



ASCCA Foothill Chapter 5
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President's Message: July, 2022

Happy 4th of July to you all.

We are truly blessed in Chapter 5 to have five colleges to support our chapter & industry. With a nationwide technician shortage every shop in our chapter if not in our association ought to have an apprentice in their shop or at least start preparing to on-board one. Your involvement in collage advisor boards will get you familiar with the programs the school teaches & you will be a part of how our future technicians are trained & molding.



I would like to thank & acknowledge all our amazing educators at the various schools who put forth efforts, often unseen, to build the technician of the future. In this month's chapter meeting will be honoring the four Chapter 5 scholarship winners who took the time to reciprocate the amazing leadership the instructors have taught them. All together there were 24 students who received scholarships through ASCEF, the education foundation of ASCCA. There were 12 other recipients of scholarships of the five collages that are part of Chapter 5. We are in the midst of planning a socials event to honor all this recipients & their families. Stay tuned for the upcoming dates & announcement.

It was awesome attending last month's June Team Weekend in San Diego, where we had first time attendees Sean & Brenna Blank from Sean's Autocare in Van Nuys representing our chapter. It is so encouraging seeing new members attend & get involved with state activities like Team Weekend. As your chapter rep I would like to urge all who have not attended to make plans to attend the next Team Weekend September 17 & 18, 2022 in Ontario. This event called the Education conference is just that, a full day dedicated to training & education for the entire shop. There will be an all-day technical track & 4 management tracks covering a multiple subjects from financial numbers & KPI's, new customers acquisition & retention, to being a profitable & fun service advisor. You are not gonna wanna miss this event. Sign up today from your member

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portal using your log-in at ASCCA.com All are invited to attend, even non-member shops will benefit & likely see the value in becoming an ASCCA member like yourself. If you need help with setting up your member portal & registering to this event please see me or anyone of the board members & we will help you get on track.

Hope to see all of you Tuesday July 5th at Mijares for another enlightening meeting as this month we are using the open forum platform to hear from you our members. I'm sure we will pack the house as usual elevating, uniting & giving voice to automotive professionals.



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





**Join us on July 5,
6:00-9:00 pm at Mijares
Mexican Restaurant to
honor our Chapter 5
Scholarship Recipients and
for an Open Forum.**

**First, we will honor the recipients of our
Chapter 5 Scholarships.**

**Then we will shift into an "Open Forum" to discuss two
crucial issues for all shops.**

- **Workshop & Employee Health & Safety**
- **Onboarding New Staff (Do's and Don'ts)**

**Come as early as 6:00 to hang out with other members.
Bring a non-member shop owner to experience the greatest
benefit of ASCCA Chapter 5:**

**"SHOP OWNERS HELPING SHOP OWNERS."
If they join, you get \$125!!!**

Menu:

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

When:

Tuesday, June 7, 2022
6:00 PM – Social/Networking/Dinner
6:45 PM – Program
8:45 PM – Finish

Cost:

- No Charge to Regular or Associate Chapter Member, Business Partner, Spouse or Significant Other (**max 2 per member**)
- No Charge for Potential Members
- **\$35/ea.** for all others

Where:

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

UPCOMING MEETINGS & EVENTS

July 5 - Scholarship Recipients &
Open Forum

Aug 2 - Tim Huddleston – Mgmt. Training

Sep 6 - TBA

Sep 16-17 - ASCCA Educational Conference, Embassy Suites Ontario Airport

Oct 4 - TBA

Nov 1 - TBA

At our June meeting, Dr. Lee shared important information about communicating and connecting for leadership success. We also heard from different shop owners about how they improve communication in their shops. Again, you filled the room!!!



Shop Drawing

Montrose Automotive was drawn in the Shop Drawing, and was not present to win the \$240!

The prize will increase to \$260 for our **July** meeting.

Remember, you must be present to win!



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

2022 ASCCA EDUCATIONAL CONFERENCE

SEPTEMBER 16-18, 2022

TO ELEVATE & UNITE AUTOMOTIVE PROFESSIONALS & GIVE THEM VOICE

ASCCA Educational Conference September 16-18, 2022 Embassy Suites Ontario Airport

The ASCCA Educational Conference is back and better than ever! We are excited to bring this program back to life and engage in the ASCCA community. We have a strong line up of speakers with a focus on effective teamwork, communication and tech. At this year's conference you will gain tools and knowledge to better your social media skills, employee retention, increased sales, team productivity, and day-to-day management.

[**REGISTER ONLINE**](#)

[**View Agenda**](#)

[**Attendee Brochure**](#)

EVENT DETAILS

WHEN: September 16 – 18, 2022

WHERE: Embassy Suites by Hilton Ontario Airport

ROOM RATE: \$189/night

REGISTRATION: Member registration starting at \$199 with discounts for multiple registrations from one shop.

With an all-day Saturday technical track on:
“Network Nightmares: Solving the Diagnostic Distress”

As well as Four Management Classes,

There is something for everyone!!!

See the schedule on [Page 8](#)

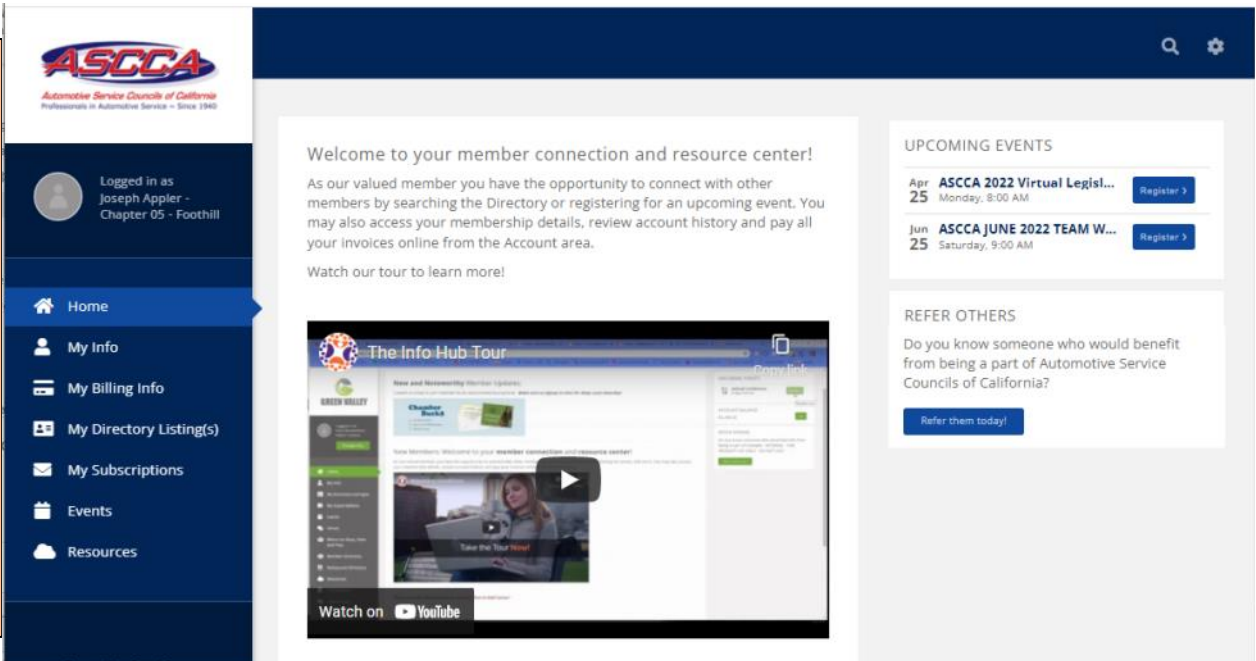
To register, click the link or type it into your browser:

<https://automotiveservicecouncilsofcalifornia.growthzoneapp.com/ap/Events/Register/Dr6ZQOJr?mode=Attendee>

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!
→→→



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Are Your Biases Controlling You?



By Greg Bunch This story was originally published in Ratchet+Wrench on June 21, 2022

Dictionary.com defines bias as "a particular tendency, trend, inclination, feeling, or opinion, especially one that is preconceived or unreasoned."

We all have biases, which determine how we make decisions throughout our lives. For example, we have preferences on what we like to eat and drink and what we think is the highest and best use of our time. Likewise, we are biased on who we choose as friends and where we get our news.

These biases determine how happy and fulfilling our lives will or will not be.

We each have biases based on our natural giftings; that's why many shop owners would rather "suit up" and fix cars when they're down a technician than spend time learning how to recruit, interview, and hire a new one. Often, they would rather take technical classes than business management classes. Some even tend to be biased toward certain brands their shops will tool up for and work on, even though it may limit their sales. So what is a bias that may be holding you back?



As a new shop owner, I had the bias to be the best technician and the "go-to" person. I also had the bias that I had to know every customer and review every RO personally, and that the shop would fall apart without me. My personal favorite was "as the owner, I will always make less than my employees." It wasn't until I began hanging around other successful shop owners with well-trained and loyal staff that I saw that things could be different.

All of us are biased regarding being in our comfort zone, consciously or subconsciously. What I see holding many people back from having a great life and business is spending too much time worrying about how they appear—the physical and/or professional image they want to portray to the public. (Just look at their social media posts if you don't believe me.)

Many people take pride in being busy. I know what this feels like as a recovering workaholic. Busy-ness makes us feel like we are doing something of value, therefore, we can feel better about ourselves. Hence, having a bias toward the next big idea or project that could keep them busy when what really needs attention are the fundamentals. Busy people do get things done, but it's only when we make time to think that we can come up with new ideas and solve problems. You probably had some great ideas that came to you on your last vacation!

The other bias that holds us back is delaying, or not taking action due to "analysis paralysis." This goes back to the beliefs we've bought into that taking a risk could make us look bad to our peers and our self-image. So, we dwell on every possible negative outcome if we get it wrong. Maybe you tried and failed at hiring a manager to take your place, opening a second location, or growing an apprentice. Don't give up, you need to push forward if you are going to grow your business.

Successful people learn from their mistakes, ignore their "haters," and move forward. I have definitely learned way more from my mistakes than I ever have from my successes! Unfortunately, I often hear people express how they will "never do that again" and therefore lose out on the potential success they could have.

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ASCCA 2022 September Educational Conference

September 16, 2022 3:00 PM - September 18, 2022 11:30 AM (PDT)

SCHEDULE

Friday, September 16

3:00pm – 6:00pm – Offsite Training

6:00pm – 7:30pm – Welcome Dinner

Saturday, September 17

7:00am – Exhibits Open

8:00am – 9:00am – Welcome Session

9:00am – 12:00pm – Business and Technical Sessions

12:00pm – 1:30pm – Lunch with Exhibitors

1:30pm – 5:00pm – Business and Technical Sessions

Sunday, September 18

7:00am – Exhibits Open

8:00am – 9:30am – Chapter Meetings and Elections

10:00am – 11:30am – Board of Directors Meeting

LOCATION:

Embassy Suites by Hilton, Ontario Airport

3663 E Guasti Road, Ontario, CA, 91761

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Successful people have an action-biased attitude that requires them to accept delayed gratification, behave intentionally, and manage their time ruthlessly. Having an action bias means swallowing your pride, moving forward while you are shaking, and having a knot in your stomach. It means cutting out the things that are stealing your time and creating space to take the action you have been putting off. Studies show that the most successful CEOs make their decisions with only 60 percent of the needed information.

Do you have a bias that makes you think you will lose customers if you charge more? If you need to charge \$200 per hour and average a 55 percent margin on parts to make a net profit, it's not too much! NO PROFIT= NO BUSINESS.

How about one that says marketing is a waste of money. Are you biased that professional training is a waste of time or money? The one I've heard lately is that there are no good employees to hire!

I suggest that we all have people in our lives that care about us enough to challenge our biases and call us out when they see us limiting our potential. Do you have that in your life? Do you have accountability? The Lone Ranger had Tonto! Batman had Robin, and Fortune 500 CEOs have their board of directors.

When it comes to being successful in business and life, we must examine our biases, eliminate the ones holding us back, and move forward with an open mind and a willingness to take chances.

The biases, habits, proclivities, and preferences most of us have are not conducive to an abundant and joyful life. Welcome to being human! If we all work to make ourselves better by getting out of our comfort zones and limiting beliefs, the sky is the limit to the success you can have. I can tell you we all need to grow in this area. If you are making progress, you are on the right track, so give yourself some credit!

Please email me your thoughts at 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.

Keep Employees Engaged



By [Abby Patterson](#) This story was originally published in Ratchet+Wrench on August 27, 2020

On average, a technician tenure at a shop is usually between three and six years, according to John Wafler, facilitator for Bottom Line Impact Groups and RLO Training. And for service advisors, he says you're lucky to get five years out of them; if you can, you're doing quite well for yourself.

Some shops, however, have managed to go above and beyond these numbers. Take Palatine Shell Service in Palatine, Ill., for example. Along with former owner, Ron Appert, sons Ronnie and Theodore have worked in the shop practically their entire lives, and other employees seem to follow suit. The average tenure for employees is between 10–12 years, with the shop's service manager sticking around for 20 years and a technician for 15 years. But this is a rare sight in the working world.

Shockingly, only 15 percent of employees are engaged with their work, according to a [Gallup's State of the Global Workplace study](#). Fifteen percent. And in a [2017 HAYS study](#), it says 81 percent of employees would consider leaving their job. And Wafler says it could be happening for one of two reasons: either a shop owner is not making good hiring decisions, which leads to turnover, or he or she doesn't have a good environment for that employee. And with a poor work environment, Wafler says, it can spread like wildfire; from one employee to the next.

So, how can you tell the signs of an employee about to jump ship, and better yet, make sure it doesn't get to that point? Wafler and Dave Appert, co-owner of Palatine Shell Service since January, share what you should—and shouldn't—do to keep your employees for the long haul.

Do: Spot the signs early.

There's a reason for including the 15 percent engagement statistic above. Wafler says it's one of the most tell-tale signs of an employee leaving; showing up late and leaving work early, talking or texting more than usual, even going to the bathroom more than they have to.

A change in overall behavior and attitude is another big sign; they get quiet, are grumpy all of the time to the point where you feel like you have to walk around on eggshells, or just don't seem to care anymore, Wafler says.

One of the major signs of employee dissatisfaction is something you can actually calculate: job performance. For technicians, shop owners would be able to see a decline in hours of production. For service advisors, on the other hand, a decline in sales and other aspects of their job is a good sign that something is off.

Don't: Assume compensation is the answer.

One thing that owners immediately like to jump to, thinking it will solve the problem, is compensation. But in reality, Wafler says lack of compensation is probably No. 10 on the list of 10 items that lead to employees disengaging from work. Yes, they may leave your shop for a better paying job, but it's most likely other factors that the shop owner ignored that was the technician's breaking point.

Appert heard from a technician that working at a dealership did, in fact, pay technicians more, but said they were merely treated like a number there, which is one of the reasons that this employee left for Palatine Shell. At Appert's shop, he said he's treated more like family.

"One of the biggest things is being keen on treating people how I would have wanted to be treated as an employee," Appert says.

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Do: Show acknowledgement.

"One of the biggest things is just the appreciation and acknowledgement that you're doing a good job," Wafler says.

Wafler says whether it's a little or big accomplishment, recognition from someone you respect is a huge motivator. And when an employee is having thoughts about leaving, this acknowledgement can quickly change his or her mind.

If a shop owner notices the warning signs, the first step is to sit him or her down and talk to him or her about it. Consider taking the employee out of the work environment to chat and let him or her know they have noticed their change in behavior.

Don't: Allow a communication gap.

While acknowledging an employee is the first step, it takes constant effort to keep an employee satisfied.

"Sometimes just talking about it and acknowledging it can bring it back on track, but it won't stay there for long unless you continue to engage with employees," Wafler says.

If you don't have open communication in your workplace, it can be hard to keep him or her engaged, even if you do acknowledge when you notice that employee has been off. Wafler says an owner showing he or she cares out of the blue isn't much help; an employee will think you're doing it not because he or she is valued, but as a last ditch effort to retain him or her.

Taking a step back, it starts with a bigger picture of the overall environment and culture you've developed as an owner and a leader.

"Work around their issues so they don't feel trapped and make them feel heard," Appert says. "They will respect you as an employer."

Do: Provide more opportunities.

Ongoing communication includes keeping him or her in the loop on shop decisions and including him or her in your decision making, almost like you are engaging employees as a board of directors, Appert says.

And Wafler agrees. He says giving employees bigger responsibilities, leadership opportunities and allowing them to be a factor in the business's decision making keeps them engaged. Wafler says if you don't give a challenge to your employees, they'll end up getting bored and finding a new challenge outside of your business.

For example, it could be as simple as getting employee input on purchasing a new piece of equipment. In turn, it will make the equipment last longer. Why? Because they were a part of the decision, employees will take better care of it.

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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.

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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!



1443 E. Washington Blvd. #653
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(626) 296-6961; ascca.05@gmail.com; www.ascca5.com

ASCCA

Keeping California Independent Shop Owners in Business Since 1940



The Automotive Service Councils of California has been the foremost advocate for the aftermarket auto repair industry since its inception. Whether you have been a member for a long time or you are just getting started, ASCCA has your back.

As a member of ASCCA you are on the forefront of issues that keep you informed about regulations and legislation affecting your business. ASCCA members have successfully, through our grassroots campaigns, been an active voice for the future of auto repair in California.

Some of our Accomplishments:

- ASCCA members were part of the design team that created the OBDII connector simplifying modern vehicle diagnostics.

- ASCCA members successfully fought for and won legislation (SB1146) that created the first in the nation "Right to Repair" act.

- ASCCA members successfully fought for and won the elimination of damaging, frivolous lawsuits (Trevor Law Group) which tried to extort money from shop owners.

- ASCCA Members fought and won against the California Air Resources Board, squashing the vehicle super-warranty.

- ASCCA is the only state organization that sits on the national board of NASTF (National Automotive Service Task Force) which provides factory repair information to the automotive aftermarket.

- ASCCA members fought and defeated SB 750 (the key code lock-out bill) which would have excluded independent shop owners' access to vehicle communications.

- ASCCA fought and defeated legislation (SB 993) which would have extended sales tax to vehicle repair labor services, and unnecessarily increased repair costs.

- ASCCA defeated legislation (AB 2825) which would have treated auto repair dealers as "debt collectors," making all communications with customers subject to fines and frivolous lawsuits.

- ASCCA opposed and defeated legislation (AB 755) which would have increased the current \$1.75 tire tax fee to \$3.25 per tire.

- ASCCA supported and helped pass legislation (AB 3141) which included all unlicensed automotive maintenance service providers and other previously exempted repairers under BAR jurisdiction, creating a level playing field.

- ASCCA supported and helped pass BAR regulations that allow auto repair dealers to provide customers with electronic estimates and authorizations (e.g., text messages).

- ASCCA opposed legislation (AB 2454) which would have created a state mandated "grading system" similar to restaurants.

ASCCA maintains a seat on the Bureau of Automotive Repair Advisory Group Committee which meets on a quarterly basis in Sacramento and has a voice on regulatory matters impacting the industry.

ASCCA members believe in "raising all boats," and actively help each other to achieve success.

This is just a partial list of legislative accomplishments ASCCA has done for your business. The question should not be, "How can I afford membership?" but rather, "How can I do without ASCCA for my business?"

ASCCA Chapter 5; Voice Call: (626) 296-6961; Text: (818) 482-0590;
Email: ascca.05@gmail.com; Website: ascca5.com



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

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Dave Fischer (559) 472-3542
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Mail Shark approaches direct mail strategically by providing penetration reports and demographic analysis to make sure you're reaching the right people They'll make it easier for you to grow your car count and manage your budget.

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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 Fulfillment Ordering System can check real-time parts availability. Technical training, business management solutions, and other services for independent shops are provided by experienced professional instructors.

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rmkroll@gmail.com



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Elie Massabkli (800) 989-8094
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Education, Training & Business Coaching



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Jim Silverman (301) 575-9140
jsilverman@autotraining.net



DRIVE is the premiere automotive and truck repair consulting and training company. With over 25 years of experience, their continuing aim is to provide shop owners with best-in-class training, organizational skills and management tools. The goal of DRIVE is to fully arm shop owners with every executive and management ability needed to win.

Carolyn Gray (818) 863-1077
cgray@driveshops.com



ESI provides repair shops with up-to-date full facility training for management and personnel. ASCCA Members get: exclusive access to discounted training courses; \$800 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

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



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

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jack@mrgco.org

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



RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. RepairPal shops gets 8-10 new customer contacts per month, with an average repair order over \$500. This creates estimated new business of \$48,000/year.

Evan DeMik (415) 595-3346
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Known for their ability to get big results, the team at Leads Near Me are experts at Google Ads and local search engine optimization as well as building amazing websites. With clients in 40 states, Canada, and South America, Leads Near Me is uniquely qualified to help you dramatically grow revenue.

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Merchant Service/Payment Platform



ASCCA members get access to \$350 rebate on ASCCA State association dues when you use DFG to process your credit card payments.

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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.

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Tekmetric's features make it easy to monitor and manage your auto repair business. We know what it takes to run a successful shop and that's why our features focus on improving the interactions between your customers, service writers, and technicians. Leverage your business data and grow profitably.

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



AutoVitals provides the most innovative and impactful products, a commitment to developing and instilling industry best practices and the industry's most thriving and collaborative online community.

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Uniform 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.

Jessica Essad
(775) 813.8954
EssadJ@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)

November 2021

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.)*



Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	abec@petrospecsbg.com
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Undercar Plus	Sandra Tooley	909-608-1446	sandy@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 ascca.05@gmail.com

ASCCA CODE OF ETHICS

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

ASCCA Chapter 5 2022 Board of Directors

Executive Board

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Membership
Open

Chapter Rep

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