



ASCCA Foothill Chapter 5
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VICE-PRESIDENT'S MESSAGE

APRIL 2023

Hello ASCCA Chapter 5!

I hope that the weather hasn't hindered business or productivity for you, and that everyone's families and employees are safe.

Our Chapter 5 Board wants to remind everyone to stay informed with any legislative news happening in your local areas or across the state and be ready for a call to action. This association is only as strong as we are, together. This may mean recruiting and informing customers of legislation that will affect them also and have them write to their representatives.

Be sure to take part in our Legislative Action Event this month. The kick-off is April 10 from 2-3 pm via Zoom. The goal is for you to meet with your representatives here, in their local offices on a Friday in April. More information is in this newsletter on [page 4](#).

Our events planning committee is working to set up different sessions and training and networking for you and your employees. If there is something of interest to you, please reach out to a board member so we could discuss it with our planning committee.

Don't forget, we serve customers AND we serve our communities. Reach out and volunteer for community events; host training for customers; sponsor Little League, soccer, and softball games so your community sees you getting involved.

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Save the Date: September 8-10, where we hope to see you at the state ASCCA Training Conference in Costa Mesa. Please visit the state site to register or scan any of the QR codes during our monthly chapter meetings.

ASCCA is a volunteer association and ***volunteers are always welcome*** and needed to help keep this association strong whether it be at the state or local level. Please consider a board mentorship, a board seat, or volunteering for our planning committee. Another way to support your Chapter 5 is to open your shop to welcome members for a “Shop Night” meeting. Ask a board member how you can make your shop available for this fun and educational event.

And what about our education members... Don't forget to serve on the community college and high school advisory boards, we need your help to keep our programs viable and up to date! This is a great way to serve your community and help raise up the next generation of automotive techs.

I hope to see you at PCC on April 4 when we have two great classes in store for you: one for owners and one for techs. Check out the flyer on [page 3](#) for the details.

Sincerely,

Wendy Lucko

Auto-Tech Instructor, PCC

Vice-President, ASCCA Chapter 5

UPCOMING MEETINGS & EVENTS

April 4 - PCC: Garage Gurus & BAR Referee
May 2 - Shop Night / Vendor Fair at Hanson's
June 17 - Irwindale Speedway – Scholarship recipients
July (not the 4th) - Social Event TBD
Aug 8 - Mijares (TBD)
Sep 5 - Mijares - Walt Commans, ASE

Oct 3 - Social Event/ Okoberfest
Nov 7 - Mijares (TBD)
Dec 2 - Christmas/Holiday Party (TBD)

"SHOP OWNERS HELPING SHOP OWNERS"

TUESDAY APRIL 4TH 6PM

 **PASADENA CITY COLLEGE**
Automotive Technology

TWO INFORMATIVE CLASSES

- ONE FOR TECHS
- ONE FOR OWNERS

**1570 E. COLORADO BLVD.
PASADENA, CA 91106**

Park in lot 3 at Cordova and Hill. The Auto Tech classrooms are behind and downstairs from the tennis courts.

"RIDE CONTROL FUNDAMENTALS"

FOR YOUR TECHS BY



"HOW TO PREPARE YOUR CUSTOMER AND VEHICLE FOR A BAR REFEREE INSPECTION"

BAR

FOR OWNERS BY COMPLIANCE REFEREE, ARON NEWELL



RSVP AT THIS LINK

[HTTP://EVITE.ME/YBFCUYBWD](http://EVITE.ME/YBFCUYBWD)

SPEAK WITH A LIVE BAR REFEREE AND FIND OUT WHAT THEY ARE LOOKING FOR WHEN THEY CHECK VEHICLES.

COME AS EARLY AS 6:00 TO HANG OUT WITH OTHER MEMBERS. BRING A NON-MEMBER SHOP OWNER TO EXPERIENCE THE GREATEST BENEFIT OF ASSCA CHAPTER 5

MENU:

**CATERED
(NOT PIZZA!)**

SCHEDULE:

**6:00 PM –
SOCIAL/NETWORKING/DINNER
7:00 PM – PROGRAM
9:00 PM – FINISH**

COST:

**ONE PAID MEMBER IS
FREE. ALL OTHERS ARE
\$20 EACH**

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- Sep 5 Mijares (TBD)
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- Nov 7 - Mijares (TBD)
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Automotive Service Councils of California
Professionals in Automotive Service - Since 1940
WWW.ASCCA.COM

LEGISLATIVE ADVOCACY EVENT

SUPPORT ASCCA LOCALLY

MEET WITH YOUR LEGISLATORS AT THEIR LOCAL OFFICES

 **10 APRIL**
2:00 – 3:00 PM **2023**

Legislative Advocacy Kickoff Meeting
Via Zoom

- Open to all ASCCA members
- Agenda will include:
 - Overview of the bills highlighted for the legislative appointments.
 - Do's and Don'ts of meeting with legislators
 - Guest Speaker: Pat Dorde to give an update on the Bureau of Automotive Repair



 **14, 21, 28 APRIL**
& 5 MAY **2023**

Legislative Appointment Dates
Locations: Local Legislative Offices

Learn more at www.ascca.com/events or scan code to register:



Our mini-workshops were full and informative at our March 7 meeting at Mijares. Special thanks to Glen Dailey, John Eppstein, and David Fischer for their valuable input!



Organized chaos (but effective) as we filled the room with three simultaneous workshops.



Shop Drawing

Ken Daniels Automotive was drawn in the Shop Drawing, and **was present to win the \$200!**

The prize will increase to \$220 for our **April 4** meeting.

Remember, you must be present to win!



Tax and Business Tips from Norm Blieden, CPA

Great Money Habits

Developing and maintaining great money habits can help you lay the foundation for achieving your financial goals. Here are some ideas.

- **Establish a budget and review it at regular intervals.** Create a workable budget every year then set aside time to review your budget periodically. This will help you think critically about where your money is going and help you eliminate old, destructive money habits.
- **Calculate your net worth.** Your net worth is an indicator of your financial health and how you manage your money. To calculate your net worth, add all your money and assets, then subtract the total amount you owe to others. The result is your net worth. Often this result is negative due to things like student loans, high credit card balances, or underwater debt (e.g. you owe more on your car than it is worth). So don't worry about the result, just know what your net worth is so you can improve it over time. Like reviewing your budget, a regular check-in on your net worth allows you to think more about your finances and take the necessary action to improve it.
- **Use sinking funds to plan.** A sinking fund is an account where money is set aside to repay debt or replace a wasting asset (like a car that loses value over time). So create a sinking fund in your budget. Then decide how to use it. Given the rising rate environment, the best use is typically paying down any credit card debt. Then use the fund to attack any other debt, like pre-payment of mortgages. Also consider building a sinking fund to pay for future expenses, like replacing your car, furnace, roof or other large expense so you are ready when it needs replacement.

Stay curious about personal finance. Your financial picture changes as your life changes, which is why it's important to always learn something new about money that you can apply to your situation. Pick several books, blogs, podcasts, and videos that look interesting, as they may offer a fresh perspective on tips to improve your finances.

Once you understand the basics of your financial situation, it's time to sit down and proactively plan ahead. Two of the most critical areas you can prepare for are minimizing your taxes and saving for retirement. So plan ahead and feel free to ask for help.

Five Small Business Insurance Review Tips

Changes in your business equipment, real estate holdings, the amount of inventory, and the number of employees are all good reasons to review your business's insurance in addition to your annual review. Here are a few tips to keep in mind:

- **Keep in regular contact with your insurance company and your agent.** Keep your insurance agent apprised of what you are doing in your business. Try to meet with your agent throughout the year, and conduct a detailed annual review of your insurance needs. Also do the same thing with your policy company. One of the often overlooked benefits of a good agent is their knowledge of various insurance companies and not just the one currently insuring your business.
- **Understand how business changes affect your policy.** Figure out how your policy covers the changes you are seeing or anticipating in your business. This involves understanding the limits and terms of your policy. You can start by asking if you're properly insured for property damage, liability coverage, health and disability, and changes in asset values.
- **Conduct a competitive review.** Periodically conduct a competitive review of your insurance needs. Bring in at least two other insurance providers, as well as your current provider. The frequency of the review will be driven by changes in your business, the stability of your current insurance provider, and the need to understand the evolving landscape of business liabilities. A review will keep your premiums competitive, as well as help you learn about coverage gaps in your current policy.
- **Identify evolving coverage risks.** As the business climate evolves, so should your insurance coverage. Think about what's on the horizon. Legal trolls are active in areas like product packaging, use of images, and ADA requirements. And who would have anticipated the need to cover cyber attacks 10 years ago?

Review safety plans and company policies. This goes hand-in-hand with a business insurance review. Make sure your team is adhering to established employment and operations policies. Getting an insurance claim paid and maintaining reasonable premiums often depend on specific policies being in force prior to putting your policy in place. Finding the right level of coverage for the right price is possible, but it takes some preparation and planning. Invest some time now to review your insurance policies to save a lot of potential pain and money down the road.

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

Win Them Over with DVI



Helping customers create repair plans through inspections is smart business.

By [Kimanzi Constable](#) This story was originally published in Ratchet+Wrench on March 28, 2023

Trust is one of the best ways to create lifelong customers. If your customers don't trust that you have their best interest at heart when recommending repair options, they won't return to your shop. In an industry where perception varies widely among customers, one of the ways to garner trust is by helping customers understand and plan vehicle repair through [digital vehicle inspections](#) (DVI).

"We've been doing DVI's for nearly 10 years, and they're visual. We have a 15-picture minimum—the more pictures you can do, the better we've found," says Joe Tilson, owner and operator of [Tilson's Auto](#).

"Our service advisors go through the DVI and add notes about what the customer needs to know. We make sure what the customer sees makes sense. We use software called AutoVitals that helps customers understand the issues better. We bring up as much information as possible, so they understand what's important."

Here's how to help customers interpret digital vehicle inspection findings so they can make confident buying decisions with your shop.

Teach Customers How to Read DVIs

No one wants to pay for services they don't understand. When customers spend money, they want to feel comfortable knowing they're getting exactly what they need to repair their vehicle. DVIs help them see what's wrong, see the significance of the repair and why it's important to fix sooner than later in most cases.

When discussing DVI with customers, help them to understand what they're seeing. Teach them how the DVI findings provide the information needed to service their vehicle best and that having the information is the best way to ensure their vehicle runs smoothly for years to come. A lot of information is coming at your customers every day—they're inundated with things they need to understand. Just receiving a DVI is not enough if they don't understand them. Be clear but know when to stop and allow them to process the information.

"For our shop, DVIs allow us to be as transparent as possible with our customers," says Diego Cardenas, service manager of [Motorhaus](#), owned by Martin Lopez Da Cunha. "It helps when you show customers what's needed in an inspection. DVIs have made a world of difference for our shop and helped us create long-term maintenance plans when we explain the DVI findings. We show customers what's important now and in the future."

Show Customers How to Choose a Feasible Repair Plan Based on DVI Findings

Money is tight these days, especially with talk of inflation and a recession. Customers are conscious of where they spend money and must decide what they need. A smart customer retention strategy is to help customers create a repair plan they can afford based on DVI findings.

If a customer can't afford to fix everything the DVI findings show, what do they really need, and is there a way to make it cost effective for the customer? You may offer payment plans or the ability to finance repairs, but whatever the case, show customers how the repairs are needed and can be affordable.

"People get fixated on price compared to what's wrong with your vehicle," says Tilson. "We send customers the DVI findings, not the estimate to give the customer time to make the best choice for them. Then, we call them and walk through the findings visually. The customers can see what we're seeing when we help them interpret DVIs. They've also helped us close more business because it gives people a sense that we're doing a thorough job. It builds trust by showing that we're not hiding anything."

DVIs Can Create Lifelong Customers

Take Your Toolbox Home!



Learning to go from working in your business to your business takes time.

By [Greg Bunch](#) This story was originally published in Ratchet+Wrench on March 22, 2023

On a ride to the airport today, the driver was sharing how he knows a naturally gifted technician who has been servicing his vehicles since the young man was 16 years old. He now works as the head diagnostic technician at a local shop. He said the young man aspires to own his own shop in the next few years.

Does this sound familiar? It does to me, as this is the same path I took into the industry as I took my hobby of working on air-cooled Volkswagens and turned it into a career. Within 10 years of working at various shops and dealerships, I went out on my own, very similar to most of you who are reading this article.

I shared with him that besides owning six shops, I also have a business teaching folks like this young technician how to stop working on cars and to run their businesses. We had a great chat the rest of the trip to the airport about life and business. He is an older gentleman who retired from corporate life and now has a small executive transportation business. I thought to myself, if I had not retired my tools and myself from working in the shop, I would not be headed away from my shop for the next six weeks!

The first “professional” training I received as a new business owner was one of those “one-day” seminars on how to run a profitable shop. The one thing I remember was them telling the room of shop owners, “The best thing you can do for your business is taking your toolbox home.” I thought the ceiling was going to collapse as we all inhaled, shocked by what we just heard. At the time I was the only tech in my shop, besides a friend of mine who I was training. He was still learning how to do oil changes properly. I knew I couldn’t do it then, but that it had to be my goal.

This goal was compounded later that year as my mom was diagnosed with breast cancer and lived over 2,000 miles away. I proudly proclaim I am a bit of a mama’s boy, as she has always been my biggest fan and supporter. It was heartbreaking knowing she was going through the surgery and treatments without me being able to be at her side. Fortunately, she had my dad and they caught it early enough that the treatments killed the cancer, and she is still with us at 85 years old. I went on a mission to build my company to a point where I could take time off and it would run without me in the day-to-day operations.

I say this only half joking, it was hard as I was the best technician and service advisor my company had for the first five years of being in business. Like most shop owners, I thought I just needed support and help, and I could stay the smartest person in the business. That’s great if you never plan to have a shop with more than a half dozen employees. You will have great customer service and deliver high-quality work; however, you will also trap yourself and not have the freedom you deserve as a business owner.

So, the million-dollar question is, ‘How do I get from working IN my business to working ON my business?’

It is easier said than done, for sure! It takes you being a next-level leader and putting your ego aside. It means trusting your team or hiring someone who has the skills to replace you in the current role you’re in. Create an avatar of what the person who would run the day-to-day operations would look

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Digital Vehicle Inspections are an [essential part of the automotive repair process](#) and industry. DVIs are one of the best ways to understand the value your shop can provide, and they build trust. Use them properly and carefully walk customers through the findings, showing them which repairs are necessary when, and what repairs impact overall vehicle safety.

"A picture is worth a thousand words, and visual DVIs are best," says Cardenas. "Visual DVIs show the customers the important work that needs to be done in a way they can see and understand. We use a software called Shop-Ware that allows us to send texts and emails regarding DVIs and other important information. It's modernized communication and made things easier for technicians to standardize DVIs. Long term, it helps the customer save money."

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.

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like. What skill sets do they have and what are the intangibles you need to see?

It takes you being willing to take time to document the way you want your business to run. What makes your company special: why your customers love you, and why your current employees work for you. Define your mission, vision and values. More and more owners are leveraging technology and using video to document their processes and procedures. There is no use writing a novel that nobody will ever read.

I also have to say, don't be in a rush. This process takes time to do it right and you will fall during the process. I would also say, put realistic deadlines on yourself. Humans do better with deadlines, even if they are self-induced. Next month I will be debunking the common myth of "stay small and keep it all" and how to ride the coming wave for the automotive repair industry. God Bless and don't work too hard my friends, talk to you next month.

Dedicated to Transforming our beloved industry.

Greg Bunch

Greg@transformersinstitute.com

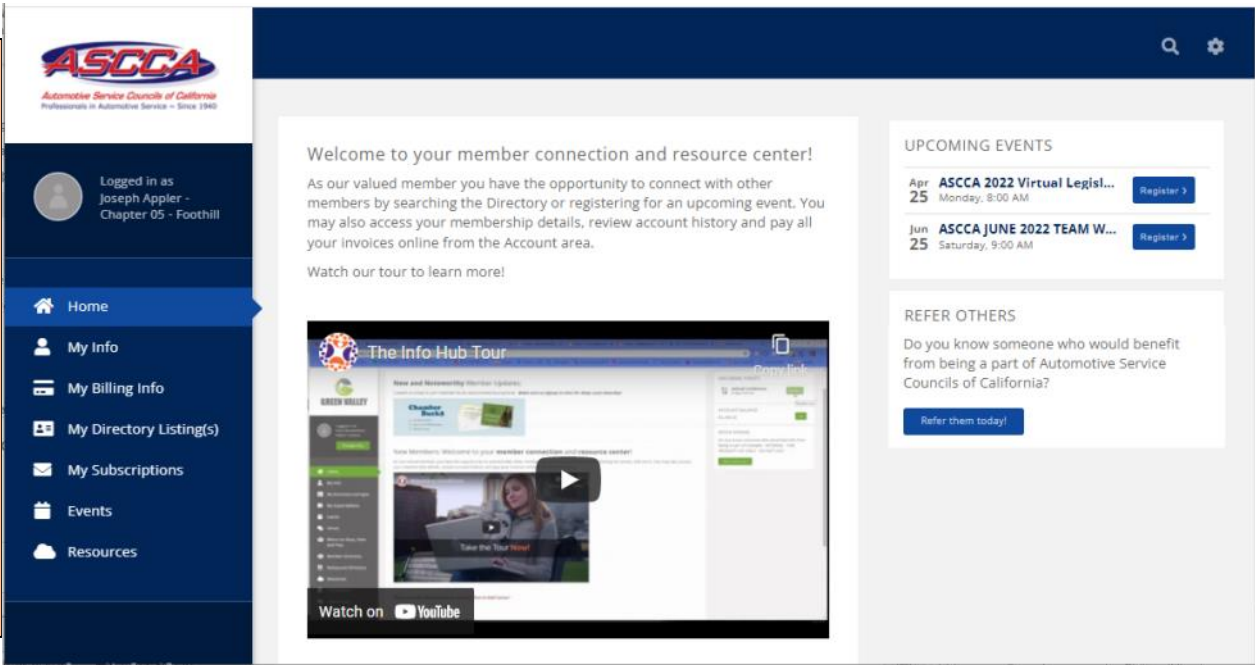
Ratchet+Wrench is the leading progressive media brand exclusively serving auto care center owners and operators through examining in-depth real world struggles, successes and solutions from the industry. It provides our readers and users the inspiration, tools and motivation to help them succeed in the auto care center industry.

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.

→→→
 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!
 →→→



DISCLAIMER

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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.

What We Do For You:

ASCCA monitors and fights harmful laws and regulations that cost you money and time away from your business.

Examples:

A legislator proposed a bill to use a grading system (ABCDF) like the restaurants. We fought this and stopped it.

Another legislator tried to change us into being debt collectors because we receive money from customers. That would mean if a customer did not pay and we called them, the customer could sue us for harassment. We fought and won this also.

We also stopped a bill that would keep us from being able to program security systems in cars. The manufacturers wanted to lock us out! Again, we fought and won.

Our state legislatures can produce 5600 bills every two years. Our dues help us watch and fight these bills, saving you a ton of dollars.

ASCCA has great benefit programs:

Low credit card rates and a \$350 rebate at the end of the year.

Free legal advice for you, your business, or your employees.

Free accounting review of profit and loss statement.

Free review of any current or prior year's taxes.

Super discounts on uniforms.

Discounts on Alldata and Identifix.

Camaraderie, fellowship, and life-long friends.

Network with top shops.

Get advice with business structure, policies, and profit ideas.

Get second opinions on cars that are giving you fits.

Education opportunities:

We periodically have free training for service advisors and technicians.

ASCCA awards scholarships to young people to help fill the technician shortage.

Why we need you:

Meet and network with top shops.

Monitor and fight harmful legislation.

Support our great partners and save money.

Support and give back to our industry.

All this for \$70.83 per month!



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How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$850/yr. Associate membership dues are \$945/yr.
 - \$400 goes to the Chapter
 - The remaining portion goes to the State Association
- When memberships are held in multiple chapters, only the original membership pays the full State Association dues. Additional members pay reduced State dues of \$300/yr. All memberships pay full chapter dues.
- Annual payment is due in the Sacramento office on January 1 of each year.
- Payment plans are available upon approval by the Chapter & State Association. With all payment plans, automatic credit card payments or ACH are now required. There is a \$2.00 transaction fee for these payments. (Chapter 5 will cover the transaction fees for our members.)
 - Semi-annually: Due: January 1 & July 1
 - Quarterly: Due: January 1, April 1, July 1, October 1
 - Monthly: Due the first of each month
- If payment is not received according to the agreed-upon schedule, dues immediately become delinquent.
- If a member reaches 90 days delinquent, their ASCCA membership may be cancelled.

What do you get for your dues? (This is the “short” list. See the ASCCA Advantage flyer for the full list.)

- Amazing connection with your peers in the automotive industry.
 - Older shop owners who have gone ahead & you can benefit from what they’ve learned.
 - Newer shop owners who need to learn from what you’ve experienced.
- A loud voice to the legislators who are passing laws which have a direct effect on how you can operate your business.
- Opportunities to meet the legislators with power in numbers. (They will listen better.)
- Great discounts from endorsed vendors (see the ASCCA Advantage flyer) which will more than make up for your dues costs.
- Timely communications regarding what’s going on in the industry.
- Access to seminars & classes at an ASCCA discounted rate.
- Monthly dinner meetings with special speakers who know our industry. Dinner at the regular meetings for you and your spouse or business partner is included in your chapter dues. (\$600/yr. value.)
- Monthly e-newsletters with important, educational, & sometimes entertaining information that is designed to improve your bottom line.
- 30 minutes a month of free legal counsel.
- 30 minutes a month of free accounting counsel.

What happens when you don’t pay your dues on time?

- Association resources have to be spent to collect your outstanding dues.
- Association activities & effectiveness are reduced.
- The Association loses a valuable voice.
- *(This is why we recommend automatic payments on all payment plans.)*





ASCCA 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!



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info@ascca.com | www.ascca.com



ASCCA Members Get Access to Corporate Partner Discounts and Benefits

Business Supplies, Equipment & Services



AESwave specializes in sales and support of automotive diagnostic equipment.

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



Mechanics Marketplace offers the Automotive industry 3 staffing solutions!

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

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

Education, Training & Business Coaching



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

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



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

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

Insurance & Legal Services



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

Customer Service (530) 668-2777



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

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



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

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

Internet Marketing, Web Design & Search Engine Optimization



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

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



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

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



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

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



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

customerservice
@optimizesocialmedia.net
(855) 676-1212



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

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

Merchant Service/Payment Platform



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

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



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

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



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

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

Software Providers



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

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



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

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



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

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



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

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

Uniform and First Aid Services



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

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

Additional Benefits of ASCCA Membership

Government Affairs & Political Representation

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

Member-to-Member Communications

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

Local Chapter Events

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

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

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

ASCCA Communications

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

ASCCA Branding

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

Educational Foundation

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

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

January 2023

ASCCA CODE OF ETHICS

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

Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	abec@petrospecsbg.com
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
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Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
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***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

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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

Associate Member Board Rep.
 Randy Lewis.....(909) 717-9950

Membership
 Open

Chapter Rep

Tim Chakarian(626)792-9222

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Administration & MembershipJoseph Appler
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Find your US Legislator
https://openstates.org/find_your_legislator/

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

Find Everyone in the Government Whose Decisions Impact You
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