

BYWAYS NEWSLETTER

ASCCA Chapter 24

PO Box 262100 San Diego, CA 92196



Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940
www.ascca.com

October 2021

PRESIDENT'S MESSAGE

Stuart Terry; 2021 ASCCA Chapter 24 President

Greetings Members, our Newsletter is up and running again, sorry about the pause. As with all of you, life has changed somewhat, adjustment made, now getting back to some normalcy, or the new normal. I/we have missed you, and will get this ball rolling again, starting now.

We have Regular Dinners set for October and November 2021, hope to see you all.

Over the last, almost two years, the Board has met via Zoom, we are tired of Zoom. We have conducted regular business needed to keep the Chapter organized and compliant. If all goes well with the recent Covid 19 surge, we could be back to normal soon.

Looking forward to seeing you and hearing how all went for you during this crisis.

Thank you,
Stuart Terry

Chapter 24 Board of
Directors' Meeting
Oct 12, 2021
For additional info. on
our Board meetings,
contact
Stuart Terry
@ 619-287-4215

Recruiting employees
from another ASCCA
member's shop,
especially while
attending an ASCCA
event, does not unite
us, but divides us.
Our members should
never fear inviting
employees to attend
our meetings.
Thank you for your
cooperation.

**Chapter Website:
ascca24.com**

See Inside for November Team Weekend

ASCCA Chapter 24

PO Box 262100 San Diego, CA 92196
24 Hr. Reservation Line: 619.234.3751

24 Hr. Reservation

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Newsletter Advertising

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Chapter 24 Byways Advertising Rates Per Issue:

- Member Non- Member
- Full Page - (7.5" w x 9.5"h) \$60 \$90
- Half Page (7.5" w x 4.5"h) \$45 \$65
- Quarter page (3.5" w x 4.5"h) \$30 \$50
- Business Card \$15 \$25

San Diego Byways

San Diego Byways is published monthly by San Diego Chapter 24 of the Automotive Service Councils of California. You are strongly encouraged to submit both original articles and clippings from other publications.
San Diego Byways c/o Stuart Terry
Stuart Terry Auto Repair
4858 El Cajon Blvd. San Diego, CA 92115
Tel./Fax 619.287.4215

Submission of Materials

Associate Members are entitled to have their business card included at no charge. All members are entitled to a 5-line classified ad at no charge; others will be charged \$5 for 25 words and 50 cents a word for all additional words. Please submit all display ads in camera-ready-copy. For more information, contact Newsletter Editor, Stuart Terry at 619.287.4215.

JOIN US IN OCTOBER

October 19, 2021

Kings Inn

1333 Hotel Circle South
San Diego, CA, 92108

6:00 Social

6:30 Dinner

7:00 Meeting & Entertainment

Let's Make This a Well Attended Get Back Together Event!

PLEASE NOTE: No Shows for a dinner reservation will be charged for that reservation. When you make a reservation, we order a meal for you and the Chapter 24 treasury must pay for it, WHETHER OR NOT YOU SHOW UP. Your complimentary meal only applies if you actually attend the meeting. In addition, all nonmembers attending a Chapter 24 meeting will be charged \$50.00.

The annual returns (Form 990s), exemption application (Form 1023)

and notice of status are available for inspection during regular business hours at the exempt organization's principal office. Exempt organizations must also provide copies to interested persons on request without charge (other than a reasonable fee for reproduction and mailing). (Final Regulations issued Jan, 13, 2010)

NOVEMBER 2021 TEAM WEEKEND

November 20-21, 2021

IN PERSON!

Holiday Inn Sacramento,
Downtown Arena
300 J Street
Sacramento, CA 95814

SCHEDULE OF EVENTS: (Tentative)

Saturday, November 20: (Dress Code - Business Casual)

- 8:00 am – 8:10 am** Welcome – Pledge, Opening Comments
- 8:10 am – 8:15 am** NEW: Introduce new members and first-time Team Weekend attendees
- 8:15 am – Noon** ASCCA Committee Meetings
- Noon – 1:15 pm** Awards Lunch – Installation of 2022 Board of Directors
- 1:15 pm 5:00 pm** Board & Committee Orientation & 2022 Strategic Focus
- Evening** ASCCA group dinner (no-host) – ALL are welcome & encouraged to attend. Location TBD.

Sunday, November 21: (Dress Code – Business / ASCCA Board Shirts Optional)

- 8:30am – 10:30am Chapter Representatives Meeting
- 10:30am – 10:45am Break
- 10:45am – 1:00pm Board of Directors Meeting

HOTEL RECOMMENDATIONS:

All attendees must make their own room reservations. Our room rate is \$139/night for single or double occupancy.

Mention "ASC" when making your reservation or click here [ASCCA Team Weekend](#) to get the discounted rate for Friday, November 19 and Saturday, November 20. Call (916) 449-0100 to make your reservation.

The cut-off date for making reservations with the hotel is Wednesday, October 20, 2021. Any reservations made after this date are subject to full published hotel rates. Rooms are not guaranteed to be available after our cut-off date. Please book your room ASAP to avoid not getting a room.

TRANSPORTATION INFORMATION:

AIRPORT:: The nearest Airport to the Holiday Inn is Sacramento International Airport (SMF).

**Code of Conduct for ASCCA
Chapter 24 Meetings**

It is the policy of ASCCA Chapter 24 San Diego that all participants, including attendees, vendors, ASCCA staff, Speakers, Presenters, volunteers, and all other stakeholders at Chapter 24 meetings will conduct themselves in a professional manner that is welcoming to all participants and free from any form of discrimination, harassment, or retaliation. This policy includes pre and post meeting gatherings. Participants will treat each other with respect and consideration to create an inclusive, and professional environment at Chapter 24 Meetings. Creating a supportive environment to enable betterment to the Transportation Industry and personal elevation at Chapter 24 meetings is the responsibility of all participants.

Participants will avoid any inappropriate actions or statements based on individual characteristics such as age, race, ethnicity, religion, sexual orientation, gender identity, gender expression, marital status, nationality, political affiliation, ability status, educational background, or any other characteristic protected by law. Disruptive or harassing behavior of any kind will not be tolerated. Harassment includes but is not limited to inappropriate or intimidating behavior and language, unwelcome jokes or comments, unwanted touching or attention, offensive images and stalking.

Violations of this code of conduct policy should be reported to the President. Sanctions may range from verbal warning, ejection from the meeting, to notifying appropriate authorities.

A second occurrence will ban attendee from all future meetings. Retaliation for complaints of inappropriate conduct will not be tolerated. If a participant observes inappropriate comments or actions and personal intervention seems appropriate and safe, they should be considerate of all parties before intervening.



**TAKE ADVANTAGE OF
SDG&E'S NO-COST
TRAININGS FROM ENERGY
EXPERTS**

Did you know that SDG&E provides webinars for business owners and trade professionals, and most are at no cost? You or your employees can learn about the latest in green building practices, technology and energy-saving solutions from industry experts. Some of August's topics include pathogenic mitigation, energy management systems, advanced lighting control systems, HVAC adjustable speed drive and the phenomenon of LED lighting. Certifications and continuing education units are available for many of the classes. Check out the class listing at seminars.sdge.com.

TRANSITIONING YOUR FLEET TO Electric vehicles

Electric fleets are the future and SDG&E wants to help get you there faster. SDG&E's new 2021 Electric Vehicle Availability Guide provides complete details on the electric medium- and heavy-duty vehicles available today.

Save time and use this resource to easily compare specs from the latest electric vehicles available so you can choose the best fit for your fleet.

Download the Electric Vehicle Availability Guide to see:

- Electric vehicles by weight class (GVWR)
- Current stats on electric vehicle range, base price and payload
- Direct OEM contacts for sales support

You can find the guide at sdge.com/EVfleets at the bottom of the page in the Fleet Resources section.



**TRAINING
OPPORTUNITIES**

Shop Owners and Technician Training
<https://www.ascca.com/education/trainingresources>

**TRAINING
OPPORTUNITIES**

ASCCA has resources and training information on business management and technical training to keep your technicians up to date and enhance your overall business. ASCCA and our corporate partners offer a number of training, education, and member benefits that can help you operate a more profitable business.

In addition, ASCCA also provides information on the Bureau of Automotive Repair (BAR) Licensing and other BAR testing information. Technicians can not repair a failed smog with a Repair Only License. To receive the Repair Only License, an individual must take and pass the BAR test. ASCCA offers members study and reference material for the BAR test.

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.



JOIN ASCCA TeamTalk

TEAMtalk was set up as an open forum for members to use to discuss issues of relevance to the membership or the automotive industry at large. Questions and posts should be limited to those things that are of interest to the membership at large. This is a member-to-member discussion list.

HOW TO JOIN TeamTalk (TT):

1. Read the rules and etiquette governing TEAMtalk.
2. Send your request to join to info@ascca.com.

<https://www.ascca.com/resources/ascca-teamtalk>

Digital Financial Group is now the EXCLUSIVE Merchant Services Provider for the ASCCA

There are many options for payment processors but only Digital Financial Group is the EXCLUSIVE provider of the ASCCA. As a member of the ASCCA, DFG will rebate your annual membership fees up to \$350 per year. DFG has great insight into the automotive services as well as offering local support. Meet Shannon Devery..

Shannon Devery is the new ASCCA representative for your local area for merchant account services. She has 13 years in the Automotive Industry and understands the needs of shop owners to be able to process cards easily and affordably. She has been in the merchant services industry for over 7 years and is very experienced in many POS systems, as well as multiple terminals including dial ups, IPs, iPads, Smart Phone and wireless machines. One of the major differences between Digital Financial Group and other companies is our dedication to customer service. You will get great rates that are guaranteed for all ASCCA members and you will have a contact person available to you at all times. You do not have to call an 800 number and talk to a new person every time you have a question. We are big enough to service you and small enough to know you. DFG offers extremely competitive pricing as well as rebating your ASCCA membership fees upon renewal (up to \$350) as long as you continue to process with us. Contact Shannon Devery at 626-476- 9016 to get started saving money today!!!



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!



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- 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) 48- 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) 490-6081 EricE@petrospecsBG.com Eric Waln (949) 337-2484



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) 472-3 cesyfes@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) 648-862 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) 300-4 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) 96 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) 755-601 rmkroll@gmail.com



Mechanics Marketplace offers the Automotive industry 3 staffing solutions!

Elie Massabkli (800) 989-4 info@mechanicsmarketplace.com

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

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)

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 Nability (916) 286-0918
mnability@coremarkins.com



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

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

Internet Marketing, Web Design & Search Engine Optimization



Broadly uses internet marketing to get great customer reviews on Google, Facebook, and other review sites to help drive more business. ASCCA members get a FREE account setup (valued at \$200).

Laura Nelson (800) 693-1089
marketing@broadly.com



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

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

MEMBERDISCOUNTS

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

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

View The ASCCA Website for Details on Your Member Benefits

www.ascca.com/memberbenefits

- Corporate partnership Opportunities
- Free Legal
- Free Business Consultation & Advice
- ASCCA Advantage
- Business Acceleration Team

Legislation

You have a paid lobbyist, a grass-roots government relations program and a voice at the California State Capitol as we work on issues that affect your daily life from workers' compensation insurance reform to continuing employer mandates that drive you crazy. We also work on national issues when appropriate in order to make sure your interests are protected. For more information about our legislative program please visit our legislative section on this website.

Communications

You need information and we've got it. Newsletters, fax and email broadcasts, it's all here. What's going on in the industry? How can you make your business better? How can you attract and retain competent technicians? We can tell you. Please visit our News section of our website for more information about what's available to members.

Education

As an ASCCA member, you receive FREE, exclusive access to quarterly training events that will improve your bottom line and help your business thrive. Led by some of the most prominent educators in the automotive industry, you'll learn how to train and retain the best employees, new techniques to effectively market your business, how to adapt to rapidly changing vehicle technology, and more!

Chapter 24 Associate Members

Coastal Distributing

PO Box 1486 Spring Valley, CA 91979
trace@alpinebg.com
6194405339 FAX: (619) 442-4241

NAPA Auto Parts-Main Dist Center

John Hartman
7440 Convoy Court
San Diego, CA 92111
john_hartman@genpt.com
6193004910

National Petroleum, Inc.

David Golokow
1616 Industrial Blvd Ste 104
Chula Vista, CA 91911
dgolokow@nationalpetroleuminc.com
(619) 239-0256 FAX: (619) 239-0339

O'Reilly Auto Parts, Inc.

Javier Quintanilla
1202 E.Plaza Blvd
National City, CA 91950
jquintanilla3@oreillyauto.com
6199419188

San Diego Gas & Electric

John McKune
8335 Century Park Court, CP12G
San Diego, CA 92123
BMcKune@sdge.com
(858) 654-1115

SC Fuels (24)

Attn: Jeannette Acker Dave Rogers
1800 W. Katella Ave #200
Orange, CA 92867
rogersd@scfuels.com
FAX: 5624994990

All Associate Members are entitled to a business card and a listing placed in the newsletter. To submit yours, please email to ascca24news@gmail.com or mail to
Chapter 24
PO Box 262100
San Diego, CA 92196

JUST SOME OF YOUR MEMBERSHIP BENEFITS

Use of ASCCA Sign, Code of Ethics, Logo – For Use on Invoices, Customer Forms, Etc.

Communications – The ASCCA Independent newsletter, fax broadcasts, email broadcasts, special news alerts, member benefit flyers and our website.

Education Programs – Attend ASCCA's Annual Summer Conference for educational opportunities for Shop Owners and Technicians. From business management to industry updates attending the Annual Summer Conference will keep you and your staff informed.

Government Affairs & Political Representation – Bill tracking, reading and analyzing constantly changing information and tracking bills via our website.

Representation at government meetings, lobbying, etc. Hugely beneficial because it ultimately affects your bottom line.

ASC Educational Foundation – To support automotive repair industry students and offer annual scholarships.
Online Job Board – A centralized location for Shop Owners to find quality technicians/staff they need to succeed!

Free Legal: A Member Benefit

Jack Molodanof, ESQ.,
Attorney-at-Law

2200 L Street, Sacramento, CA
Phone: 916-447-0313 E-Mail: jack@mgrco.org

Every ASCCA member receives 1/2 hour of FREE legal consultation every month on any matter, either business or personal, with our association attorney.