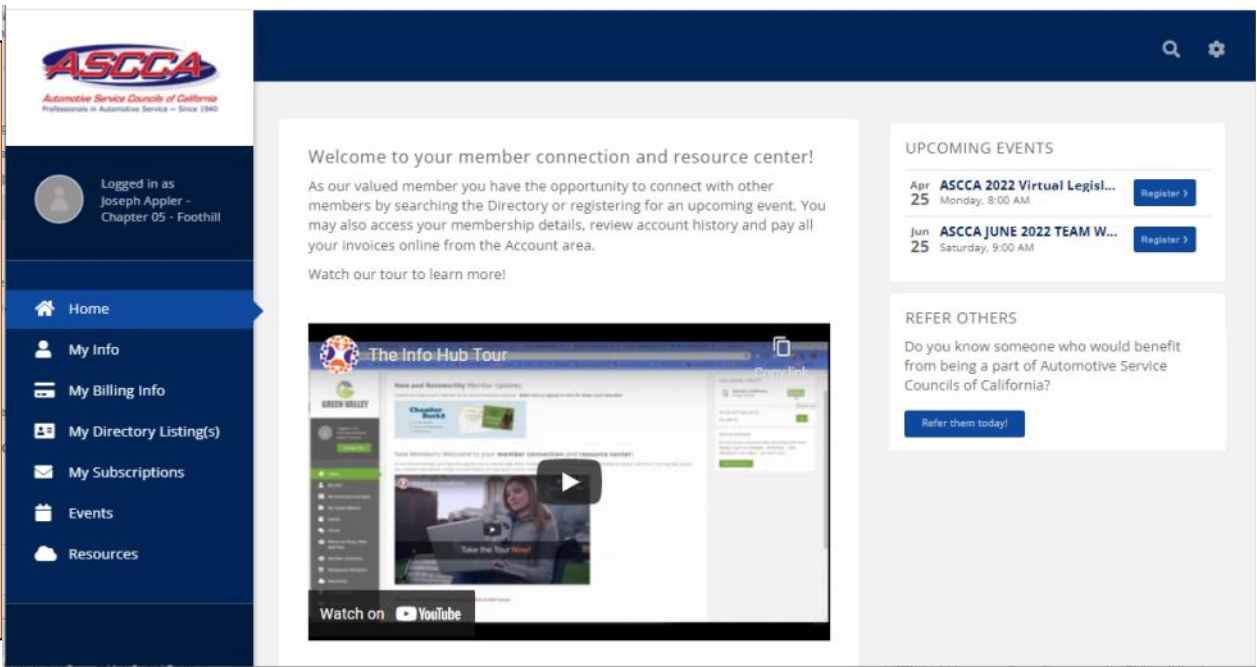
I love hearing your thoughts and feedback, please email me at greg@transformersinstitute.com

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Use the training that we offer. Get active on TeamTalk to get help and help others. Serve on the ASCCA5 Board of Directors. Reach out to non-ASCCA members to get them involved. They're not your competition. They can become partners in the industry, making it better.

Now is the time to create your member login and profile. Stay in touch! Pay your dues online.

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 Have you created your member profile yet?
 Go to ASCCA.com and click on “Member Login” to create your profile. From there, you can pay your dues, get info. and more!
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ASCCA Foothill Chapter 5 Member Benefits

In addition to the State-wide benefits shown in the “ASCCA Advantage,” these are additional benefits available to Chapter 5 members.

- 1. A VERY LOUD POLITICAL VOICE.** Individually, there isn't much we can do to shape legislation which will affect our industry, but collectively, our united voices are STRONG, LOUD AND FOCUSED. Politicians and elected officials in state, county and city governments listen to ASCCA when we talk, because we represent hundreds of members (& thousands of voters!) statewide. Often, the Bureau of Automotive Repair discusses with ASCCA rules and regulations under consideration to see how they will fit in the real world of automotive repair.
 - 2. SHOP TO SHOP NETWORKING.** Our members don't see each other as competition but as comrades in the industry, helping each other to succeed. If you have a problem you can't figure out, call one of our members who specializes in that area. They'll be glad to help you out.
 - 3. INFORMATIVE MEETINGS.** We hold Dinner Meetings on the first Tuesday evening of each month. Our meetings offer great speakers, camaraderie, valuable information, and the latest news on what's happening in the automotive repair industry. You also get to network with other shop owners and exchange ideas, tips, techniques and short cuts. The monthly meal is included in your dues, plus we have a long-standing special where you can bring your spouse or business partner at no charge! Our Chapter Board of Directors schedules our programs and welcomes any suggestions you have on good speakers! Contact the chapter office with your suggestions. For the location and current speaker, look on the last page of this newsletter.
 - 4. CHAPTER SEMINARS.** The Foothill Chapter Board of Directors keeps us informed on seminars on business management and technical subjects for our shop owner members and their technicians. **Cost is minimal and often free.** This is a tremendous member benefit for you and your employees! Give us your ideas and suggestions for seminars & we will try to schedule the seminars you want. Email the Chapter 5 office at asca.05@gmail.com.
 - 5. MONTHLY E-NEWSLETTERS.** We send out an environmentally-friendly monthly email newsletter with helpful and informative articles, tech tips, contact lists and information, upcoming events, reports on recent events and vendor ads & information.
 - 6. THE FOOTHILL CHAPTER WEBSITE.** This Foothill Chapter website at <http://www.ascca5.com/> lists members by city. It also lists upcoming seminars and meetings. Contact Joseph Appler at asca.05@gmail.com with questions or suggestions for the chapter web site.
 - 7. CHAPTER JOB BANK.** The Foothill Chapter has established its own Job Bank Network for member shops. If you have a qualified applicant you can't use, or if you need to hire someone, send a summary email to asca.05@gmail.com & your information will be forwarded to the entire Chapter 5 membership.
 - 8. CHAPTER ASE LENDING LIBRARY** Call Darren Gilbert at (626-282-0644) or email him at gilbertmotors@yahoo.com for more information.
 - 9. CHAPTER SOCIALS.** Our “Planning Commission” arranges outstanding social events for us throughout the year. We've visited JPL, the J. Paul Getty Museum, had many “Day at the Races” at Santa Anita Race Track, toured the Autry Museum of Western Heritage, taken a murder mystery train ride including a delicious dinner, attended the races at Irwindale Speedway, had bowling dinner parties at Montrose Bowl, had several excellent parties, and toured the J. P. Nethercutt Collection of beautiful classic automobiles. We would like to hear from you with your suggestions for future social events.
 - 10. ASCCA NET PRESENCE.** ASCCA has established a home page at <http://www.ascca.com/> The ASCCA web page has three target audiences: 1) ASCCA members now have a quick, easy reference on their computer to keep them abreast of what is occurring in the state association and within the automotive repair industry; 2) California shops that are not ASCCA members can learn more about the advantages of being an ASCCA member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASCCA members quickly and easily on the ASCCA web pages. All ASCCA members statewide are listed.
 - 11. FREE CPA CONSULTS.** All ASCCA Chapter 5 members are entitled to a half-hour of free telephone consultation each month from chapter member Norm Blieden, CPA. The service is not limited to shop business though Norm has extensive experience in shop-related matters. This member benefit can save you a ton of money and a lot of headaches. Call Norm at 626-440-9511.
- Why try to succeed alone, and re-invent the wheel? Partner with others on the same path and learn from them, as well as teach them what you have learned. If you have questions about how to access these benefits, contact the Chapter 5 office at asca.05@gmail.com. or 626-296-6961.**



ASCCA Advantage

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

The ASCCA Advantage is:

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



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



ASCCA Members Get Access to Corporate Partner Discounts and Benefits

Business Supplies, Equipment & Services



AESwave specializes in sales and support of automotive diagnostic equipment.

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



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

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



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

Kevin Fitzpatrick (631) 486-3506
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Provides maintenance services, equipment training & consumer education materials. Increase shop hours, parts and labor revenue, shop efficiency, and retention all while improving your customer's driving experience and vehicle performance.

Eric Elbert (805) 490-6080
EricE@petrospecsBG.com
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Chris Griebing (725) 231-4723
chris.griebing@acatglobal.com



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

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



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

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



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

John Hartman (619) 300-4910
john_hartman@genpt.com



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

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



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

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



Mechanics Marketplace offers the Automotive industry 3 staffing solutions!

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

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

Education, Training & Business Coaching



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

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



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

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

Insurance & Legal Services



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

Customer Service (530) 668-2777



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

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



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

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

Internet Marketing, Web Design & Search Engine Optimization



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

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



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

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



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

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



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

customerservice
@optimizesocialmedia.net
(855) 676-1212



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

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

Merchant Service/Payment Platform



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

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



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

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



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

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

Software Providers



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

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



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

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



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

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



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

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

Uniform and First Aid Services



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

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

Additional Benefits of ASCCA Membership

Government Affairs & Political Representation

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

Member-to-Member Communications

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

Local Chapter Events

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

ASCCA Communications

Stay up to date with the latest industry information through the ASCCA independent newsletter, email broadcasts, news alerts, member benefit flyers, website and social media updates.

ASCCA Branding

Members are able to display their association affiliation with ASCCA signage, its code of ethics, and logo for use on invoices, customer forms, and more.

Educational Foundation

Members can participate in the association's educational foundation that raises funds for scholarships that are awarded to students entering the automotive aftermarket.

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

To learn more about ASCCA member benefits visit
www.ascca.com/memberbenefits

Follow ASCCA on Facebook (@AutomotiveServiceCouncilsofCalifornia) and Twitter (@ASCCA1)

January 2023

ASCCA CODE OF ETHICS

- 1. To promote good will between the motorist and the automotive industry.**
- 2. To have a sense of personal obligation to each individual customer.**
- 3. To perform high quality service at a fair and just price.**
- 4. To employ the best skilled personnel obtainable.**
- 5. To use only proven merchandise of high quality, distributed by reputable firms.**
- 6. To itemize all parts and adjustments in the price charged for services rendered.**
- 7. To retain all parts replaced for customer inspection, if so requested.**
- 8. To uphold the high standards of our profession and always seek to correct any and all abuses within the automotive industry.**
- 9. To uphold the integrity of all members.**
- 10. To refrain from advertisement which is false or misleading or likely to confuse or deceive the customer.**

Chapter 5 Associate Members

Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing	Tim Huddleston	805-584-0030	tim@irwindalespeedway.com
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Undercar Plus	Blake Avelar	310-350-3083	blake@undercarplus.com
Van de Pol Petroleum	Wes Powell	562-236-1000	wpowell@ineedoil.com

***Be sure to use the evite electronic invitation to RSVP.
If you didn't receive it, contact the Chapter 5 office
at asca.05@gmail.com***

ASCCA Chapter 5 2023 Board of Directors

Executive Board

President.....Tim Chakarian
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 Johanna Reichert..... (626) 792-9222
 Craig Johnson..... (626) 810-2281
 Gary Papirian..... (323) 255-5566
 Kirk Haslam..... (626) 793-5656

Committee Chairs

Seminars & Programs
 Wendy Lucko.....(626) 340-9790

Government Affairs
 Open

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

Membership
 Open

Chapter Rep

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 Nito Goolan.....(800) 810-4272 x103 or NGoolan@amgroup.us

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Events Manager
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Communications Manager
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Find your US Legislator
https://openstates.org/find_your_legislator/

Find your California Legislator
<https://findyourrep.legislature.ca.gov/>

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