



Chapter 48 **News**

Professionals in Automotive Service

In This Issue

President's Message

UPCOMING EVENTS

July Shop Night with
iATN President Scott Brown

SNAP SHOT—Last month's Meeting with Vicki Tamoush—Labor Law Investigator

Saying Goodbye to an Old Friend—and a Special Tribute to continue Chuck Overbey's Legacy of Giving...How You Can Help...

2012 Calendar of Events!

ASCCA, Training Opportunities & Important Industry Dates
JOIN US!

Cooper & Casavova's High Tech Tips

Interesting Tech Tips to Save You Money & Time NOW!

Back to Basics Business

& More!

President's Message

I recently had a transmission replacement go **wrong**. This type of situation typically begins with a **breakdown of Standard Operating Procedure**. In this case, **I broke S.O.P** and tried to help out a longtime customer who had hit a rough patch. The vehicle driven by Jr. had a blown transmission.



I broke S.O.P and tried to help out a longtime customer who had hit a rough patch.

Unfortunately, Mom and Dad had run out of money and requested a used unit. Since we have used a well-known supplier of used engines and transmissions, with no issues in the past, **I took the job** and informed the customer of the 6 month / 6,000 mile warranty.

Continued on Page 3

Wednesday, July 25th • 6:00pm

Join Us for a Shop Night at Fisk Automotive

**Hands on Workshop with Scott Brown,
International Automotive Technician Network (iATN) President**



Insider's insights & short cuts

get to the information you need fast.

+ Free 30 Day upgraded membership with Sign-up!

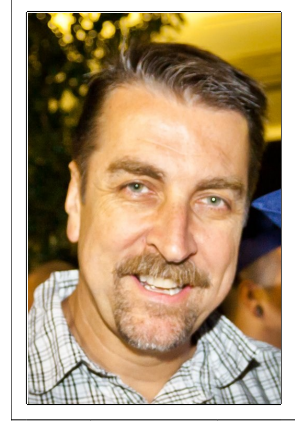


See Flyer on Page 2 for More Details

Special Shop Night at **Fisk Automotive**

Scott Brown, iATN President

international **Automotive Technicians Network**



- Collaborated **since 1995** in the development of the **largest on-line community** of automotive service professionals in the world—iATN.
- **30+ years Industry Experience**, from *Technician to Shop Owner*.
- 75,452 automotive professionals from 156 countries are members of iATN, exchanging technical knowledge with peers globally, sharing **1.7 million years of experience**.

Join Us!

Wednesday, July 25th 6:00pm

Chapter 48 Shop Owners*—Attend & Enter to **WIN A FREE ONE YEAR iATN Membership**, a \$360 Value!

Free Dinner!
Raffle Prizes

- **Interactive tour** of iATN covering **basic and advanced** features of the network.
- **Live instruction—HANDS ON**—search, save, post & time permitting—screen captures, images, how to upload to your personal library and more!
- You will **benefit** if you are a **Technician, Shop Owner or Manager** familiar with iATN & if you are **New to iATN & want to learn more!**



Bring Your **Lap Top** Fully Charged with a **Wireless Card & Connect** for the **FULL INTERACTIVE EXPERIENCE**



6:00pm - Dinner
7pm - IATN Presentation
Location: **Fisk Automotive**
820 West Commonwealth Ave. at Euclid St., Fullerton, CA
(714) 526-3303
Member Cost**: **FREE!**
Food: Served from 6pm to 7pm
** Potential New Members Free with Invite & RSVP. Call Today.*

Wed. July 25th

RSVP Today!
Call Denise:
714-393-3836

SAVE Your SEAT!
Space is Limited

Reservations Required—You will get a **Free Upgraded Membership for 30 days** when you sign-up for the **ASCCA 48 Shop night!**

** This Special Raffle is a Chapter 48 Member Benefit Only—one per shop. (other raffles of the evening are open to every attendee)*

Allow me to fast forward 6 months and 14 days. Hard 1-2 and 2-3 shift with TCC codes stored in memory. (Bring on the "I told you so's".) I immediately contacted our supplier and requested a warranty unit. As the unit was 14 days out of warranty, the representative pulled the "That's Our Policy" phrase and promptly declined the warranty followed by dead silence. I don't know about you but I feel T.O.P is the customer service equivalent to "That's tough" or "You're out of luck" or worse. I felt like the representative was hoping I would just hang up and leave him alone. Instead, I asked to speak to a Manager, as I would like to do my best to help my customer. **After all, I had taken their hard earned money and wanted to help them out of this crunch. To which the representative replied, "It's not going to make a difference, That's Our Policy".** I just became more frustrated, and more convinced that this particular representative had little interest in my satisfaction. In fact, all future business will likely be lost. I finally got a manager on the phone. He repeated the company line but later in the conversation added, "The most I can do is offer \$100.00 off a replacement unit." I felt refreshed and said, "Thanks for finally letting me know what you can do." As I passed the news to our customer I concentrated on what I could do for them. **The following Monday the customer thanked me for our considerate service and scheduled an appointment for their Dodge.**

The lesson I took from this experience was actually about **customer service and retention**. Remind your team to **focus on problem solving rather than problem diverting**. The shop owner must grant them the freedom to find creative alternatives. Your reward will be happier customers willing to return even after the worst experience.

"Focus on problem solving rather than problem diverting."

Happy Profits,

Luis Gonzalez

ASCCA Chapter 48 President 2012



FARMERS

Looking for an insurance agent you can trust?
One who can give you **the best rates** with a company that provides the coverage you need? Look no further,
You've found him!

Call Mike Rey today!

(949) 487-9661

Ask about the Farmers Automotive Service Industry Program.

Is there a non-ASCCA shop near your shop?

Visit them & invite them to our next meeting.

YOUR meal & theirs will be FREE for a 1st time

visitors, and the info from our speakers & camaraderie from fellow members will be priceless!



ASK the Experts Series: Vicki Tamousch

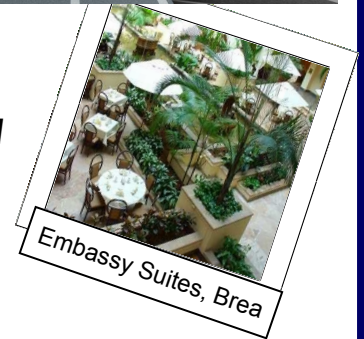
The **June Dinner meeting** was loaded with **important labor law information** from **State Investigator, Vick Tamousch**. Vicki is an **investigator for the County of Los Angeles** in Employment Discrimination and has **33 years of Experience in Federal, State & Local State Agencies**, including the **Department of Fair & Equal Housing & The State Labor Commissioner's Office**.



The dinner meeting was packed with important anti-discrimination information. **This is information every business owner needs to know**. Visit the **Department of Fair and Equal Housing** at <http://www.dfeh.ca.gov/> This website is loaded with downloadable pamphlets, videos and educational materials as well as required postings.



Vicki Tamousch



What to do if an investigation occurs, educating yourself, your managers and your crew to prevent discrimination in the workplace was the focus of this informative and important meeting. Often a good hearted shop owner may not **be aware** that a seemingly innocent questions in an interview could mean discrimination in the eyes of the law. **Reminders of what not to ask**—a candidate's age, date of graduation, sexual orientation, marital status, number of children, etc. was also brought to light.

Insights about the investigators that they take a vow to be neutral and are a resource for you. This does not mean that they have confidentiality or are on your side, however it does mean they are a valuable resource you can ask questions to and will provide you with honest answers. As of now there are not small business advocates, but there are many training resources available for you and your crew! **Prevention is key....and when that is not possible educate yourself and use your resources...ASCCA is a resource here for you.**

“Sexual Harassment is by far has the highest number of discrimination investigations”

Congratulations Vicki!

On May 10, 2012 **Vicki was honored** by the OC Human Relations at the Orange County's diverse community and business leaders AWARDS, Community Leader Awards honor **individuals or groups who made extraordinary contributions** to Orange County in human or civil rights.

Go to YouTube and type in “Tamousch” to see an insightful short video.

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Chapter 48—North Orange County 2012 Calendar

JUNE

Wednesday, 6/20 • Dinner Meeting • 6:30 PM
Embassy Suites, Brea

Ask the Experts: Labor Law Expert & State
Investigator, Vicki Tamousch

ASCCA Summer Conference is in Irvine!
June 22nd—June 24th
Great Speakers, Awesome Value—Join Us!
Visit ASCCA48.com for more info.

JULY



Wednesday, 7/25

Shop Night • 6:00 PM
Fisk Automotive,
Fullerton
Dinner
FREE

Hands-on Training—New
features, Shortcuts & Insider
Insights from Scott Brown, iATN

AUGUST



No Chapter
Meeting in
August.

SEPTEMBER

Wednesday, September 19th

Shop Night-Brea Auto Body, Inc.
Brea 6:30pm

On-site Taco Grill
Great Speakers, Great Fun—
Giveaways & More!

FREE to ASCCA Members!

OCTOBER

Wednesday, 10/16
Embassy Suites,
Brea
Topic: TBA

NOVEMBER / DECEMBER

Holiday Party!
Fun, Upscale Event
Subsidized by our Awesome
Sponsors & the Chapter to
Appreciate Our Members.

Appetizers, Dinner, Drinks,
Dessert, Live Entertainment,
Amazing raffle Prizes & More!

November / December
Date TBA

Next Meeting—7/25 at Fisk Automotive w/ Scott Brown of iATN—Free Dinner, Raffle & Interactive Class—bring your Techs! See Flyer!

Honoring Chuck Overbey & His Legacy



Saying good bye to our friend, a mentor, a leader, **Chuck Overbey**—we will miss you...but we will hold you close to our hearts and remember the lessons you taught us, the laughter we shared, the passion for the industry where we fought side by side, your friendship, your service to your community, your kind greetings you had for old and new friends, how you cherished your wife and family.

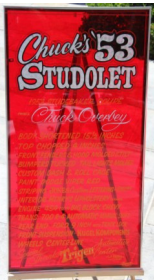
A life so well lived...as a man you made the world a better place...it was an honor to know you and call you our friend...your ASCCA family.

Charles William Overbey—1934—2012

ASCCA State President, ASCCA Chapter 48 Founder



Chuck Overbey Scholarship Fund Established June 2012



Thanks to Jack Crawley of Fisk Automotive for leading the way, and all of those who love Chuck, June and the family who are excited to follow, **Chapter 48 has started a Scholarship Fund in Chuck Overbey's Name!** Jack has already received 2 donations from

vehicles to begin funding the scholarship Fund! **More information will be available very soon** with detailed instructions on how you can help!

Basically, donate a non-running vehicle, or any vehicle, and 75% of the proceeds will go to the **Chuck Overbey Scholarship Fund**. The remaining 25% will go to the ASCEF— the ASCCA State Education Scholarship Fund for administration of the program. We need \$10,000 to be able to distribute the monies and customer's cars will get us there fast. Donors get a right off for the vehicle they no longer want, we take it off their hands (they just sign over the pink slip) and make it easy for them (through COPART who tows the vehicle away) and the Chuck Overbey



Scholarship Fund has a new donation! Look for detailed information

soon on our website & via e-mail & fax or **call Jack Crawley at 714.526.3303 if you have a car to donate!**



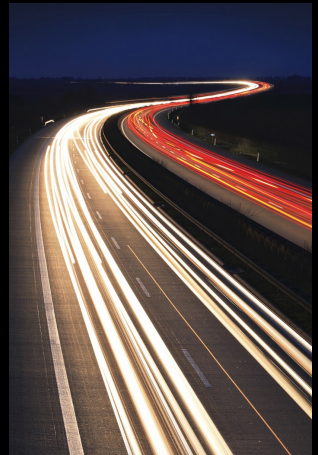


Let's talk **SPEED, CACHE, DOMAIN NAME SERVICE**— O.k., this is for all you mechanical and auto body Geeks, let's get techy....

Speed up your internet access by using a third party DNS provider

What is DNS?

According to OpenDNS.com "DNS plays a critical part of almost every aspect of your Internet experience. Every time you visit a website, send an e-mail, or do almost anything on the Internet, DNS is there to help you get to the right place. The best analogy for DNS is that of a phonebook. Where a phonebook indexes phone numbers, the DNS indexes IP addresses for websites. IP addresses are long strings of hard-to-remember numbers that act as the authoritative address for websites. DNS is critical because it's much easier to remember <http://www.opendns.com> than it is to remember the IP address 208.69.38.160. The DNS works automatically, looking up the IP address for the website you want to visit. Over the course of one day, an average user might make 1,000 DNS requests."



Where do I get it?

Most users use the default DNS servers provided by your internet service provider. These servers are likely servicing millions to billions of requests daily, and they contain everything from the internet, the good and the bad. More than 70% of the time, if you're having problems access content on the internet, the problem is the DNS server (and not the actual internet connection).

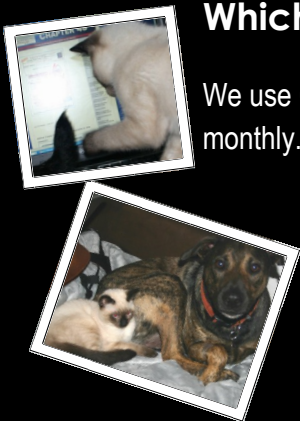


Why use a third party?

By using a third party service, you get dedicated server which will provide faster DNS lookups—this makes your new searches—**FASTER**. Numerous large Billion \$ Tech companies use this service—like Nvidia. Also, you can filter the requests to get rid of stuff like Pornography internet sites from the list, among other sites. In a business environment this means that you can keep employees/customers from accessing objectionable content at your business (including sites like Facebook or Twitter if you don't want employees accessing those at work). In addition, DNS is used by viruses and Malware, so a third party service can block these from operating and possibly uploading personal information onto the internet.

Which third party?

We use OpenDNS for our business. They have distributed servers and service over 30 billion requests monthly. They have free and pay plans with varying levels of service. Some of the pay levels of service can block internet ads from showing up in your webpages.



Until Next Time, *Cooper & Casanova*

Share Your Favorite Websites or Tips, Great New High Tech Gadget, App or shortcut! Write to denise@breaauto.com.

Serving North Orange County Since 1973

Jack Crawley
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Jack@FiskAuto.com



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LEGISLATIVE ALERT—A CALL TO ACTION!

WE NEED YOUR HELP! When there is an important legislative bill, calls made to our Assembly members and Senators or a faxed a letter is needed fast! We will help you with guidance & easy tools, so we are ready when things heat up on the legislative Stage. Hours and Days can change your business & cost you money or unnecessary liabilities for years unless we are ready to act fast! It only takes minutes to have your voice be heard!

Sign-up for **HOT A-List**, Say, "I CARE" and "I will Help if I am able!" A very small commitment on time. Your Role is **CRITICAL** for Your Business & the Industry!

Sign-up TODAY! TAKE ACTION

NOW! Write to Craig at cjauto@verizon.net, or denise@breaautobody.com, or give us a call at 714-393-3836.

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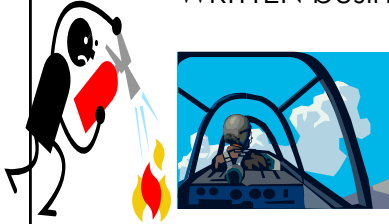
FRED BLUM RAY LAGHARI STEVE KOPSTEIN

What's **Your** Plan?



Do you have a business plan?

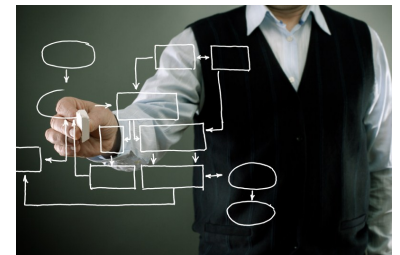
Is every day a fire drill while you struggle to get through the next emergency situation or does your business flow with ease? Odds are, if you have no WRITTEN business plan you don't know what to expect each day.



Each day is full of surprises – some good, some bad, and some ugly. When you take the time to sit down and set clear expectations of your business in a plan and to break those expectations down into individual actionable goals you will find that your job as an owner becomes **less firefighter and more pilot** as you steer your business towards resolution of the issues that continue to cause the fires.

Is your business plan in your head or on paper?

How can you measure the success over time of a plan that is not documented? How can you delegate the individual actionable goals to staff members without helping them understand and buy into the bigger picture? Simply – you cannot. In order to have an effective plan, you must take the time to write it down and revisit it monthly. Businesses have rapidly changing needs. Compare your estimates to your actual goals. Revise your future expectations based on your past performance. These tools allow you to prepare your business for what you can now easily see on the horizon.



If you need to secure a business loan how will having a strong business plan change your success rate?



Most banks won't even consider funding a business loan without the presence of a business plan. Unfortunately, all they require are financial projections and a true business plan contains far more than just financial projections. However, **a written business plan DOUBLES your chance of obtaining a loan** from a bank and is REQUIRED for all loans backed by the Small Business Administration (SBA).

If you seek to secure investment capital how will having a strong business plan change your success rate?

Want to expand your business? Need new equipment and either want to lease it or have an individual provide you with the cash to buy it? They too will want a business plan. The same statistic applies to securing capital as to securing a loan. You are TWICE as likely to secure the funding you need to succeed with a formal business plan. **Inadequate funding is one of the top causes of business failure.** Having a strong business plan can eliminate that risk.

Next Meeting—7/25 at Fisk Automotive w/ Scott Brown of iATN—Free Dinner, Raffle & Interactive Class—bring your Techs! See Flyer!

Back to Basics *Reminders*

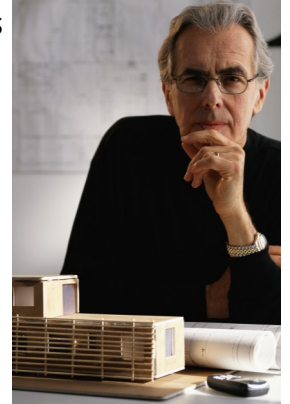


When you are growing your business, how does having a strong business plan change your likelihood of successful growth?

Writing a business plan is correlated to success in every aspect of success in your business. Your time is better utilized, you can obtain the funding you need, your likelihood of failure decreases, communication amongst your team improves and as a result, your business grows (on average) by a full third faster - yes 33% faster- than those without a plan.

Why is *WRITING* and *REGULARLY REVIEW* your business plan so important?

Data is only as good as it is timely and relevant. If you create a business plan when you start your business and never touch it again, the document and time you've invested are worthless. As your offerings, pricing, staffing, marketing, etc. change your plan must be constantly updated. Your business will be TWICE as likely to succeed and grow 33% faster. Every business needs to track its performance. Business plans don't need to be complex, they should only be a tool to help your business perform at its peak – just remember – tune ups are required for maintenance.



Virginia Lorimor

The WIN Companies

info@WINopp.com

949.502.4200



Dear Members:

We had a GREAT ASCCA Summer Conference in Irvine!

Look for fun photos & a write up in the July Newsletter next month!

The Powerful Women of ASCCA pose with Tracey Renee, our ASCCA 2012 State President & the NEW BAR Chief, John Wallauch at a 2012 Dinner Meeting in Brea.

Next Meeting—7/25 at Fisk Automotive w/ Scott Brown of iATN—Free Dinner, Raffle & Interactive Class—bring your Techs! See Flyer!

ASCCA North Orange County Chapter 48 Member Benefits

- 1. A VERY LOUD POLITICAL VOICE.** Individually, there isn't much we can do to shape legislation which will affect our industry, but collectively, our united voices are STRONG, LOUD AND FOCUSED. Politicians and elected officials in state, county and city governments listen to ASCCA when we talk, because we represent hundreds of members (& thousands of voters!) statewide. Often, the Bureau of Automotive Repair discusses with ASCCA rules and regulations under consideration to see how they will fit in the real world of automotive repair.
- 2. SHOP TO SHOP NETWORKING.** Our members don't see each other as competition but as comrades in the industry, helping each other to succeed. If you have a problem you can't figure out, call one of our members who specializes in that area. They'll be glad to help you out.
- 3. INFORMATIVE MEETINGS.** We hold Dinner Meetings on the third Wednesday evening of each month at the Embassy Suites in Brea; located at 900 E. Birch St. Our meetings offer great speakers, camaraderie, valuable information, and the latest news on what's happening in the automotive repair industry. You also get to network with other shop owners and exchange ideas, tips, techniques and short cuts. The monthly dinner is \$20 for members & \$35 for guests.
- 4. CHAPTER SEMINARS.** Chapter 48's Education Committee Chaired by Rocky Khamenian schedules seminars on business management and technical subjects for our shop owner members and their technicians. Cost is minimal and sometimes free. This is a tremendous member benefit for you and your employees! Give Rocky your ideas and suggestions for seminars & we will try to schedule the seminars you want.
- 5. MONTHLY & QUARTERLY NEWSLETTERS.** We send out an environmentally-friendly monthly email newsletter with helpful and informative articles, tech tips, member contact lists, upcoming events, reports on recent events and vendor ads & general information. Once a quarter you'll receive the California Independent. The print newsletter sent from the ASCCA State Office.
- 6. THE CHAPTER 48 WEBSITE.** The Chapter website at <http://www.ascca48.com/> lists members, as well as upcoming events & an archive of past newsletters.
- 7. CHAPTER SOCIALS.** Our Socials Chair Denise Piña of Brea Auto Body arranges some outstanding social events for us throughout the year. Denise would like to hear from you with your suggestions for future social events.
- 8. ASCCA NET PRESENCE.** ASCCA has established a home page at <http://www.ascca.com/>. The ASC web page has three target audiences: 1) ASC members now have a quick, easy reference on their computer to keep them abreast of what is occurring in the state association and within the automotive repair industry; 2) California shops that are not ASC members can learn more about the advantages of being an ASC member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASC members quickly and easily on the ASC web pages. All ASC members statewide are listed. Soon, your shop website will be able to have a link on the State site.
- 9. FREE LEGAL SERVICES.** All ASC members are entitled to a half-hour of free legal telephone consultation each month from ASC's attorney, David Gregory (951-781-9091). The service is not limited to shop business although Dick Gregory has extensive backgrounds in shop-related legal matters. This member benefit can save you a ton of money while avoiding potential lawsuits.
- 10. BANK CARD PROCESSING.** Through ASC's endorsed bankcard processing companies- Elavon and Heartland Payment Systems - participating ASC members enjoy some of the lowest rates in the country. If you accept Visa, MasterCard, and other bankcards, check out these money-saving group programs.
- 11. CREDIT UNION MEMBERSHIP.** This is a great benefit for both shop owners and their employees. In fact, many shop owners offer credit union membership as an employee benefit by paying the nominal employee initiation fee. Traditionally, loan rates are lower from credit unions. California Preferred – Unipac, Contact Ms. Bobbie Kay Adams (800-449-4540) or email at bobbie@thepreferreddcu.org.
- 12. UNIFORM SERVICES. G&K Services–** Nationally recognized supplier of customer apparel and related products. Excellent track record, deeply discounted services & products for ASCCA members, FREE 2x3 logo mat, simple billing, and a commitment to excellence. Contact Rob Faulkenberry at (303) 591-4102 for more details.
- 13. CUSTOMER RETENTION.**
CustomerLink - ASCCA Members save \$149 on the one time initialization fee (33%). Plus, an ASCCA shop that mails 289 pieces per month (the ASCCA average), saves approximately \$100.00 per year. (888) 942.5448
Demandforce– The Premier online customer communication system that integrates seamlessly with your existing shop management system to send the right message to the right customer at the right time. Contact: Larry Garza, (800)246-9853; www.demandforce.com.
- 14. PAYROLL SERVICES.** Paychex (Barbara Quinn, email Bquinn@paychex.com) provides special pricing on complete payroll services.
- 15. SHOP INFORMATION SERVICES:**
ALLDATA – Offers ASC members a discount off of their normal rates and enhanced programs not available to the general public. Contact Mauricia Lopez at (800) 697-2533.
Mitchell 1 -SAN GABRIEL VALLEY, INLAND EMPIRE, ORANGE COUNTY – Gives ASC members a 15% discount off their normal fees if you sign up for their services after you have become an ASC member. Contact them at (888) 724-6742.
- 16. DAY-TO-DAY BUSINESS HELP:**
Thomson Delmar – Receive a 15-20% discount on their entire catalog of repair info. products including Chilton manuals and ASE Test Preparation kits.
Automated Marketing Group – Get special discounts on this direct marketing program. Check out their website at <http://www.longtermfix.com>

Chapter 48 Board of Directors 2011

President, Luis Gonzalez..... (562) 947-2919
e-mail centercitiesautomotive@verizon.net

Vice President Barron Boyd (714) 863-2299
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State Liaison, Jack Crawley (714) 526-3303
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Director, Steve Bartock(949) 310-4279
e-mail steve@advancedtechniqx.com

Director, Denise Piña.....(714) 990-1500
e-mailinfo@breaautobody.com

ASCCA CODE OF ETHICS

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

ASCCA State Contacts & Endorsed Vendors

State Office in Sacramento (800) 810-4272

President: Dennis Montalbano

ASCCA Communications:

TEAMtalk TeamTalk@asca.com

ASCCA website www.ascca.com

ASCCA Attorney (1/2 hour free legal advice/month):

Dave Gregory, Esq. (951) 781-9091

ASC Insurance Services:

Armstrong & Associates (Brad Davis)... (916) 923-5070

Marketing Services:

RepairPal (800) 969-9204

CustomerLink (877) 661-9117

AutoNetTV, LLC (801) 642-3565

ZenergyWorks Web Design (888) 278-5718

Hertz Car Rental (888) 777-6095

AAIA Publications (301) 654-6664

Office Depot (Rod Campbell) (707) 536-0095 x 2104

ConocoPhillips (Bill Curry)(310) 376-0179

Customer Support:

Demandforce(415) 904-8080

Cobra Striker Reminder Stickers

(Brian Digman)(714) 688-7999

CLS (Customer Loyalty Systems)(888) 622-7552

Merchant Services:

Heartland Payment Systems

(Bob Payne).....(408) 293-7001

Elavon (Mark Dunn)(208) 772-1225

Education:

Educational Seminars Institute (ESI)

(Maylan Newton).....(805) 526-3039

Payroll Services:

Summit Payroll (Kirk Oetken)(714) 738-3530

Financial Services:

GE Money (Have your tax ID Number ready) ... (866) 209-4457

Redwood Credit Union

(Cathy Lavaroni Hall)..... (415) 898-1778x238

Software Providers:

ALLDATA..... (800) 684-1250

Mitchell 1 (888) 724-6742

Identifix (800) 997-1674

Uniform Services:

G&K Services (Rob Faulkenberry) (303) 591-4102

Use of ASCCA Sign, Code of Ethics, Logo

For use on invoices, customer forms, etc.

Communications

Independent Newsletter, fax broadcasts, special news alerts, member benefits fliers, and websites.

Education Programs

Government Affairs

Vocational/Technical Training

Political Representation

*Beneficial because it can affect
YOUR bottom line.*