



ASCCA Foothill Chapter 5  
1443 E. Washington Blvd. #653  
Pasadena, CA 91104-2650  
Phone (626)296-6961  
[ascca.05@gmail.com](mailto:ascca.05@gmail.com)  
[www.ascca5.com](http://www.ascca5.com)

## President's Message:

February, 2022

Greetings!

As your new Chapter 5 President, I am really looking forward to the next two years! I have set some goals that may sound ambitious, but I believe we can accomplish them and make our Chapter better and make our shops and businesses grow.

Here are some ideas and dreams I have:

- I want to visit every shop in our chapter over the next two years and build value into our relationships. I want to understand the needs of your particular shop and see how can we, as your Board of Directors, help you maximize your investment in ASCCA.
- I want to improve our monthly meeting attendance and participation. Regularly learning from each other and elevates our beloved industry. We want to "Elevate, Unite, and Give Voice."
- With the shortage of technicians & just good help, I want to work closely with our 5 college educators to build an 18-month apprentice program to help student techs transition into productive technicians. What would that program look like? Who can help shape that program? What is the state doing to assist? (ETI) How can we effectively "on-board" our new techs?
- I want to increase & promote "in-chapter" networking. Know your



*(Continued on page 2)*

(Continued from page 1)

chapter... Save money by using & promoting our associate partner's services. Norm Blieden, CPA – All things numbers & taxes; DFG – Credit card processing; Cintas -OSHA approved first aid kit; Free Legal advice - 30 min with Jack Molodanof, our state attorney; Labor law & HR consultation – David Fischer... just to name a few.

- I'm asking for improved involvement in our Chapter 5 committees and task forces. They exist to build the chapter and your business.
- We are the strongest chapter in the State Association. I'd like to have more member involvement in State activities, like Team Weekend, to help our members learn how to benefit more from the Association and to help other chapters grow by our example.
- I want every member to get a better understanding of how our association operates and functions. Do you realize how important our involvement in legislature & BAR is? As laws come out, our involvement with shaping the regulation helps protect & advance our shops. Volunteer members of ASCCA sit at the table with BAR regularly (BAG meetings) to help shape laws to protect not only consumers but shops. This protects both our business & the industry. Some laws are written to protect the consumers; by our influence & involvement they now understand how to protect us as shop owners, as well.
- With COVID now an established factor, I want to safely increase chapter social events. Let's find the planners in our chapter & set up two social events this year. Examples: Beach party BBQ; Fishing boat charter; Murder mystery train, etc.
- Finally, I want to learn as a chapter how to plan a *Car Care Clinic* or *Customer Appreciation Night* to increase your influence in the community & give your shop more exposure.

Well, that's enough for now. I wanted you to hear how excited I am about what is in store for our Chapter and the State Association.

I hope to see you on Feb. 1 at Mijares where we will discuss "Strategic Planning and Goal Setting." We all need it!

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

Here are our new Board of Director Officers, duly elected on January 4, 2022.

- President – Tim Chakarian
- Vice President – Mike Bedrossian
- Secretary – Ani Papirian
- Treasurer – Jim Ward
- Chapter Rep – Tim Chakarian



Join us at Mijares Mexican Restaurant on February 1 at 6:00 pm for the monthly meeting of ASCCA Chapter 5  
*“Strategic Planning and Goal Setting”*

*If setting goals works in sports, how much more in your business?*

Do you have specific goals for your business?  
Do you have a plan, short- and long-range?  
How do you measure your shop's success?

Join us on Feb. 1 to discuss the importance of strategic planning and goal-setting.

***You'll need to present a valid vaccination card or a negative COVID test within the last 72 hours. If you use a home rapid test, take a picture of you and your negative test with the date available, or you can bring the test itself if it still shows the results. If you use your phone for the picture, the date should be able to be accessed. Obviously, there is somewhat of an “honor system” needed for this.***

**When:**

Tuesday, February 1, 2022  
6:00 PM – Social/Networking/Dinner  
6:45 PM – Program  
8:45 PM – Finish

**Where:**

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

**Menu:**

Taco/Tostada Buffet  
Soda & Coffee provided  
Beer & Wine available

**Cost:**

- No Charge to Regular or Associate Chapter Member, Business Partner, Spouse or Significant Other (*max 2 free per member*)
- No Charge for Potential Members
- **\$30/ea.** for all others

## UPCOMING MEETINGS & EVENTS

Mar 1 - Wealth Management- Mike Healy      Jun 7 - TBA  
Apr 5 - TBA  
May 3 - Shop Night

# Our January meeting was a great way to kick off the new year!

We had a panel of three members who have used various coaching opportunities over their ownership careers who shared the “how-to’s” of choosing a coach for your shop. They impressed upon us both the importance of searching out what is available and understanding the differences in what they offer.

Bottom line: Find a coach that works for you and your business!



Thank you, Jack, Gene, and Tim for sharing your experiences with us.



“Shop Owners Helping Shop Owners”  
Our greatest strength!



## *Shop Drawing*

Bill's Quality Auto Care was drawn in the Shop Drawing, but was not present to win the \$200!

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

Remember, you must be present to win!

# Tax and Business Tips from Norm Blieden, CPA

## Business Metrics that Have Impact

At the end of the year it is easy to compare revenue, gross margin, and profitability to the prior year and to your business plan. Here are a few ideas of other metrics to consider.

**Customer acquisition cost.** Divide the total amount of money you've spent on marketing over a set period by the number of new customers you've gained. The result is your cost per new customer, also known as your customer acquisition cost. To get an even better read, divide your marketing costs into two buckets: one you spend on current customers and one for money spent to acquire new ones. Now you have two metrics: customer acquisition cost AND customer retention cost. Compare these figures against prior years to see if you are becoming more efficient. To go a step further, look at how much each new customer spends on average compared with how much it costs to acquire them. Knowing your rate of return for each customer can help you revise your marketing strategy.

**Lead-to-client conversion rate.** For many businesses, generating leads is an integral part of the selling process. If this is true for your business, clearly define each step of the sales funnel from lead to purchase. You can judge how successful your sales efforts are over time by calculating how many qualified leads are converted to sales. Remember to use these measures to refine and improve your selling process. Even a tried-and-true conversion process can get tired, but if you are not measuring it you may not know until it is too late.

**Website traffic.** Use tools such as Google Analytics to find out who is visiting your website, from where, and what they spend the most time on while they're there. You can learn a lot about your potential customers and your market by keeping notes on how your website traffic changes over time and how it reacts to new content. Just don't get stuck inside this analysis.

**Seasonality.** Understand and keep track of the seasonal trends for both sales and number of orders by month in your business. This helps manage human resources and cash flow in both busy and slow periods. Examining these metrics for sales and web traffic can help you prepare inventory and staffing for the busy season. It will also help you time the scheduling of technical upgrades and equipment repairs for expected slow periods. You can also use this information to shift seasonality with marketing offers to make better use of your staff during slow times.

**Cash burn rate.** Keeping a close watch on your cash flow statement as well as your income and balance sheet is the key to keeping your business running smoothly. Simply subtract how much cash you have at the start of the month from what you have at the end of the month. You can then divide your reserves by your cash burn rate to see how many months you can sustain that rate. A key to the usefulness of this measurement is maintaining a forward-looking financial forecast for the next 12 months. This will help you take timely actions to avoid a cash crunch, such as cutting costs, improving sales or collecting accounts receivable.

Remember that measurements for measurements sake is just busy work. The key to all of them? They need to provide an actionable result for your business.

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.

# Marconi: Shop Owners, What Keeps You Up at Night?



By Joe Marconi

This story was originally published in Ratchet+Wrench on January 28, 2022

It's 6:15pm, Friday night. As you lock the door to your shop, you reflect on the week and happy that it has come to an end. The events of the past few days consume your mind: Employee issues, expenses going up, and every other detail about running your business. You get into your car, turn on the radio, take a breath to relax, put the car in drive, and you begin your ride home. All is good. Or is it?

While you may have locked the door to your shop, you haven't locked out all the emotions and issues that are still stirring around in your brain. A few hours later, it's time for bed, you're tired and your body needs sleep, but that becomes an issue too. The hours pass and now it's the middle of the night and you find yourself staring at the ceiling. Sound familiar? You're not alone.

Only a shop owner knows how it feels to be a shop owner. The challenges and struggles of running a business are ongoing, even after years of working on the business to get every detail dialed in just the way you want it. This can lead to a condition that plagues many shop owners; the dreaded 2:00am unplanned wakeup call.

There are many reasons why shop owners have a tough time sleeping. Worry about their business, the feelings of being responsible for so many people's lives, the second-guessing yourself if you made all the right decisions, and perhaps the most harmful of all are the "What-ifs." What if Larry, my manager, leaves? What if my lead technician decides to quit? What if we don't hit our sales goal? All these what-ifs increase brain activity, and while you are desperately in need of sleep, your conscience mind is in high gear, wondering and worrying, sometimes until the sun comes up. I know it's aggravating, and while I don't wish it on you, not being able to sleep at times means you care.

As business owners, you are committed and responsible for not only the success of your business, but for the success of others around you. The worry and fear that things can go sideways at any time can haunt you. So, your brain continues to review and relive all conditions and situations that have occurred and wonder about the things you think may occur. Your body gets stuck in fight or flight mode, a natural human response to perceived or real threats. This condition overcomes you and prevents you from getting a good night's sleep.

What do we do about this condition? First, we need to recognize it as part of who we are and then identify the reasons why we can't shut off our brains. It usually boils down to issues and problems we feel we are not in control of. For example, you feel something isn't right with your staff. You feel there's a morale issue. Then the thought of losing employees enters your mind, and that scares the hell out of you.

The best way to approach this fear, and any fear, is to confront the issue head on and do something about it. Make it a top priority to sit down with your employees. Find out if your fears are true, and if so, deal with them head on. Getting employees engaged and improving morale will calm down your fears of people leaving you. However, you should also consider a recruiting plan, to build a pipeline of potential future employees. The point here is to be proactive with any issue that's bothering you and not sit on your hands hoping and praying that things don't go downhill.

There will always be challenges in business. Have faith that you can overcome those challenges. Build a company with a strong culture and with great people around you. Also, learn to rely on your employees to take some of the load off of your back. I know you feel that it's your shop and that the buck stops with you, but trust me, your employees want to help, and they can help.

One last word, make sure you have clearly defined goals. Goals give you purpose, a clear direction, and provides a sense of accomplishment for you and your team when they are reached. This will go a long way in

*(Continued on page 7)*

(Continued from page 6)

keeping you in a positive mindset, which will help with getting a good night's sleep.

Tonight, when your mind begins to shift to business issues, remind yourself that this is a normal reaction. However, it's also important to be thankful for all the good in your life. It's far better to focus on positive thoughts about family, friends, and accomplishments. Remember, your business should never consume your life, your business should enrich your life. Now get some sleep!

*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.

## Numbers: A Look at the Industry's Labor Rates

By Paul Hodowanic

This story was originally published in Ratchet+Wrench on January 24, 2022



According to the 2021 Ratchet+Wrench Industry Survey, 75 percent of responding shops have raised their labor rate in the last two years. While much of it can be influenced by location, where does the industry currently stand on both posted labor rate and effective labor rate?

### Posted Labor Rate

Less than \$100 - 29%  
\$100-\$109 - 13%  
\$110-\$119 - 16.7%  
\$120-129 - 16%  
More than \$130 - 25.3%

### Effective Labor Rate

Less than 50% - 12.3%  
50-59% - 18.1%  
60-69% - 11.3%  
70-79% - 18.3%  
80-89% - 21.6%  
90-100% - 18.4%

### Have you raised your labor rate in the last 2 years?

No - 25%  
Yes - 75%

## DISCLAIMER

The Automotive Service Councils of California, their officers, board members, employees, members and affiliates in no way warrant the quality, competency, or merchantability of any goods or services advertised in this publication. In connection with this disclaimer, the Automotive Service Councils of California in no way warrant or insure the goods or services described herein, and each and every individual contracting with these manufacturers shall do so at their own risk. Furthermore, individuals utilizing these services are forewarned that the Automotive Service Councils of California have conducted no investigation into any representations made in any advertising, literature, or ad distributed by the advertisers in this or any other publication. Additionally, please be advised that the opinions and comments expressed by the contributors to this periodical are those of the contributors alone and do not necessarily reflect the opinions of the Automotive Service Councils of California, or ASCCA Chapter 5, or their officers, directors, members or staff.

# Get Back on Track



By Tess Collins

This story was originally published in Ratchet+Wrench on January 20, 2022

It's the end of the month and you're checking your numbers and there it is, glaring back at you: your shop's efficiency percentage. A number that has always been consistent and high has dipped and you're unsure as to why and beyond that—how to get it back to where it was.

Even the most well-run shops have been in this situation. It happens. The true test is whether or not you get yourself back to where you need to be. Patrick Murray, owner of Redline Speed Worx in Green Brook, N.J., has been in business for 14 years and runs an operation just shy of \$3 million per year, is no stranger to this situation. He's learned how to identify the cause and get back on track. He and Chris Kanna, a former shop owner and a business coach with his company, Camel Theory, share what to do if your efficiency dips.

## Identify the Problem:

According to Murray, if your efficiency dips it's probably due to one of three reasons. Either it's an issue with a technician, you're not bringing in as many cars as you should be, or not enough work is being identified and sold on each vehicle.

"If we see something we're not liking, what's the root cause?," Murray says. "What's the roadblock?"

Before you can get yourself back on track, you need to find out where you went wrong. If you've done a good job of tracking your numbers, it should be easy enough to find.

## Scenario 1: Low Producing Tech

If you break down each technician's average and find one is bringing down the total average then you have a **technician issue**.

## **Get Back on Track**

If Murray finds that a technician has been slower than normal, he sits him or her down for a conversation.

"Me, as the owner and leader, I want to do all that I can to help these employees," Murray says. "I want them to be successful. Is there a solvable issue? Do we have a skill problem? What can we do or make available to increase skills and abilities?"

If the tech needs more formal training, for example, he sends him or her to that training and puts the technician on a 30, 60, 90 day plan to increase skills and abilities and then gives that person reasonable targets based on his or her abilities. If that person doesn't get there after that time period, it may not be a good fit.

Kanna agrees that if it's a technician issue, it falls on the owner of the shop and that the culture of the shop or the relationship between the technician and the shop may be the cause. For example, if your technician isn't performing because he or she is going through something in his or her personal life, it shouldn't come out of the blue that the efficiency goes down.

"As an owner, you have to go out there and demand communication, because, let's be honest, techs don't talk to people," Kanna says. "You as the owner need to be good enough to fix things and build relationships."

Build a rapport so your staff knows that they can come to you with issues and you can help.

Another tip Kanna has for keeping out of this situation is to make sure your technicians are aware of their efficiency numbers every day. This can be done through a management system so they know if they're not performing up to the standard that has been set.

"If your staff doesn't know what it is and what it means what it dips and when it's high, you're not going to get anywhere," Kanna says.

*(Continued on page 9)*

(Continued from page 8)

### Scenario 2: Low Car Count

If you see that your car count has dipped or isn't as high as it could be, then your technicians aren't being given the opportunity to turn the hours they are capable of and it comes down to a **lack of customers**.

### **Get Back on Track**

If this is the issue, it falls on you as the owner, Murray says.

"We as the owner did not deliver the cars to the shop," he says. "We didn't hold up our end of the deal to market and get cars in."

Whether it's new or returning customers, the owner needs to do whatever he or she can to make sure those customers come in and once they've come in, stay customers for life.

"Historically, a good shop should run 70 percent return customers. If that ratio is out of whack, that tells you something," Murray says. "If you're servicing 10 percent return customers, why are they not coming back? Do we need to attract more customers or invest in the team and give them training on how to take care of customers?"

Kanna says the type of customer that you're marketing to could also be an issue. If, for example, your direct mailers are touting the "lowest prices in town," you're probably going to attract price shoppers that may only come to the shop that one time.

"Your marketing has to line up with your business model," Kanna says.

Another issue you may need to consider if you find yourself in this scenario is not converting leads, Kanna says. Every time a customer calls in, that's a lead. Often, whether it's because of a lack of people skills or time, that conversation will cause that potential customer not to come in. To increase lead conversions, Kanna suggests recording lead calls and then listening back to them with your team and discussing what was done well or what could have been done to get that customer to come in.

### Scenario 3: Low ARO

If the car count is there and there's not one or two techs to blame but the shop as a whole, then efficiency may be low because higher hour **jobs are not being sold**.

### **Get Back on Track**

Murray is very focused on how much opportunity is found with each car at his shop.

"Is that opportunity being discussed with the customer?" Murray asks. "When efficiency is low, most of the time, techs are doing a poor job of inspecting cars."

In most cases, Murray explains, techs don't understand that there's a target dollar amount to be identified on each vehicle which will vary from shop to shop. If that's the case, the owner needs to make that known. Murray wants his techs to find \$1,000 of work per car. In order to do this, he has four checkpoints that he has his techs go through when inspecting the vehicle to go over with the customer. The first is solving the issue that the customer came in for. The second is any safety issues that are an immediate concern, third is anything that may become a problem soon and fourth is any maintenance needs.

"If they do these things, you'll get a few hours of work," Murray says.

Kanna agrees that a proper vehicle inspection is key to maintaining a high efficiency. In many cases, service advisors are afraid to sell, he explains. If you set up the customer for what to expect in the beginning and "plant the seed," selling that extra work at the end is easier.

*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.

# ASCCA Foothill Chapter 5 Member Benefits

## **A Very Loud Political Voice**

Individually, there isn't much we can do to shape legislation which will affect our industry, but collectively, our united voices are **STRONG, LOUD AND FOCUSED.**

## **Shop to Shop Networking**

If you have a problem you can't figure out, call one of our members who specializes in that area. They'll be glad to help you out.

## **Merchant Processing Digital Financial Group**

In addition to personalized 24/7 service and the most competitive rates available, you receive an annual \$350 rebate which covers almost half your ASCCA 5 membership dues.

## **Free Legal Counsel Molodanof Government Relations**

**FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!**

## **Uniform Discounts Cintas**

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

## **Free CPA & Business Consults Norm Blieden**

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

## **Discounted or Free Training**

Our Chapter hosts management and technical seminars throughout the year with a 50% to 100% rebate of seminar fees after you attend the class.

## **TeamTalk**

Team Talk is one of ASCCA's most popular benefits. It's an open online forum for members to network, offer or seek advice on vehicle repair, find industry resources, or discuss any issues of relevance to the automotive industry

## **Discounted or Free Training - ESi**

Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel.

- ASCCA discount for training courses.
- FREE 30 minutes of business consulting per month.

**Check out other Benefits on the  
ASCCA Advantage on pages 13-16  
in this newsletter**

## 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!



1443 E. Washington Blvd. #653  
Pasadena, CA 91104-2650  
(626) 296-6961; [ascca.05@gmail.com](mailto:ascca.05@gmail.com); [www.ascca5.com](http://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: [asca.05@gmail.com](mailto:asca.05@gmail.com); Website: [asca5.com](http://asca5.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

### 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 Waln (949) 337-2484



ACAT Global delivers cost-effective and cutting-edge solutions that cut emissions, improve reliability and enhance horsepower for a broad spectrum of ICE applications worldwide. The company's proprietary catalytic converter and exhaust technology is engineered for the most demanding on and off-road applications.

info@acatglobal.com  
(231) 437-5000



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 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.

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 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.

Rob Morrell (510) 755-6058  
rmkroll@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 Massabkli (800) 989-8094  
info@mechanicsmarketplace.com

## Education, Training & Business Coaching



ATI is an industry leader in automotive business coaching and has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years. ATI provides expert management and consulting services, weekly business coaching from an industry expert, and classes in marketing, hiring, finance, leadership, and sales.

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

## 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



Competitive dental & vision plans exclusively available to ASCCA members.

Mat Naby (916) 286-0918  
mnaby@coremarkins.com



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

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

## Internet Marketing, Web Design & Search Engine Optimization



The Kukui All in One Success Platform provides solutions for custom online marketing tools, website design, customer relation management, search engine marketing, email marketing, and revenue tracking. Kukui will help you manage details about new clients and your customer retention rate, and will help you monitor areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design.

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  
evan@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



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.

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

## 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.

Shannon Devery (877) 326-2799



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.

Todd Westerlund (925) 980-8012  
todd@facepay.io

## Software Providers



A comprehensive cloud-based tool that offers simple solutions to workflow management, communication, digital vehicle inspections, and quality control. Developed by a shop owner, designed specifically for the challenges faced by shop owners.

Chris Cloutier (469) 456-5725  
chris@autotextme.com



Take your shop fully digital and 100% paperless. Shop-Ware is the new standard in shop management and its software is 100% cloud-based on any device. Ask for a special ASCCA member rate.

Matt Ellinwood  
(415) 890-0906 x106  
matt@shop-ware.com



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.

Sales@autovitals.com  
(866) 949-2848

## 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](http://www.ascca.com/BAT)

To learn more about ASCCA member benefits visit  
[www.ascca.com/memberbenefits](http://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	<a href="mailto:abec@petrospecsbg.com">abec@petrospecsbg.com</a>
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	<a href="mailto:hansonmrktg@aol.com">hansonmrktg@aol.com</a>
Hawley Insurance Services	Bruce Hawley	714-865-2907	<a href="mailto:bruce@hawleyinsuranceservices.com">bruce@hawleyinsuranceservices.com</a>
Highpoint Distributing	Tim Huddleston	805-584-0030	<a href="mailto:huddle5@sbcglobal.net">huddle5@sbcglobal.net</a>
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	<a href="mailto:rlewis@jasperengines.com">rlewis@jasperengines.com</a>
Mark Christopher Auto Center	Steve Johnson	909-975-3919	<a href="mailto:sjohnson@markchristopher.com">sjohnson@markchristopher.com</a>
Mitchell 1 Software	John Rodriguez	951-840-7995	<a href="mailto:johnrod.mitchell1@gmail.com">johnrod.mitchell1@gmail.com</a>
Norm Blieden CPA	Norm Blieden	626-440-9511	<a href="mailto:norm@bliedencpa.com">norm@bliedencpa.com</a>
Provence Financial and Insurance	Steve Kopstein	818-606-7903	<a href="mailto:steve.kopstein@provenceinc.com">steve.kopstein@provenceinc.com</a>
SC Fuels & Lubes	Dennis Giardina	310-722-3357	<a href="mailto:gjardinad@scfuels.com">gjardinad@scfuels.com</a>
Undercar Plus	Sandra Tooley	909-608-1446	<a href="mailto:sandy@undercarplus.com">sandy@undercarplus.com</a>
Van de Pol Petroleum	Wes Powell	562-236-1000	<a href="mailto:wpowell@ineedoil.com">wpowell@ineedoil.com</a>

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

## **ASCCA CODE OF ETHICS**

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

# ASCCA Chapter 5 2021 Board of Directors

## Executive Board

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

**Vice-President.....Mike Bedrossian**  
 Phone..... (626) 765-6190  
 Email.....[mike@lexmastertech.com](mailto:mike@lexmastertech.com)

**Secretary.....Ani Papirian**  
 Phone ..... (323) 255-5566  
 Email.....[cjauto@verizon.net](mailto:cjauto@verizon.net)

**Treasurer.....Jim Ward**  
 Phone..... (626) 357-8080  
 Email.....[jim@wardservice.com](mailto:jim@wardservice.com)

## Board of Directors

Randy Lewis..... (909) 717-9950  
 Gene Morrill..... (626) 963-0814  
 Darren Gilbert..... (626) 282-0644  
 Johanna Reichert..... (626) 792-9222  
 Craig Johnson..... (626) 810-2281  
 Glenn Davis..... (909) 946-2282  
 Norm Blieden..... (626) 440-9511  
 Gary Papirian..... (323) 255-5566  
 Kirk Haslam..... (626) 793-5656

## Committee Chairs

### Seminars & Programs

Mike Bedrossian.....(626) 765-6190

### Government Affairs

Gene Morrill.....(626) 963-0814

### Associate Member Board Rep.

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

### Membership

Glenn Davis..... (909) 946-2282

## Chapter Rep

Tim Chakarian .....(626)792-9222

## Chapter Staff

Membership & Administration.....Joseph Appler  
 Phone.....(626) 296-6961  
 Text.....(818)482-0590  
 Email.....[asca.05@gmail.com](mailto:asca.05@gmail.com)

## Chapter Contact Information

Mailing Address:  
 1443 E. Washington Blvd. #653  
 Pasadena, CA 91104-2650

Phone: (626)296-6961  
 Text: (818)482-0590  
 email: [asca.05@gmail.com](mailto:asca.05@gmail.com)  
 Website: <http://www.ascca5.com>

## ASCCA State Contacts

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

### President

Carolyn Coquillette..... (415) 875-9030

### Executive Director

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

### Deputy Executive Director

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

### Membership Services

Benjamin Ichimaru.(800) 810-4272 x137 or [Blchimaru@amgroup.us](mailto:Blchimaru@amgroup.us)

### Accounting Executive

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

### Manager Digital and Social Media

Sarah Austin.....(800) 810-4272 x110 or [SAustin@amgroup.us](mailto:SAustin@amgroup.us)

### Events Manager

Becky McGuire.....(800) 810-4272 x118 or [BMcGuire@amgroup.us](mailto:BMcGuire@amgroup.us)

### Communications Manager

Ryan King.....(800) 810-4272 x122 or [RKing@amgroup.us](mailto:RKing@amgroup.us)

### ASCCA Attorney

Jack Molodanof .....(916) 447-0313 or [Jack@mgrco.org](mailto:Jack@mgrco.org)

## Government Offices/Contacts

US Senator Alex Padilla ..... (D)  
 Phone ..... (202) 224-3553  
 Email ..... [www.padilla.senate.gov](http://www.padilla.senate.gov)

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

US Rep Judy Chu..... (D-27)  
 Phone ..... (626) 304-0110

US Rep Adam Schiff..... (D-28)  
 Phone ..... (818) 450-2900

CA Senator Connie M. Leyva..... (D-20)  
 Phone ..... (909) 888-5360

CA Senator Susan Rubio..... (D-22)  
 Phone ..... (626) 430-2499

CA Senator Maria Elena Durazo..... (D-24)  
 Phone ..... (213) 483-9300

CA Senator Anthony J. Portantino..... (D-25)  
 Phone ..... (818) 409-0400

CA Senator Josh Newman..... (R-29)  
 Phone ..... (714) 671-9474

CA Assembly Luz Rivas..... (D-39)  
 Phone ..... (818) 504-3911  
 Email ..... [Assemblymember.Rivas@assembly.ca.gov](mailto:Assemblymember.Rivas@assembly.ca.gov)

CA Assembly Chris Holden..... (D-41)  
 Phone ..... (626) 351-1917  
 Email ..... [Assemblymember.Holden@assembly.ca.gov](mailto:Assemblymember.Holden@assembly.ca.gov)

CA Assembly Laura Friedman..... (D-43)  
 Phone ..... (818) 558-3043  
 Email ..... [Assemblymember.Friedman@assembly.ca.gov](mailto:Assemblymember.Friedman@assembly.ca.gov)

CA Assembly Jessie Gabriel..... (D-45)  
 Phone ..... (818) 904-3840  
 Email..... [Assemblymember.Gabriel@assembly.ca.gov](mailto:Assemblymember.Gabriel@assembly.ca.gov)

CA Assembly Adrin Nazarian..... (D-46)  
 Phone ..... (818) 376-4246  
 Email..... [Assemblymember.Nazarian@assembly.ca.gov](mailto:Assemblymember.Nazarian@assembly.ca.gov)

CA Assembly Blanca E. Rubio..... (D-48)  
 Phone ..... (626) 940-4457  
 Email..... [Assemblymember.Rubio@assembly.ca.gov](mailto:Assemblymember.Rubio@assembly.ca.gov)

CA Assembly Ed Chau..... (D-49)  
 Phone ..... (323) 264-4949  
 Email..... [Assemblymember.Chau@assembly.ca.gov](mailto:Assemblymember.Chau@assembly.ca.gov)

## Government Offices/Contacts

President Joe Biden.....(D)  
 Phone .....(202) 456-1111  
 Fax.....(202) 445-4633

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