

MT. DIABLO—CHAPTER 20



ASCCA CHAPTER 20, Volume 11, Issue 5 – NOVEMBER 2015

NOVEMBER 4, 2015

On November 19th ~



Entrance "fee"
is a toy, or
two...



Clayton Valley High
School's Robotics
Club demo



Chinese raffle - to
benefit the Jeff
Stich Memorial
Scholarship Fund

Board Elections



www.ascca.com

OFFICERS & BOARD

PRESIDENT

Steve Elstins 925-676-8376
westcoastmuffler925@yahoo.com

VICE PRESIDENT

Andy Hagin 925-228-5115
andy@haginsauto.com

PAST PRESIDENT

Mary Kemnitz 925-356-0683
mak300z@aol.com

TREASURER

Nate Thomas 925-676-6754
nate.thomas@usbank.com

SECRETARY

Brandy Enos 925-754-0855
brandy@diablomarine.com

MEMBERSHIP DIRECTOR

Deanna Nyberg 925-827-2077
dnyberg@lehmers.com

EDUCATION DIRECTOR

Hans Hiller 925-680-2888
aef2655@gmail.com

MEETING COORDINATOR

Andy Hagin 925-228-5115
andy@haginsauto.com

CHAPTER REPRESENTATIVE

Thanks Jeff! Who is going to fill
your shoes?

DIRECTORS AT LARGE

Rich Lezcano 925-680-6946
richl.ssab@sbcglobal.com

Felix Boston 925-685-4783
fboston@farmersagent.com

STATE ASCCA BOARD

Allen Pennebaker - Mary Kemnitz -
Steve Elstins



Social Gathering 6:30 p.m. Meeting & Dinner 6:45

Zio Fraedo's, 611 Gregory Lane, Pleasant Hill, CA 94523

Tel: 925-933-9091

Mt. Diablo Chapter 20 - President's Message - November 2015

ASC-CA Chapter 20 MISSION STATEMENT

"To promote professionalism throughout our industry by upholding our state code of ethics and sharing our successes and failures with our members and future members". "To elevate and unite automotive professionals and give them a voice".



Hello Chapter Members.

November is our annual election month. It's time to elect your new Board members. It's been a pleasure serving all of you for the past two years as your President. Your chapter Board has worked very hard this past year to produce your chapter meeting and more. A lot of good work has also been done by your state board in regards to lobbying for your rights as shop owners.

As you know the ASCCA has a good working relationship with BAR. They do listen to us when we question any new laws or changes that come up. You can count on more stringent requirements in our industry for the future. Our voices and concerns need to be heard.

For any chapter members who may have an interest in serving on the Board for 2016 please speak up. There are several openings available, as some Board members are leaving at the end of this year.

Lastly, please keep the Stich family in your thoughts and prayers. Jeff's passing has left a giant hole in their lives and in their shop. See you Thursday the 19th, 6:30 pm at Zio Fraedo's.

Steve Elstins



Chapter 20 Members



When not in their Shops!

Hobbies, Fundraisers, Sports, Crafts, Fun

We'd love to share YOUR 'out of shop'

News

Send to :- editor20@sonic.net

CHAPTER 20 MEMBER LIST

AAMCO Transmissions
Derek Tinder
1410 Auto Center Drive
Walnut Creek, CA 94597
925-945-1088

AAMCO Transmissions
Wesley Young
2096 Market Street
Concord, CA 94520
925-676-8167

A&A Auto Rpr / N Main Tow
Alberto Guzman
5036 Blum Road
Martinez, CA 94553
925-933-3368

Acalanes High School
Grant Cusick
1200 Pleasant Hill Road
Lafayette, CA 94549
925-935-2600

Alhambra High School
Brian Wheeler
150 E Street
Martinez, CA 94553
925-313-0440

Ace Auto Repair & Tire Ctr
George Chavez
Tom Fredrich
2560 San Ramon Vly Blvd.
San Ramon, CA 94583
925-743-1552

Airbag Service & Techzone
Matt Patterson
32 California Ave, Ste A
Pleasanton, CA 94566
800-763-8588

All-Flow Muffler & Auto
Danny Larson
3900 Pacheco Blvd
Martinez, CA 94593
925-229-3044

Auto Electric & Fuel
Doug Mueller
2655 Monument Blvd. # B
Concord, CA 94520
925-680-2888

Auto Tech
Troy Love
2077 A Camino Ramon
San Ramon, CA 94583
925-867-9300

CHAPTER 20 MEMBER LIST continued

Autos International
John Crawford
2201 Commerce Ave
Concord, CA 94520
925-676-0440

Autotron Service Center
Ryan Tunison
3688 Washington St. Ste F
Pleasanton, CA 94566
925-484-2400

Bay Area Oil Company /
Hunt & Sons
Tim Lockhart
485 Industrial Way
Benicia, CA 94510
707-747-9500

BG Fleming Distrib. Co.
Richard Rodriguez
1011 Suncastr Lane
El Dorado Hills, CA 95762
916-933-2430

Beyond Repair Auto Svc
Bill & Susan Watterson,
Mike Baker
5815 Pacheco Blvd
Pacheco, CA 94553
925-671-7424

Burrough & Sons Automotv
Tom Burrough
5154 Sobrante Avenue
El Sobrante, CA 94803
510-222-3330

Central Automotive
Rob & Susan Service
1425 Autocenter Drive
Walnut Creek, CA 94597
925-932-6604

Chris' Engine & Auto Repr
Chris & Denise Terry
4770 East 2nd Street
Benicia, CA 94510
707-746-5143

Clayton Valley Auto Svc
Jeff Stich
1505 Rishell Drive
Concord, CA 94521
925-682-2281

Clayton Valley Shell
Amir Hatambeiki
1500 Kirker Pass Road
Concord, CA 94521
925-672-3900 / 672-3361

Commans, Walt
ASE W. States Consultant
5312 Quail Ridge Terrace
Anaheim Hills, CA 92807
714-974-3208

Contra Costa College
Lucile Beatty
2600 Mission Bell Drive
San Pablo, CA 94806
510-215-3974

D&H Enterprises
Dave & Mary Kemnitz
2689 Monument Blvd
Concord, CA 94520
925-356-0683

Devil Mountain Diesel
Jason Loelieger
Mark Fuenzalida
197 Mayhew Way
Walnut Creek, CA 94597
925-954-8582

Diablo Auto Specialists
Tim Stussi
1413 Carlbach Avenue
Walnut Creek, CA 94596
925-932-6701

Diablo Marine & Trailer
Lorraine Bartneck & Dave
Dyson
2411 West 10th Street
Antioch, CA 94509
925-754-0855

Dick & Ryan's Auto Repair
Trevor Stoneham
1679 1st Street
Livermore, CA 94550
925-373-9055

Digital Financial Group
David Cherney
1329 Hwy 395 N., Ste 10
Gardnerville, NV 89410
775-782-3146

Dublin Car Tek
Tim Johnson
6008 Dougherty Rd.
Dublin, CA 94568
925-829-9300

European Auto Repair
Carlos Showing
1573 Third Avenue
Walnut Creek, CA 94597
925-944-5606

European Autotech
Chris Murad
31 Beta Court, Ste J
San Ramon, CA 94583
925-820-6460

Farmers Insurance Group
Felix "FJ" Boston
620 Contra Costa Blvd, #212
Pleasant Hill, CA 94523
925-685-4783

Five Star Automotive
Brian & Janice Andrews
1440 Concord Ave. Ste C
Concord, CA 94520
925-609-7827

Frank's Auto Service
Margaret & Dave Frank
1255 Boulevard Way
Walnut Creek, CA 94595
925-942-3677

Fuenzalida, Bob
Ch 20 Member Emeritus
Cars R Us
2269 Bromfield Court
Walnut Creek, CA 94596
925-683-2310

Gene's Auto Repair
Tracy Renee
37 Tennessee Street
Vallejo, CA 94590
707-642-1900

German Auto Clinic
Jose Lara
2040 N. Main St., # 11
Walnut Creek, CA 94596
925-944-0240

German Sport
Lerry & Carlos Suarez
1400 Autocenter Drive
Walnut Creek, CA 94597
925-934-6665

Gilmores Auto Service
Phillip Sanders
2151 N. Broadway
Walnut Creek, CA 94596
925-939-9430

Hagin's Automotive, Inc.
Andy Hagin
3725 Alhambra Ave
Martinez, CA 94553
925-228-5115

Jasper Engines & Trans.
Erik Coulson
P.O. Box 650
Jasper, IN 47547
800-827-7455 ext 1576

LaVere's VW & Audi Only
LaVere's VW Restoration
Gary LaVere
1121 Landini Lane
Concord, CA 94520
925-798-2001

Lehmers Concord
Caroline Anderson
1905 Market Street
Concord, CA 94520
925-827-2077

M Service
Dante Paulazzo
2008 Mount Diablo Blvd.
Walnut Creek, CA 94596
925-932-8744

Mekatron Concord
Ian G. Miller
1771 Concord Ave
Concord, CA 94520
925-687-8300

Mendelson Autobody
Ted Mendelson
38 Beta Court, Ste A5
San Ramon, CA 94583
925-838-2343

Monkey Wrenches, Inc.
Ted Curran
8130 Brentwood Blvd
Brentwood, CA 94513
925-634-4145

Moraga Motors
Ron Schumacker
530 Moraga Road
Moraga, CA 94556
925-376-0692

Orinda Motors
Allen Pennebaker
63 Orinda Way
Orinda, CA 94563
925-254-2012

Orinda Shell Auto Care
Kathy Mitchell
9 Orinda Way
Orinda, CA 94563
925-254-1486

Precision Auto Repair
Tyler & Renee Edgren
164 A Wyoming Street
Pleasanton, CA 94566
925-462-7440

Randys Mobile Mech'l Svc
Randy Wilferd
2750 Cloverdale Ave.
Concord, CA 94518
925-288-0766

Rich's Auto Service
Louis Volpone
839 Ygnacio Valley Rd
Walnut Creek, CA 94596
925-937-3434

S.G. Auto Repair
Sergio Garcia
16400 San Pablo Ave
San Pablo, CA 94806
510-964-1541

S.P. Automotive Supply
Steve Markus
3410 Pacheco Blvd
Martinez, CA 94553
925-372-4930

Simply Superior Auto Body
Rich & Jennifer Lezcano
2110 Market Street
Concord, CA 94520
925-680-6946

Solano Way Auto Repair
Ken R. Fritzberg
2197 Solano Way
Concord, CA 94520
925-676-2890

Standard Motor Products
Joe Schwartzbine
1460 Arvilla Drive
Sacramento, CA 94582
916-606-0985

Superior Auto Parts
Don Smith
1055 Detroit Avenue
Concord, CA 94518
925-771-2231

Timmons Auto & Truck Rpr
Dave and Lisa Timmons
2855 Contra Costa Blvd
Pleasant Hill, CA 94523
925-938-9665

Tuolumne St Auto &
Electric
John McLaughlin
635C Tuolumne Street
Vallejo, CA 94590
707-648-3434

US Bank
Nate Thomas
4663 Clayton Road
Concord, CA 94521
925-676-6754

Walnut Creek Automotive
Bill & Jeff Boaman
1532 Mt. Diablo Blvd
Walnut Creek, CA 94596
925-934-8600

West Coast Muffler & Tire
Repair
Steve Elstins
2090 Market Street
Concord, CA 94520
925-676-8376

50/50 Xtreme Auto Glass
O'Neill Tasleem
2098 Market Street
Concord, CA 94520
925-676-2000



The Jeff Stich Memorial Scholarship



The Jeff Stich Memorial Scholarship was created to honor the distinguished career and contributions that Jeff Stich made to the Automotive Industry and Racing Community.

Jeff was such an advocate for knowledge, professionalism and integrity and it is because of this that a memorial fund is fitting recognition of his life and career.

Owner of Clayton Valley Auto, accomplished Pit Crew leader, former Chapter 20 ASCCA President and Chapter Representative, State Board Member and outstanding member of the community. Jeff Stich was taken tragically from us on September 6th 2015.

ASCCA Chapter 20's family has lost an amazing asset, a great Chapter Representative, an amazing former president, a colleague, but most of all a friend.

Jeff Stich was very giving to the automotive community, the racing community, and in general to everyone he crossed paths with. In his own way he made a difference in everyone's life that he met.

We hope by establishing **The Jeff Stich Memorial Scholarship**, we as a Chapter can continue to keep Jeff's name and memory alive.

If you would like to make a donation:

ASCCA Chapter20

c/o D&H Enterprises, 2689 Monument Blvd, Concord, CA 94520

Checks should be made out to: ASCCA Chapter 20



November 21st, San Jose, See back page!



ASCCA Chapter 20

**ASCCA 75 FOR \$75 MEMBERSHIP DRIVE
PROMOTION – BEGAN APRIL 1, 2015**

**Chapter 20 will match this offer with their own...reducing
Chapter Membership to \$175.00... normally \$400.00**

Contact information for
ASCCA's attorney,
Jack Molodanof:
916-447-0313
jack@mgrco.org



From: Jack Molodanof
Sent: Thursday, October 22, 2015
To: Government Affairs
Subject: **BAR Advisory Meeting Summary & Regulations Workshop Summary 10/21/15**

Below is a summary of the BAR Advisory meeting and Regulation Workshops that took place on 10/21/15. Both Tracy Renee and Mary Kemnitz attend and participated.

BAR Advisory Group Meeting

1) Introductions/DCA News. DCA provided an update on AB 873 (provides authority to BAR to determine which services are minor and which are major and thus requiring BAR oversight). DCA is working with all the stakeholders to address concerns that towing industry has raised. They are looking to define emergency road side services (i.e. key lockouts, assist with gas, changing flat tires, jump starts, etc.).

2) Partial Zero Emission Vehicles (PZEV). Presentation by CARB. Overview of emission warranties. Warranty periods vary for emission related parts. PZEV warranty in California is 15 years/150,000. CARB has a warranty enforcement unit. They average 80 warranty complaints annually. For more information please contact John Urkov ARB/BAR liaison at 626-575.6720.

3) Smog Check Reports. BAR required to recreate analysis originally used to justify AB 2289 and STAR program. They compared the 2003-06 Sierra Roadside study (1976-95 model year vehicles) to a recent roadside study. The results indicate an improvement in failure rates, but not significant. The STAR stations showed more improvement than non-STAR stations. The reports are available on BAR website.

4) Smog Check Certificates. At the last BAG meeting, several suggestions were made to BAR, which included decreasing number of certificates in a book to reduce cost; block the BAR-97 from issuing certificates on OIS vehicles, and allow certificates to move from BAR-97 to an OIS. BAR examined each request but found issues with each including high level of effort and complexity and possible expensive software updates. The BAR is recommending that if smog stations are not sure which equipment to use then test on OIS first to determine if BAR-97 is required. The OIS will prompt stations and indicate that they are using incorrect equipment. A BAR ET blast was sent to smog stations recommending testing on OIS first, if unsure.

5) Smog Check Feasibility Study. The BAR is in the process of issuing a request for proposals (RFP) to vendors who wish to bid on the administering of the smog check data base. The project is called Cal-Vista and goals include ensuring the continuity of the smog check program, compliance with State/Federal mandates,

align with State IT policy. The transition to new Data base vendor will not impact smog stations and the goal is to make process seamless.

6) Disciplinary Hearing Process. The BAR has an informal process that is simpler and more expeditious if a shop/tech has received a citation that it wants to appeal. It provides the licensee an opportunity to be heard by the Chief or designee. The licensee must request an appeal with a specified time frame outlined in the citation and the licensee shall submit the appeal in writing outlining the licensee position. The BAR may affirm, modify or dismiss a citation, including any levied fine. BAR said that approximately 60% of the citations that have been appealed under this informal process were either overturned or modified.

7) Enforcement Statistics. BAR provided an update on the complaint trends for the July-Sept 2015 period. The complaint trends are as follows: Engine repair/performance account for 34% of the complaints; General Repair/Maintenance 17%; Auto body 11%; Smog 10% and Transmission 10%;

8) Legislation and Regulations. BAR provided updates on the following pending regulations; Disciplinary Guidelines; BAR Certified Institutions and Instructors; Windshield Replacement Standards; Mobile ARD advertising; Electronic Documents and Authorizations; STAR regulations clean-up; Brake and Lamp Handbooks updates;

BAR Regulations Public Workshops-

Electronic Documents and Authorizations Regulation. The purpose of these regulations is to allow for electronic authorizations (such as text, email, etc) and transmission of repair transaction documents; and reorganize and clarify written estimate, work order and invoice provisions. Public comments included clarification that Text messages were acceptable authorization, definition clarifications and how prepackaged parts kits containing many part components were to be handled. BAR welcomed additional comments and feedback as they move forward.

BAR Certified Institutions and Instructors Regulation. The BAR is updating the requirements for certification of Smog Check training providers in order to create consistency with current licensing requirements, along with other clarifying amendments. The regulations also provided for allowance of non-technical training, such as ethics and write it right training. This would allow shops who may have a disciplinary action the opportunity to take training and avoid fines. Overall, the industry was supportive of these regulations.

Tracy and Mary please free to add anything else that I may have missed.

Thank you.

Jack Molodanof



WHAT YOU NEED TO KNOW REPORT

November 2, 2015



BAR-OIS Software Update Version 6.3

Bar Engineering ET Blast

BAR-OIS software version 6.3 has been released to all stations. (NOTE: This update was released to stations performing BAR-OIS software Beta testing on October 2, 2015.)

The new release includes the following updates:

1. When reaching the end of an inspection and an automatic Smog Check certificate order is placed, the receipt will now display and require printing to finish the inspection.
2. The VIR for failed Smog Check inspections has been updated to include PZEV warranty information.
3. The VIR has been updated to include and/or when a vehicle has EGR and/or VVT OBDII monitors not ready.
4. A fix for a condition in which the BAR-OIS software timed-out when modifying the BAR-OIS analyzer, moving a DAD or computer from one analyzer to another.
5. A fix for a condition in which the inspectors were not always shown in the Manage Staff function.

Determining Proper Equipment Using the BAR-OIS - Revised

Bar Engineering ET Blast # 49844

As a reminder, diesel vehicles model-year 1998 and newer must be tested on the BAR-OIS. In addition, gasoline and hybrid vehicles model-year 2000 and newer must be tested on the BAR-OIS, except for those that do not have OBDII or are over 14,000 GVWR. This information is available on page two of the Smog Check Manual.

When testing vehicles within the model-year ranges above, the BAR-OIS will sometimes display the following message:

"Unable to confirm this vehicle's OBD II requirements. Does this vehicle have OBD II?"

When you see this message, check the underhood emissions label to determine if the vehicle is equipped with OBD II. This label will be located under the hood and/or on the engine. Enter the correct answer into the BAR-OIS. The BAR-OIS will then tell you how to proceed.

Failure to test vehicles on the proper equipment and/or failure to enter correct information while conducting an inspection may result in enforcement action..

STANDARD PTS ON-DEMAND

ON-DEMAND TRAINING

for professional technicians

Now available as an Annual Subscription!



PTS ON-DEMAND is for Busy Professional Technicians

You're busy, work all day, but you need to keep up with new automotive technologies, tools, and techniques at night. Local training seminars are great, but they only occur a few times a year and they may not be close by. What you'd really like is good, affordable, and convenient training. PTS On-Demand is the answer, with a new series of on-demand classes delivered so you can participate online at the shop or in the comfort of home. All PTS On-Demand classes are designed with input from working master technicians. We deliver practical, specific, expert advice to help make the most maximum use of your time. We know what it takes to fix the modern vehicles. That's why all course modules are built around real world case studies. We'll show you how to use the latest tools and techniques, and access the repair data to answer your toughest questions.

Any Time, Any Place

A great feature of PTS On-Demand training is that you can attend the classes when and where you need the information - in the shop or from the comfort of your office or den. No travel necessary! All you need is a smart phone, tablet, or PC, high speed internet access, and an hour to participate. Kick your books off, we make it easy.

New: One subscription gives you unlimited access to all titles for 365 days from the time of purchase. Watch them as often as you like during that time.

* Some products will require additional purchase of a USB adapter (not applicable to all kits).

Program Features

- Annual subscription
- \$350 suggested retail
- Less than \$1 a day for great training
- More than 84 one hour topics accessible immediately
- New topics added each month
- Handout and certificate included

It's Easy

- Order your subscription like you would with any other part and your supplier will deliver your key
- Plug it in, login, and start learning!

Choose from Our Complete Library of Over 84 Titles

Here is a list of our new titles for 2014:

- GM Field Tips and Tricks
- Ford Field Tips and Tricks
- HVAC Update
- No-Scopie Diagnostics
- Hybrid HV Battery Diagnostics & Service
- Ford 6.0L Powerstroke Motor Tips
- Scanner Diagnostics
- Hyundai/Mits Tips and Tricks
- Voltage Drop Testing
- Chrysler SWAP Tips and Tricks
- OE Scan Tool Update
- Brain Teasers: Diagnostic Puzzles From the Field

<https://PTS.SMP.com/Standard> **STANDARD** **SMP** www.StandardBrand.com 2711004



Chapter 20 Members



When not in their Shops



Every Year for the month of November Our Chapter Treasure Nate Thomas Participates in a annual event involving the growing of moustaches during the month of November to raise awareness of men's health issues.

Nate Thomas lost his father a couple years ago and, in honor of losing him to Prostate Cancer, Nate participates in Movember.

Movember has been encouraging men (whom the charity refers to as "Mo Bros") to get involved. Movember aims to increase early cancer detection, diagnosis and effective treatments, and ultimately reduce the number of preventable deaths. Besides annual check-ups, the Movember Foundation encourages men to be aware of family history of cancer and to adopt a healthier lifestyle.

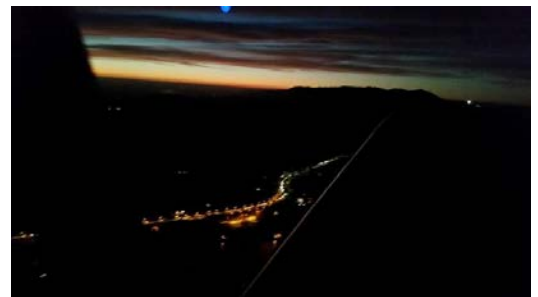
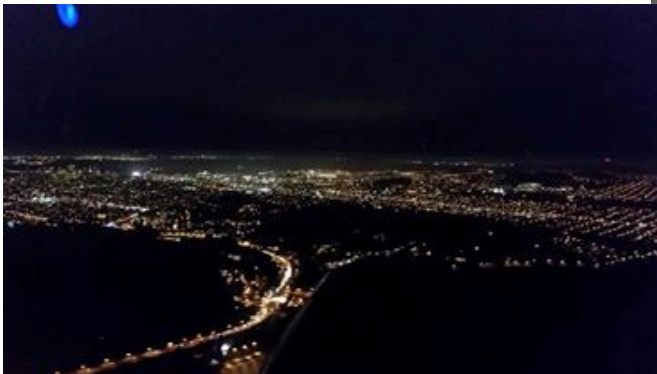
Since 2004, the Movember Foundation charity has run Movember events to raise awareness and funds for men's health issues, such as prostate cancer and depression.



<https://us.movember.com/>

If you would like more information about Movember get in touch with Nate.

Lorraine Bartneck and Felix Boston view the Bay Area by night ...



I owed Lorraine an airplane ride since she let me insure her personal line autos. We decided on a night flight over the Golden Gate bridge a couple of weeks ago. The WX was perfect but the moon was non existent. I was glad I had synthetic vision on my iPad. We took off from Buchanan and followed Hwy 24 at 3200 ft then dropped to 1500 ft going over Alcatraz and the GGB then followed the coast south for a couple of miles. On the way back we flew over the Benecia Bridge back to Concord. *Felix Boston*

Chapter 20 appreciates its Associate Members and Branch Members



Bay Area Oil Company / Hunt & Sons	Tim Lockhart	707-747-9500	talockhart@baoco.com
BG Fleming Distributing Co.	Richard Rodriguez	916-933-2430	rrodriguez@bgfleming.com
Diablo Marine & Trailer	Lorraine Bartneck	925-372-0855	diablolmarine@sbcglobal.net
Farmers Insurance	Felix Boston	925-685-4783	fboston@farmersagent.com
Jasper Engines	Eric Coulson	800-827-7455 x1576	ecoulson@jasperengines.com
S.P. Automotive Supply	Steve Markus	925-372-4930	smarkus@spauto.com
Standard Motor Products	Joe Schwartzbine	916-606-0985	jschwartzbine@smppsfa.com
Superior Auto Parts	Don Smith	925-250-1321	grayhackel3@comcast.net
US Bank	Nate Thomas	925-676-6754	nate.thomas@usbank.com



Raffle



6 Day Scope Class

Class covers:

- Basic digital storage Oscilloscope (DSO) operation
- Introduction of low and high current amp probes
- Use above tools to diagnose sensor, actuators, fuel pumps, starters, etc.
- Introduce pressure transducers to diagnose engine mechanical problems
- Use the DSO to diagnose ignition and fuel system problems
- Complete scope class covering A-Z

Class is lecture and hands on use. Students are required to bring their own scopes to use in class.

Dates:

Sundays

October 4, 2015 • October 18, 2015
November 8, 2015 • November 22, 2015
December 6, 2015 • December 20, 2015

Class is 9am to 5:30pm
Cost \$750.00 per student

For Questions or Additional Information,
call Doug Mueller at 1-888-747-8888
or see us on the web at www.tec-help.com

TechHelp Classroom (in Auto-Electric & Fuel Shop) • 2655 Monument Blvd. #B • Concord, CA 94520

BUILDING ONE CAR AT CAREERS A TIME IT'S SO SIMPLE!



You Donate Your Car, We Do All The Work!!!

- Your donation supports the Automotive Service Council's Educational Foundation and you help support a career in the Automotive industry!
- We provide free vehicle pick up and make all the arrangements. Plus you get a tax deduction based on the auction sale amount of the vehicle.
- Call the Automotive Service Council's Educational Foundation at 800-745-6121 or contact our Representatives in Northern and Southern California.

www.cars4careers.org www.asc-ef.org



Dave Kemnitz, Northern California at
(925) 360-5260
Glenn Davis, Southern California at
(909) 224-8147





2015 Meeting Schedule

- January 15, 2015 **Maylan Newton, ESI - CANCELED - Get well Maylan!**
"Confident Selling". Join Team ESI for a class on Confident Selling, the Techniques, the Attitude and the Results you should expect
- February 19, 2015 **Walt Commans, ASE and Roundtable**
The New ASE Light Hybrid/Electric Vehicle Specialist Certification (L3), and The ROI of ASE
- March 19, 2015 **Kukui**
"Gauge Your Way To Success" – getting an inside look at tracking your shop's marketing triumphs
- April 16, 2015 **Fifth Annual Vendor Fair and Membership Drive**
"Together We Shine - Happy 75th Anniversary ASCCA"
- May 21, 2015 **BAR Chief, Pat Dorais, with new Area Rep**
Hot Topics
- June 2015 **No meeting - Happy Summer!**
- July 16, 2015 **Tom Dorsey, AutoVitals & Hans Hiller, Ch 20 Education Director**
Do digital innovations alter the way you work? and BAR update from Hans
- August 20, 2015 **Doug Mueller, TechHelp**
Bring your technicians to this Diagnostics training session by our very own Doug Mueller
- September 17, 2015 **Scan Tool Shoot Out**
Come and test out new tools during shop night. We had 8 vendors last year and they'll be back to demo their latest tools
- October 15, 2015 **"South End" Member Roundtable and Q&A**
Moderated by Hans Hiller, in Dublin
October is also **Car Care Month**
- November 19, 2015 **Chapter 20 Elections, Toys for Tots and Robotics**
Where did the year go? Let's thank this year's hard working Board and usher in the 2016 Board, while making this a humdinger Toys for Tots event
- December 2015 **No meeting - Happy Holidays!**

If you need more information about ASCCA Chapter 20's meetings, please contact
Steve Elstins, Chapter President, 925-676-8376

The ASCCA Advantage

The ASCCA Advantage provides a comprehensive summary of 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. Please review the following benefit categories and be sure to make the ASCCA Advantage your first stop when looking for products and services you can trust.



Endorsed Vendors and the Value They Bring to Us

INSURANCE & LEGAL SERVICES

- 1. ASC Insurance Services** – Includes an enrollment discount of \$100.
Customer Service (866) 923.7767, www.armstrongprofessional.com
- 2. CoreMark Insurance Services** – Competitive dental & vision plans exclusively available to ASCCA members, effective July 1st.
Mat Nabity, (916) 286.0918, mnabity@coremarkins.com
- 3. FREE LEGAL Service** – 30 minutes of free legal advice per month for all ASCCA members
Jack Molodanof (916) 447.0313, jack@mgrco.org, www.mgrco.org.

EDUCATION PROVIDER

- 4. Educational Seminars Institute (ESI)** – New members receive one free education seminar with spouse.
Maylan Newton (805) 526.3039
- 5. Motor Age Training** – 25% discount on all ASE exam study guides.
James Hwang (310) 857.7633

FINANCIAL SERVICES

- 6. Digital Financial Group (DFG)** – Offers credit card processing services. DFG will also pay \$350 for your ASCCA Membership.
David Cherney (877) 326.2799 or Shannon Devery (626) 476.9016, www.dfg-damar.com
- 7. Redwood Credit Union** – Waived membership fee, \$25 reward with new checking and direct deposit, and prequalified \$500 line of credit. Laura Jensen (707) 576.5220

SOFTWARE PROVIDERS

- 8. Identifix** – Members receive a promotional price for online diagnostic tool and telephone diagnostic services.
Customer Service (800) 997.1674

UNIFORM SERVICES

- 9. G&K Services** – Nationally recognized supplier of customer and employee apparel with special ASCCA pricing.
Leslie Kipnis (949) 877.2750

INTERNET MARKETING, WEBSITE DESIGN & SEARCH ENGINE OPTIMIZATION SERVICES

- 10. Repair Pal** – Provides price estimates for 96% of passenger vehicles.
Customer Service (800) 969.9204, www.repairpal.com
- 11. AutoVitals** – Internet marketing, motorist engagement, customer retention, work flow management, digital inspections and online mentoring.
Customer Service (866) 949.2848, www.autovitals.com
- 12. Kukui Corporation** – Website designs optimized to boost conversion rates as well as search engine rankings.
Todd Westerlund (925) 980.8012, www.kukui.com

INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS

- 13. iATN** – The International Automotive Technicians Network (iATN) is the world's first and largest online network of automotive service industry professionals providing resources to members worldwide. ASCCA members enjoy a \$9-per-month discount off of the regular price of iATN Business+ premium membership, at \$45-per-month. This membership provides your shop with up to 5 premium access accounts. www.iatn.net or support@iatn.net

CUSTOMER COMMUNICATIONS PROGRAMS

- 14. Demandforce** – Works to help you attract new customers, increase average repair order, reactivate lost customers, measure customer satisfaction, and measure overall results.
Customer Service (800) 246.9853, www.demandforce.com
- 15. Mudlick Mail** – Exclusive ASCCA member rates for direct mail marketing. Our affordable rates include creative design, custom mail lists, quality printing, and mailing service.
Contact us today for a **FREE custom leads list**. No contracts or commitments. Reed Parker (855) 968.9467, info@mudlickmail.com

CUSTOMER LOYALTY & REWARDS CARDS

- 16. Customer Loyalty Systems** – Provides facility owners a tangible way to help facilitate customer loyalty and will leave customers emotionally and financially tied to your business.
Ryan Tunison, (888) 622.7552 or www.customerloyaltysystems.com



BUSINESS SUPPLIES, EQUIPMENT & SERVICES

17. **ACA** – 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@autocare.org, (301) 654.6664
18. **Automotive Electronics Services, Inc (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. Mario Vejar, Toll Free 877-351-9573, info@aeswave.com www.aeswave.com
19. **AutoZone** – This partnership provides Platinum level membership pricing, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more! [AutoZone Commercial Care Dept.](http://AutoZoneCommercialCareDept.com) (866) 727.5317
20. **BG Products** – Provides maintenance services, equipment, training & consumer education materials. Mike McCarthy or Brian Gourley, (805) 498.4546, www.petrospecsinc.com.
21. **Hertz Rental** – A 10% discount off Hertz Daily Member Benefit Rates, a 10% discount off Hertz U.S. Standard Rates, and 5% or greater discount off Hertz Leisure Rates. Customer Relations (888) 777.6095, www.hertz.com
22. **LKQ Corporation** – LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines. Erik Ferreira, (562) 364.5275, ejferreira@LKQCORP.com
23. **Office Depot** – Streamlined business supply ordering process. Free delivery over \$50. Custom pricing and discounts for ASCCA members. Cory Kaminsky (855) 337.6811 Ext. 12726 cory.kaminsky@Officedepot.com
24. **Phillips 66** – Special pricing on Kendall brand motor oil available to ASCCA members. Howie Klein, (951) 903.8466 howie.klein@p66.com

ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

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, 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.

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

ASC Educational Foundation – To support automotive repair industry students and offer annual scholarships.



ONE DAY 2 CLASSES ONE PRICE

Don't lose valuable customers with poor telephone skills. A must day of training for anyone in your business that talk to your customers.



Margie Seyfer

A motivational speaker who conducts high energy keynotes and workshops on attitude enhancement and telephone customer service. She has written customer service and attitude articles Auto, Inc and Motor Age magazines as well as for ASE Blue Seal newsletter.

LIP SERVICE

First Class Telephone Skills

For Automotive Repair

This training teaches the 'WOW' factor. Our telephone is the most important tool we have in our business. Are we using it to drive customers to us or drive them away? This training is tailored specifically for the automotive repair business.

- How to deliver a "knock your socks off" telephone greeting
- How to work your voice to improve your perceived image—Yours and your business.
- What to say when placing a caller on hold and what to say when releasing the "hold" caller
- Three simple no-cost ways to immediately improve your business image
- Thirteen positive "phrases that pay" rather than offend
- Replace rude responses like "hang on", "nope", "yep", "picking up or dropping off?"
- Improve everyday statements such as "Do you mind" and "No Problem."
- Voicemail - Enhancing your greeting and messages that sell.
- How words like "I'm sorry", "ma'am" and "I'll have to" affect people
- Tons of tiny techniques that will WOW your customers
- Follow up secret shopper calls by participants

CALMING ANGRY CUSTOMERS

Everybody gets angry! It's a normal emotion. The way we handle customer complaints and outbursts of anger can make the difference between losing and retaining the customer's business. This training provides an understanding of what triggers anger in customers and what customers really want when they are upset. Business specific real life scenarios give participants an opportunity to skill practice calming themselves and upset customers.

YOUR PEOPLE WILL LEARN:

- What causes customers/us to become angry
- Why customer complaints should be encouraged
- Their level of effectiveness through a "Personal Anger Attitude" survey
- The seven things angry customers want from service providers
- The very first thing to do when someone "blows up"
- Six tips for maintaining control when under fire
- Six steps to calming the angry customer – a skill practice
- Strategies for managing the swearing customer
- How to minimize customer threats
- Active listening—it's hard work but worth it – Skill practice
- How to implement the feel/felt formula
- To identify weak words that trigger anger
- How to create empathy statements that calm
- Why it's important not to blame shift
- Three forbidden phrases never to use with angry customers
- Whether the customer is worth saving
- Emotional first aid to help us quickly recover—8 "get real" questions
- It's always about our attitude

DATE: Saturday, November 21st, 2015 **LOCATION:**

TIME: 8 am - 5 pm

CLASS ID: BD 3299

COST: \$325 per person / \$275 each additional registration from the same business.
Meals included.

Four Points By Sheraton San Jose Airport
1471 N. 4th Street
San Jose, CA 95112
(408) 452-0200

Register at www.worldpac.com under Business Development Seminar or call your WORLDPAAC associate at 1-800-888-9982 x5470



ASCCA State Office's contact information:

One Capital Mall, Suite 800, Sacramento, CA 95814

Telephone: (800) 810-4272; Fax: (916) 444-7462

Gloria Peterson - Executive Director, Ext 108, GPeterson@amgroup.us

Leyla Taber - Membership Director, Ext 133, LTaber@amgroup.us

