



ASCCA Foothill Chapter 5
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JANUARY 2026

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Join ASCCA Chapter 5 by clicking [HERE](#),
or use this QR code:



If you refer a shop who joins, you get \$125 when they pay their first year.

PRESIDENT'S MESSAGE

DECEMBER 2025

Greetings,

Your Chapter 05 board is committed to your success in 2026.

We have the 1st quarter busy with the following events:



1. Our 1st general meeting at Mijares Mexican Restaurant in Pasadena on Jan 6 will focus on "Love the Shop Again. Mindset Shifts for Leaders Who Want to be Successful." Brought to us by Elite Worldwide.

2. Elite Worldwide has their "Ignite 2026" event in Scottsdale, AZ, Jan 30-31st.

ASCCA 05 members get a discount on this event.

3. February 3 general meeting focuses on Shop Growth and Organizational skills.

4. "Fly with the Eagles" event by Elite in Glendale on February 19-21.

Chapter 05 members get a special rate.

5. Our March 3 general meeting will again focus on Shop Growth.

Please join us in 2026 and let's see our shops prosper more and grow!

I wish you a Happy and Successful New Year.

I hope to see you on January 6th.

Craig Johnson

ASCCA Chapter 5
President, 2025-2026
Craig Johnson Automotive
Rowland Heights
626-810-2281



JOIN US AT MIJARES ON JANUARY 6 FOR OUR MONTHLY DINNER MEETING

Elite Worldwide is flying in to kick off this incredible start to the year.

Our first topic in January is fantastic and will juice you up.

Love the Shop Again:

Mindset Shifts for Leaders Who Want to be Successful

Re-ignite your passion for your business by adopting the mindsets and leadership habits that create thriving, people-first shops.

This fast-paced, story-driven session helps owners move from burn-out to belief, showing how a renewed mindset and clear leadership principles can transform both results and morale.

The best part of our meeting is the networking: meet others and grow to a super star shop.

“SHOP OWNERS HELPING SHOP OWNERS”

Doors open at 5:45 - Buffet served at 6:15 - Program begins at 7:00

**Primary regular and associate member is free;
all others are \$42/each at the door.**

As always, potential members are free for two up to two meetings.

When:

Tuesday, Jan. 6, 2025
6:00 PM – Networking/Dinner
7:00 PM – Program
9:00 PM – Finish

Where:

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

Menu:

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

Cost:

- One Free Dinner per Regular or Associate Chapter 5 Member
- No Charge for Potential Chapter 5 Members up to two times
- \$42 ea. for all others

RSVP on the Evite you received or, if you didn't get an Evite, RSVP to ASCCA.05@gmail.com

We had a wonderful time at Domenico's in Monrovia as we ended the year together. We raised over \$2,000 for the charities we supported this year, and had fun doing it. Pictured below are some of our prize winners with their prizes.



2026 UPCOMING MEETINGS & EVENTS

The Chapter 5 Making Money Series (Who doesn't want to make money?)

Don't let another year go by, and not make money.

- This is a 3-month January, February and March series at our general meeting on Basic Key Performance Indicators (KPI's- numbers that make you profit.) How these numbers apply to you, and what they mean.
- How to set a basic budget, How to understand a P&L statement (Profit & Loss, hopefully more profit than loss.)
- How to avoid slow days and marketing.
- This is for owners, for sure, maybe managers and maybe service advisors
- Our friends at Elite Worldwide are flying in to kick this off, so don't miss this free opportunity to be a super star, have less stress, and make money.
- First Tuesday of each month.

Jan 6 - Elite at Mijares

Love the Shop Again — Mindset Shifts for Leaders Who Want More

Tom Amero, Director of Operations, Elite Worldwide

Primary Goal/Purpose:

Help shop owners reignite their passion for their business by adopting the mindsets and leadership habits that create thriving, people-first shops.

Key Sections:

- Growth vs. Fixed Mindset – how the way you think shapes your results.
- Extreme Ownership – turning challenges into opportunities by taking full responsibility.
- The Question Behind the Question (QBQ) – reframing problems to find powerful solutions.
- Building a Winning Culture – creating an environment employees and customers love.
- Training, Coaching, and SOPs – the leadership tools that set your team up to win.

Overview:

This fast-paced, story-driven session helps owners move from burnout to belief, showing how a renewed mindset and clear leadership principles can transform both results and morale.

Summary of the next two meetings

Our February Meeting will be on Profit Structure

What numbers to look at & how to calculate a profit number for your shop. Labor, parts, lost sales, effective labor rate and how to make a profit. How to calculate your break even number per day.

Our March meeting will be on making a budget for profit and exploring the P&L statement

We will give you an excel budget for you to use in your shop. Show you the benefits of reading a P&L statement.

All shops are welcome, please let others know of this making money opportunity.

2026 ASCCA5 Calendar of Events

January							
Su	M	Tu	W	Th	F	Sa	
				1	2	3	
4	5	6	Elite at Mijares		9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

February							
Su	M	Tu	W	Th	F	Sa	
1	2	3	Making \$\$ Series #2 at Mijares			7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	Elite "Fly with the Eagles" in Glendale			

March							
Su	M	Tu	W	Th	F	Sa	
1	2	3	Making \$\$ Series #3 at Mijares			7	
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April							
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31							

June							
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July							
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October							
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November							
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29	30						

December							
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20	21	22	23	24	25	26	
27	28	29	30	31			

Yellow

Monthly Chapter meetings

Orange

Board meetings at 6:pm on Zoom. Come sit in.

[Click HERE to join us.](#)

Blue

Special Events

Dear Foothill Chapter 5 Members,

Yesterday I received a check from your Chapter for \$500.00, made out to the Karen Cooper Foundation. Included with it was a letter from Gene Morrill, stating it was a donation made by you as chapter members. For the donation itself, I can't thank you enough. This is our third year, with our first year bringing Christmas to 1,056 shelter dogs in the greater San Diego area. Last year we gifted 4,000 dogs, and this year we gifted 8,000 dogs. The shelters we gifted are located throughout the US, and in Baja California as well. I'm also pleased to say Gene and his wife Robin were kind enough to help us this year by making a delivery for us to a shelter in Pomona.

On a more personal note, with the loss of my wife Karen in May 2023, I started this nonprofit charity with three goals: To bring Christmas to the shelter dogs, to draw attention to adoptions, and to honor Karen and her love for dogs. Accordingly, I can't thank you enough for your support. Without the help of generous and caring people like you, we'd never be able to gift the number of dogs that we do.

Lastly, I'd like to say I've had the honor of meeting many of you over the years, so on a personal level, I do know the kind of individuals you are. It's for this reason I would like to not only thank you for your incredible donation, but even more importantly, I would like to thank you for being the kind of individuals that you are. This is what speaks loudest to me, and it's why I know in my heart if we had more people like you, the world would certainly be a far better place.

From the bottom of my heart, I would like to thank you one again for your kindness, and I'd like to wish each of you a safe and happy holiday season, and a Merry Christmas as well.

Ps – for those of you who may not be familiar with our Foundation, you can learn more about us on website [Karen Cooper Foundation](#), as well as on our [Facebook](#) and [Instagram](#) pages.

Bob Cooper
President

The Karen Cooper Foundation
PO Box 3047 La Jolla, CA 92038
(858) 395-6478

www.KarenCooperFoundation.Org
Facebook.com/TheKarenCooperFoundation
Instagram.com/TheKarenCooperFoundation

Mission Statement - Our Mission is to bring Christmas to homeless dogs by providing gifts of Toys & Treats to as many sheltered dogs as possible, and to do so each year. This will be done as a tribute to the Legacy of Karen Cooper, to make at least one day of the year a better day for the sheltered dogs, and to further their adoptions.

Tax and Business Tips from Glenda Y. Lang, CPA, CFA



Year-end tax planning strategies

Lowering federal AGI

California keys some of its own deductions to federal adjusted gross income (AGI), such as the 7.5% floor on medical expenses and the 2% floor on miscellaneous itemized deductions, which are still allowed for California tax purposes and are claimed on Schedule CA. Because of this, all federal AGI reduction strategies (e.g., maximizing retirement contributions, contributing to health savings accounts, accelerating business expenses), even those to which California does not conform, can have a positive California effect.

Passthrough entity elective tax

Taxpayers that are planning to make a passthrough entity tax election on their 2025 tax return may want to consider making an additional payment toward their 2025 passthrough entity tax by December 31, 2025. An additional tax payment remitted in 2025 will increase the amount of the deduction the taxpayer can claim on their 2025 federal return, thereby lowering the net income passed through to the owners on their federal Schedule K-1. It also reduces AGI, which can maximize certain California deductions, as discussed above.

If the balance of the 2025 passthrough entity tax payment is paid in 2026 when the entity files its 2025 tax year return rather than by the end of 2025, the deduction for the payment would be claimed on the entity's federal 2026 tax year return.

Taxpayers may want to avoid making an additional payment if:

1. Their 2025 qualified net income will be significantly lower than it was in 2024; and/or
2. Fewer owners will consent to have the entity pay the tax on their behalf in 2025 than consented in 2024.

College Access Tax Credit

California law provides a 50% credit for contributions to the College Access Tax Credit Fund for businesses and individuals. To claim the credit, taxpayers must submit an application to the California Educational Facilities Authority in the California Treasurer's office by 5 p.m. (Pacific Time) on January 2, 2026. The application is available at www.treasurer.ca.gov/cefa.

The taxpayer cannot claim a charitable contribution deduction on their California return for the amounts contributed. Also, the taxpayer must reduce their federal charitable contribution deduction by the amount of the state credit claimed. (Treas. Regs. §1.170A-1(h)(3)) The credit may only be claimed for monetary contributions. It cannot be claimed for donations of appreciated stock.

The credit can be utilized to reduce the tentative minimum tax or the alternative minimum tax. Any unused credit can be carried forward for up to six years.

X & L CPAs, LLP
595 E Colorado Blvd., Ste 432; Pasadena, CA 91101
(626)440-9511; info@xlcpas.com

2026 Business owner's checklist for success

Time and commitment is required by the owner and the staff to travel the road to a healthy, happy and profitable business you will be proud of.

Create goals for the company (financial, technician hour production, gross and net profit)

Create and/or review your mission statement, Motto and culture for your shop and share with all employees weekly at your shop meeting

Create a budget and stick to it

Build and maintain an emergency fund for unexpected expenses

Build a financial and staff model to be profitable

Have policies and procedures for all tasks in your shop (example: a check list for opening/closing the shop, checking in car, test drive route, when to pull wheels to check brakes or how to inspect every car)

Have a mentor shop or shops to network with or hire a business coach

Review monthly P&L's and financials (this is the most important and usually missing from most shops) this can be done by you or your accountant

Read and understand your monthly financials

Build a customer avatar (meaning the perfect customer and year, make, model of cars, as well as the type of services you want to work on)

Market to your existing database every 3, 6, 9 & 12 months or more

Call existing customers to get feedback on how you and your staff is doing

Make at least 10% net profit (take home dollars for you) 20% should be goal

Have weekly shop meetings

Raise labor rate every month (this gives most heart burn)

Review and audit your RO's and technician inspections Daily

Charge testing time for everything

Advertise for staff when you don't need them to have a bull pen to go to if and when you need it

Owner should not work on cars; if you choose to, find a superstar manager to watch the business

Never take a poor attitude or complaints home to significant other

Train, train, train every person in your company, especially yourself

The last and most important, use the "F" word all the time family, friendship and fun

I add the "P" word--Be POSITIVE and enjoy life

Biggest mistakes that are performed by many businesses' owners

Leading by fear (not respecting your staff)

Not praising staff

Hiring and keeping the wrong staff

Lack of training (especially the owner)

Poor financial understanding of the company

Blaming your customers for your business issues

Worse, blaming your staff for your business issues

Not charging enough (usually due to the wrong customers, staff and type of cars in the shop)

Not charging for inspections

You, the owner, can make a difference, you just have to want to.

Gene Morrill 818-261-6009

Please Support the Sponsors of ASCCA Chapter 5

Elite Circle:



For over 30 years, Elite has gone above and beyond to help automotive professionals refine their skills, grow sustainably, and reclaim their personal lives! From sales training, to management coaching, to a mastermind peer group, Elite offers a way for anyone to experience the expertise of our team of industry leaders and veterans. We strive to breed success the RIGHT way, through tried and true methods and sustainable techniques.



714-528-9600

We have been using Hawley Insurance for years. Every year they compare our Workmen's Comp. and business insurance to get us the best rates for what we need. They are always a phone call away or will visit your shop. They only handle commercial, so they know what we need. Great people always.
Kirk - Advance Muffler

Gold Circle:

Invite your vendors to join our annual sponsorship circles.
All the information is on page [15](#)

Silver Circle:



Norm Blieden, now X & L CPAs, has been our accountant since 2022, and their expertise and attention to detail have significantly streamlined our financial processes. Both have made a noticeable positive impact on our business operations. I highly recommend their services.
Luis Lopez Automotive

I have been using Justin from Scott auto parts for 10+ years. He supplies our case oil, Freon, coolant, brake cleaner products. He also keeps us well stocked on our fasteners. He comes by at least twice a month- very reliable!
He keeps us informed with the latest trends, pricing increases, oil types, etc.- and his wife's cookies are the Best ever!
Paul Brow: All-Car Specialist



(909) 767-1681

ASCCA LEADS THE WAY

**Monthly membership Dues are only \$87.00
That is only \$2.90 a day!**



This will take your shop to the next level and beyond

The ASCCA Way Will:

- Increase your profits
- More time off and less stress
- Build a network of shop owners to work with
- Training programs at a large discount
- Lower insurance costs & other programs
- A free look at your financials

With the programs and resources available in our association, there is something here for everyone.

What are you waiting for? Join today and take advantage of this fantastic opportunity.

Contact: Gene at (818)261-6009 or
Joseph at ascca.05@gmail.com

Join ASCCA Chapter 5 by clicking [HERE](#)
or use this QR code:



Chapter 5 Associate Members

Hawley Insurance Services Member Since 2002	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing Member Since 2005	Tim Huddleston	805-584-0030	tim@irwindalespeedway.com
Jasper Engines and Transmissions Member since 2025	Albert Nava	626-864-4590	Albert.Nava@JasperEngines.com
Mark Christopher Auto Center Member Since 2010	Joe Gomez	562-221-6273	jggomez@markchristopher.com
RepWorks Marketing Member since 2025	Robert Flores	310-722-0842	rf@repworksmktg.com
Undercar Plus Member Since 2022	Blake Avelar	310-350-3083	blake@undercarplus.com
Van de Pol Petroleum Member Since 2003	Wes Powell	562-236-1000	wpowell@ineedoil.com

Thank you to our annual Chapter 5 Sponsors:



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(253) 655-7053



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THANK YOU TO OUR CORPORATE PARTNERS!



IVS



CHOOSE TO BE THE BEST FOR \$87/MO!

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.

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

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

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

Free accounting review of profit and loss statement. Free review of any current or prior year's taxes.

Glenda Lang (626)440-9511; info@xlcpas.com

Super discounts on uniforms.

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

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 \$87 per month!

Coaching. Peer Groups. Training.



This is ELITE.

WHO WE ARE:

- ✓ **People-First Community:**
Where people matter over profit and integrity is prioritized.
- ✓ **Dedicated Experts:**
Seasoned shop owners providing tailored coaching.
- ✓ **Results Focused:**
Achieve measurable success with ethical, tried-and-true practices.

GET IN TOUCH

Eliteworldwide.com/contact/
 Contact@Eliteworldwide.com



1:1 COACHING

Top Shop 360 delivers transformative 1:1 coaching for your auto shop's success. See significant growth with personalized, expert strategies and a balanced approach to business. Did we mention NO CONTRACTS?



PEER GROUPS

Elite's Pro Service Peer Group is an energetic community of top shop owners, sharing insights and engaging in dynamic in-person events for shared growth and success.



SERVICE ADVISOR TRAINING

Our Masters Program elevates service advisors into top sales performers, mastering sales objections, ethical high-ticket sales, and exceptional customer relationship management.



MANAGEMENT COURSE

Fly with the Eagles is an in-depth workshop equipping shop owners with a roadmap for leadership excellence, financial mastery, and transformative marketing strategies.

SUCCESS DEMANDS 6 THINGS:

1. HARD WORK
2. SACRIFICE
3. STRUGGLE
4. FAITH
5. PATIENCE
6. PASSION

The difference between struggling shops and thriving businesses isn't better tools—it's better thinking.
-Gene Morrill

How to waste \$5,000 a year:

Spend \$13.70 a day on things you don't need.

**BEING POSITIVE
IN A NEGATIVE
SITUATION IS
NOT NAIVE.
IT'S LEADERSHIP.**

Rotary



rotary.org



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***Use Our Annual Sponsors and Invite Your Vendors to
Become an ASCCA Chapter 5 Annual Sponsor!***

The Elite Circle Club: \$2,500.00 The Gold Circle Club: \$1,500.00 The Silver Circle Club: \$750.00

Ask them to choose which level at
this [link](#) or use this QR code.



For more information, or if you have questions,
contact Gene Morrill at 818-261-6009

Elite

PEOPLE. PRINCIPLES. RESULTS.

(253) 655-7053



GET IN
TOUCH



(909) 767-1681

Glenda Y. Lang, CPA

Partner



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ASCCA Chapter 5 2026 Board of Directors

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Gary Papirian.....(323) 255-5566
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Committee Chairs

Seminars & Programs - Seiko Nagata
Revenue & Benefits - Open
Membership - Gene Morrill
Government Affairs - Open
Chapter Rep - Open

Chapter Staff

Administration & MembershipJoseph Appler
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ASCCA State Contacts

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Fax.....(202) 445-4633

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

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

<https://www.commoncause.org/find-your-representative/addr/>

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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.

Support our Chapter Sponsors:

