

Chapter 24 Byways

San Diego, California



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

ASCCA Chapter 24—PO Box 262100 San Diego, CA 92196

November 2020

Welcome Back to the Byways Newsletter

Message From Our Chapter 24 President

Dear Chapter, 24 Members

This has been a tough year, definitely different than what I have ever experienced in almost 40 years in the automotive business, the reality is its been what I call “put your big girl pants on kind of a year.”

That being said, my business is doing ok, as you know we are not a “want business” we are essential because we are there for customers when they are in an accident. It’s been hard to navigate when our sales dropped 60%, yet what did we do? With grit, we dug our heels in and prepared and changed as we needed to, in order to survive, I have 17 employees, by the Grace of God, and only that, was I able to keep them employed, yes, all of them, definitely not my doing, but God's providence.

I am sure you experienced the awkwardness of people coming in and not quite sure knowing what to do, masks, sanitizing offices, cars, bathrooms, offices, keeping everyone masked up, still to this day.

I think pretty much everyone is ok with doing what we need to do to stay safe.

We all learned so much as well!!! Some of you are ZOOM experts!!, We spent more time at home with our families, I will have to say being a social person, I deeply miss everyone’s faces and smiles.

One thing I can say that I have learned this COVID-19 year is this, We are all survivors and more than that, we are thriving,

staying positive and keeping the customers care at the center of our attention was definitely the one thing that no matter what year it is or time, we will always put first.

This will be my last write up as your president, I will have to say, its been a great ride, learning and growing, when I first came on board, I was scared to speak in a large group, however, I still am! Yet I face my fears, and just do it, I do my best, and ultimately nobody can ask more of me than that, (not even me) **Chapter 24 board and members, Thank You for being so good and gracious to me.** I will miss you more than words can say.

I have nothing but good things to say about our industry, but one advice I will give you, do not be afraid to change, and if you are, do it anyway, just keep your core values untouched in business.

For the future I challenge myself and you to continue to think positive, do not react, but Respond with the outcome in mind for you and your people.

My hope and prayers for a bright and prosperous future for all of you from the bottom of my heart.

Sincerely,

Maria Carrillo

President, ASCCA Chapter 24

Chapter 24 Board of Directors’ Meeting

Nov 10, 2020

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.

Power Ball

We are still drawing from the Power Ball Deck and announcing our winners via email.

Please be sure to open and read emails that are thoughtfully sent to you from your Board of Directors.

Updated 06-01-19

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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
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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.

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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.

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 January 13, 2010.)

Join us for our Next Virtual Meeting

**Mark Your Calendar & Watch Your Email
for All the Details.**

**John Eppstein swears in the 2021
board members**

November 17, 2020

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 a collegial, 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.

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.

How to Walk the Tightrope When Raising Prices

From ASCCA, Chapter 5 Newsletter

Raising prices can be fraught with risk during good economic times. So, what happens if you try to raise prices during bad economic times?

As Hamlet would say, "Ah, there's the rub." If you raise prices, you risk losing clients to competitors. If you don't, decreasing revenue or rising costs can capsize your company. So, what's a small business supposed to do?

Raising (and, sometimes, even lowering) prices can be a balancing act. As with any major business decision, pricing should take into account various factors. Here are several to consider.

Analyze costs. First, you need to carefully analyze the costs needed to bring your products or services to market. Such expenses might include raw materials, storage, personnel, advertising, delivery, rent, equipment, taxes and insurance. Failure to cover all these costs in your price will inevitably lead to shrinking profits.

Establish profit margin. Next, it's important to establish an acceptable profit margin. This is where the art of pricing begins. To find your company's sweet spot with regards to pricing, consider researching competitors in your region to determine their pricing for comparable products, raising your finger to the wind to discern the business climate and asking your customers about their preferences.

Listen to your customers. Your customers will tell you if you raised prices too high. They'll either continue to buy your product or seek out a competitor.

Consider incremental price increases. Small, incremental price increases tend to be more palatable to customers than a few large changes. We see this every day in the rising cost of gasoline, utilities and taxes. Many customers can handle incremental inflation...just don't shock them with a huge increase all at once.

When considering pricing, it's important to take a long, hard look at both your costs and the quality of your products and services. Customers will generally pay a premium for goods and services that provide greater value. Successful business owners endeavor to increase both the actual quality of their products and the perception of that quality in the minds of customers. Do both well, and a price increase may be in order.

Looking Toward 2021

A New Board Format, We will see the following changes in 2021:

President: Stuart Terry, Stuart Terry Auto Repair
Vice President: Julio Campos, Dragonfly Automotive
Secretary and Executive Assistant: Zarina Mendoza

We are Thankful for all the years of service, commitment and mentorship of the following:

Gary Anderberg
David Newkirk

have given Chapter 24 board and members, We will definitely miss their support and wisdom on our board, and of course all the laughs and smiles!

As they will be leaving our board in 2021

Thank a Volunteer!

A Recap on Our October Virtual Meeting

By Maria Carillo

I just would like to Thank Maylan for speaking to our chapter in October. His teaching was truly incredible!

The simplicity of life and business, starts with a phone call.

Take Care of Your Customer and the money will come in!!

Especially during these awkward times, when we are not able to look at people's smiles, we can still touch them through our voice, when they call, we can be pleasant, kind and helpful, starting a trust relationship with them from that simple little phone call, Maylan made a great point about how much we all spend on marketing to get our phone call to ring, yet when it does, we are either in a hurry or ??

lets stop and listen, and help, that is true marketing in my humble opinion.

Thank you Maylan for an amazing meeting!! We at chapter 24 look forward to many more!!

Retirement Savings Tips for Small Business Owners

From ASCCA, Chapter 5 Newsletter

As an owner of a small business, you've proven that you're a self-starter by operating a successful private enterprise. Of equal importance is applying your skills towards saving for your future. Here are some of the most popular tax-advantaged retirement vehicles for small business owners in 2020 and some tips on saving for re-tirement.

Options if you're not currently enrolled in a plan

For small business owners not currently enrolled in a retirement plan, here are three of the most popular retirement account options:

- Simplified Employee Pension (SEP) IRA Account. Contribute as much as 25% of your business's net profit up to \$57,000 for 2020.

- 401(k) Plan. Contribute up to \$57,000 of your salary and/or your business's net profit.

Savings Incentive Match Plan for Employees (SIMPLE) IRA Account. You can put all your business's net profit in the plan, up to \$13,500 plus an additional \$3,000 if you're 50 or older.

Which plan should you choose? SEP and SIMPLE IRAs are ideal for either sole proprietors or really small businesses (no more than one or two dozen employees). Due to higher administrative costs, 401(k) plans are usually more suited for larger small businesses (more than one or two dozen employees).

Tips to maximize your retirement contributions

For small business owners who are currently enrolled in a retirement plan, here are some suggestions for maximizing your annual contributions into your retirement accounts:

Pay yourself first. Instead of funding your retirement account with whatever is left over after paying your monthly bills, decide at the beginning of each month how much you want to set aside to fund your retirement. Make funding your retirement each month as important as your other bills. Then assume that you pay your re-tirement bill first. If you run out of money before paying all your bills, decide if there are any expenses that can be pared back for subsequent months so you can meet your monthly retirement savings goal.

List your retirement contributions on your income statement. It is easy to forget about retirement planning when running the day-to-day operations of your business. To keep retirement contributions top-of-mind, record these as a separate line item on your business's income statement.

Review your tax situation at least twice a year. Tax planning is now more important than ever with the uncertainty caused by the recent pandemic. So review your tax situation at least twice every 12 months to see how to maximize each year's retirement contributions.

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

Messages from Your Team

Steve Vanlandingham, ASCCA 2015 Past President

ALL: As far as Van's Automotive is concerned I've never been busier than now. Covid has not slowed our work load we have more than usual. We have taken all precautions: seat covers, floor mats, steering wheel covers, key fob bags, clean counters, wear masks wipe surfaces every where to say the least. I really don't have anybody close to me that has had covid, a few customer's said they did. Being in business since November 1982 has shown me there is always something new to learn. My problem is how long to keep working? at 70 years old? I still have my health and enjoy going to work Mon thru Fri 8 to 5. It would be nice to find another shop owner looking for a second location right? Hint, Hint! But for now I still enjoy the challenge being it business management or vehicle repair and will keep trucking on for now. Happy motor-ing to all. Hope all is well, I miss the in person meetings & talking with other shop owners. Maybe SOON?

Zarina Mendoza, Executive Assistant

Although I am not a business owner, I do work for an auto repair company as an executive assistant. I have seen firsthand the amount of stress and responsibility owners face to make sure employees are taken care of. Coronavirus took everyone by surprise and no one was prepared for the challenges it would bring to everyone's lives. Each and every one of us at the company had to adjust to new rules and regulations. Although business did not descend significantly, one of the biggest challenges was to make our clientele aware that auto repair was an essential business. I am forever grateful to each and every one of our employees for taking all necessary steps to provide a safe environment for our customers. This experience has taught me to be mindful towards customers and their needs to feel safe when servicing their vehicles. I miss the times when you can prepare a cup of fresh coffee for a customer while they wait in the lobby.

Bryan Perrin, Education Representative

This last almost 8 months has been very challenging since we have no longer been able to teach in person. The days blend together with me going to the office everyday at 5am, there are no more weekends. The normal boundaries that we have between work and home have been largely erased by coworkers. Because I'm at home, there is no longer a reservation about scheduling meetings, calling me over the weekend, when school is on break, or late into the evening. It is frustrating working with students that want to learn but are held back by the situation of a school shutdown. They go to work safely everyday but are unable to do hands on labs due to safety concerns at the school. All of this has led to frustration and depression not to mention rethinking how much longer I want to do this. Some days going back into the industry that I have enjoyed for 38 years is very tempting. I keep having to remind myself that I'm no longer 30 and how much my body hurts some days. We will see what next year holds and hopefully education will become fun again. *Bryan*

Stuart Terry, Current Director, Past President

This year has been one for the history books. Stuart Terry Auto Repair (STAR) has made changes to adapt to and adhere to the COVID 19 pandemic. We have one mechanic instead of two, as business has dropped off due to less driving by our customers. Many of my working customers are working from home now. I am getting better by the day, doing more, even working in the shop as a mechanic when needed. We are happy, healthy, and alive, life is good.

Something of interest; A few weeks ago, we planned to close at noon on a Thursday for a long weekend in the mountains. Just before closing, a customer, while paying his bill, answered his cell phone at my desk. When the call ended, he stated he had just been informed he tested positive for COVID 19. When he departed, and after cleaning the area, I called my doctor. That afternoon, I was able to experience my first COVID 19 test and start self-isolation per State mandated protocol. Good news, I did not get it. It did alter my plans for a few days, a small price to pay.

***The purpose of ASCCA
is to Elevate and Unite automotive
professionals and give them a voice.***



SDG&E COVID-19 Webpage (For a comprehensive overview of our COVID-19 response, including the measures we're taking to assist our customers and maintain reliable service, visit our new webpage at sdge.com/coronavirus for the latest updates.)

NEW SDG&E HVAC REBATES ARE NOW AVAILABLE

Does your business need to upgrade its HVAC? SDG&E offers rebates on many types of energy-efficient equipment for businesses – which can help save energy and lower bills. Now, there are more ways you can save energy and earn rebates on your HVAC unit. Upgrading your HVAC components can help lower your monthly energy bill and save energy.

Newly added rebates include:

- Variable frequency drives – rebates range from \$55 - \$131 per cap-ton
- Package terminal AC or heat pump – rebates range from \$24 - \$38 per cap-ton
- Water cooled chillers – rebates ranging from \$39 - \$148 per cap-ton

Visit sdge.com/NLrebates to see SDG&E's current product catalog for a full list of their business rebates.

You can also visit sdge.com/BES to schedule a complimentary energy assessment to find out if your business qualifies for no- or low-cost energy efficiency upgrades.

What's Keeping You Afloat?

By Barbara Eldridge

As an entrepreneur going it alone during some of these tough times can knock you flat. What have you encountered in your business this year? Are staying ahead? Have you stepped back? What have you learned and are you using the learning to move? How often have you let yourself go down that dark road and beat yourself up when things didn't turn out according to "plan"? As you entered this Quarter did you adjust your plan? This is the time to step up and step "out!"

My members know I enjoy watching "Shark Tank", a group of successful entrepreneurs looking to get their teeth (and money) into more entrepreneurial endeavors. I watch because I enjoy watching the ambition, energy, drive, and risk tolerance of those entrepreneurs which lets them take a chance on moving for a better opportunity.

Here is what I've learned:

1. How you present yourself says a lot. Can you tell your prospects in 90 seconds a problem-oriented,

attention-getting statement about what you do? You may not be looking for investors, but you are always looking for prospects to "sell" to. This is not about convincing, but about getting a prospect see that you have a solution. Just like the "Sharks" want to invest in an entrepreneur who believes in his/her product, your prospects want to do business with you because you have an edge that will help them. Wall flowers get chewed up by the "Sharks", you can't be afraid to be bold, but you need to be authentic, you need to be the real deal. What are you doing to show up in this environment? 2. It's not about the money. Make sure you are doing what you love. Is it a "game" worth playing? It shows up when you give your customers the sense that your business is a special place, created by a special person or people, doing what they do in the best possible way. If it is built on a laser like focus because you have targeted your audience then you are not chasing the "minnows." Your price meets their need and you deliver it. 3. Know your numbers. Every number tells a story and every line on

your financial reports relates to something that happens in your business. Make it your business to make the connection and know what they mean. The "Sharks" look to see if investing in one of the entrepreneurs will make them money. I observe many small business owners working hard at managing and marketing but wait too long to dedicate some time every month to review those financial reports; going line by line and asking themselves what each one means. Every number tells a story and every line on your financial reports relates to something that happens in the business. Make it your business to make the connection and know what they mean. Every time you begin to measure and keep track of your plan and numbers, that "thing" begins to improve and move in the direction you want. Check your plan, weekly, monthly, quarterly and make adjustments, help catch what is or isn't working. Your metrics will tell you. Start to apply this idea and you will feel and be more in control of your business in a very dramatic way.



mindmasters.com

San Diego Meetings

Could you use some support to help you focus on the next critical steps to growing your business? No great entrepreneurial enterprise is ever created in isolation. What makes Mind Masters different is that we offer experience, the experience, education, trials and successes of other business owners.

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!!!



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All Associate Members are entitled to a business card and a listing placed in the newsletter. To submit yours, please email to chapter24@hughes.net or mail to

**Chapter 24
PO Box 262100
San Diego, CA
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Just some of the benefits of your membership:

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.

**We  Our
Associate Members**

The ASSCA Advantage

TO ELEVATE AND UNITE AUTOMOTIVE PROFESSIONALS AND GIVE THEM VOICE



The ASSCA Advantage is:

- ✔ Membership that pays for itself!
- ✔ Free Legal Consultations
- ✔ Free Business Management Advice
- ✔ Membership Rebate from Digital Financial Group
- ✔ Free HR Services

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The ASCCA Advantage




The ASCCA Advantage outlines the value of ASCCA membership. We are proud to be able to offer a number of discounts and intangible benefits that are uniquely provided by our association.



Corporate Partners - Increasing Your Membership Value

BUSINESS SUPPLIES, EQUIPMENT & SERVICES		
	ASCCA members get access to Auto Care Association's publications, the Aftermarket Insider and the ACA Capitol Report, as well as member discounts on ACA publications and events. Call to see how you can save up to \$600 a year!	Kathleen Schmatz, (301) 654.6664 kathleen.schmatz@autocare.org
	AESwave specializes in sales and support of automotive diagnostic equipment. Each day, thousands of technicians, educators, trainers, engineers, and technical writers use products and strategies developed at AESwave.	Carlos Menchu, (877) 351.9573 info@aeswave.com www.aeswave.com
	This partnership provides Platinum level membership pricing, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more!	Jim Gray, (704) 301.1500 jim.gray@autozone.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 Waln (949) 337.2484 Eric Elbert (805) 490.6080, EricE@petrospecsBG.com www.petrospecsinc.com.
	Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit hotelstorm.com/ascca and use password Auto 1234 to get your discount.	concierge@hotelstorm.com www.hotelstorm/ascca
	LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.	Steven Poole, (562) 320.2398 SJPoole@lkqcorp.com
	The leader in automotive thermostats; fuel, oil and coolant caps sold to the North American automotive aftermarket. Their line of thermostats is one of the most advanced in the automotive industry, using state-of-the-art manufacturing equipment, with strict quality control and functional testing, ensuring high quality and long-lasting products.	Sean Ruitenber, (618) 599.5196 sean.ruitenber@motoradusa.com
	Motul is the first lubricant manufacturer to pioneer the formulation of a 100% synthetic lubricant for automotive engines, the 300V, making use of Esters technology and issued from the aeronautical industry. Motul's 8100 line of 100% synthetic oils have OE approvals from manufacturers such as Porsche, Audi, BMW, Mercedes-Benz, and VW.	Nick Bagley, (909) 538.204 n.bagley@us.motul.com
	NAPA Auto Care is the largest aftermarket repair network in the country with over 16,000 independently owned and nationally recognizes 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 NAPA SoCal District Sales Manager john_hartman@genpt.com
	Streamlined business supply ordering process. Free delivery over \$50. Custom pricing and discounts for ASCCA members.	Michael Nitz, (855)-337-6811 Michael.nitz@officedepot.com https://business.officedepot.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.	ASCCA@oreillyauto.com

 <p>Print & Direct Mail Made Easy</p>	<p>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, manage your budget.</p>	<p>Josh Davis, 484-648-8626 josh@themailshark.com www.themailshark.com/ascca</p>
	<p>DFC is the leading manufacturer of award-winning automotive braking systems. They maintain a huge selection of brake parts for all domestic and foreign vehicle applications. Their engineers, product managers, and R&D staff work hard to give their customers first-to-market advantage.</p>	<p>Dan Biezonsky, 951-200-0953, danb@dynamicfriction.com, http://www.dynamicfriction.com/</p>
<h3>EDUCATION PROVIDERS</h3>		
	<p>The ACT Group is a partnership of long time automotive industry experts. Former Technicians, Service Writers, Managers, General Managers and owners of automotive facilities offer their expertise in a strong variety of industry training classes. Discounts are available to ASCCA members, including \$200.00 off our Service Advisor Classes.</p>	<p>Ray Kunz, 916-588-0775</p>
	<p>ATI has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years.</p> <ul style="list-style-type: none"> • They are the industry leader in automotive business coaching providing expert management and consulting services. Get weekly business coaching from an industry expert and classes in marketing, hiring, finance, leadership and sales. 	<p>Jim Silverman, (301) 575-9140, jsilverman@autotraining.net, www.autotraining.net</p>
	<p>Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel.</p> <ul style="list-style-type: none"> • ASCCA Members have exclusive access to discounted training courses. • Save \$800 on every Service Writer course and \$55 on every seminar. (Space limited.) • FREE 30 minutes of business consulting advice per month. 	<p>Maylan Newton (866) 526.3039, maylan@esiseminars.com.</p>
	<p>25% discount on all ASE exam study guides.</p>	<p>James Hwang (310) 857.7633</p>
<h3>INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS</h3>		
	<p>iATN is the world's first and largest online network of automotive service industry professionals. -Get discounted access to up to 5 premium access accounts, free job ad postings, a private forum for your shop, and unlimited access to the iATN Knowledge Base that allows you to search iATN's databases of in-use industry knowledge compiled over the last 20 years.</p>	<p>Greg Montero (651) 628.5706 greg.montero@iatn.com www.iatn.net</p>
<h3>INSURANCE & LEGAL SERVICES</h3>		
	<p>Includes an enrollment discount of \$100</p>	<p>Customer Service (866) 923.7767, www.armstrongprofessional.com</p>
	<p>Competitive dental & vision plans exclusively available to ASCCA members.</p>	<p>Mat Nabity, (916) 286.0918 mnabity@coremarkins.com</p>
	<p>FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!</p>	<p>Jack Molodanof, (916) 447.0313 jack@mgrco.org www.mgrco.org.</p>
<h3>INTERNET MARKETING, WEB DESIGN & SEARCH ENGINE OPTIMIZATION</h3>		
	<p>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 customer retention, and revenue tracking tools. Kukui will help you track stats about new clients, your customer retention rate, and will help you track areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design.</p>	<p>Todd Westerlund (925) 980.8012 Todd@kukui.com or Patrick Egan (805) 259.3679 Patrick@kukui.com www.kukui.com</p>

	<p>Through internet marketing, Broadly gets great customer reviews on Google, Facebook, and other review sites. ASCCA members get a FREE account set-up (valued at \$200).</p>	<p>(800) 693.1089 marketing@broadly.com www.broadly.com</p>
	<p>Join the nation's largest network of elite auto repair shops. 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. (Estimated new business \$48,000/year)</p>	<p>Evan DeMik, (415) 595-3346 evan@repairpal.com www.repairpal.com</p>
MERCHANT SERVICES		
	<p>Receive up to a \$350 rebate on your ASCCA State dues when you use DFG to process your credit cards. Call for a free no obligation consultation.</p>	<p>Shannon Devery (877) 326-2799 www.digitalfg.com/</p>
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	<p>A comprehensive cloud-based tool that offers simple solutions to workflow management, communication, digital vehicle inspections, and quality control.</p> <ul style="list-style-type: none"> Developed by a shop owner designed specifically for the challenges shop owners face, AutoText.me's software is easy to implement and will save you time while you solve common shop problems. Available as a benefit to all ASCCA shop owners.. 	<p>Chris Cloutier (469) 546.5725, chris@autoflow.com, www.autoflow.com</p>
	<p>Members receive a promotional price for online diagnostic tool and telephone diagnostic services. New Identifix members received \$40 off each of the first 3 months and \$10 off every month after for annual savings of \$210</p>	<p>Customer Service (800) 997.1674</p>
	<p>The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. Ask for a special ASCCA member rate.</p>	<p>Matt Ellinwood, (415) 890.0906 x106 matt@shop-ware.com.</p>
UNIFORM SERVICES		
	<p>Nationally recognized supplier of customer and employee apparel & janitorial services with special ASCCA pricing.</p>	<p>Jessica Essad 775-813-8954 EssadJ@cintas.com</p>

ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

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

Proudly Display Your ASCCA Affiliation – Use of ASCCA sign, code of ethics, and logo for use on invoices, customer forms, etc.

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

Member-to-Member Communications – The ASCCA TeamTalk list serv provides members to communicate directly with their peers on a broad range of topics facing shop owners throughout California.

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.

Educational Foundation – ASCCA members can also participate in the association's educational foundation that raises funds for scholarships issues to students entering into the automotive aftermarket.



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