



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

Automotive Service Councils Of California

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May Team Weekend Recap

This weekend, ASCCA leaders, committee members, and corporate partners convened in Sacramento for its Second Team Weekend of 2019.

ASCCA President John Eppstein opened the meeting by welcoming those in attendance and leading them in the flag salute. He then introduced first time Team Weekend Attendees, Corporate Partners, and thanked them for coming and getting involved in ASCCA through committee meetings, Team Weekends, and chapter events.

Following the opening remarks, the Government Affairs committee met to discuss ASCCA's Legislative Fly-In Day and the legislation that ASCCA has been monitoring. Don Seyfer gave updates on NASTF's work around creating a standard data release model, and their efforts to stay ahead of the curve and provide technical help. The committee also discussed the success of ASCCA's Legislative Fly-In Day and gave updates on the Smog Check Program, Tire Tax Bill, Labor Tax Bill, and Career Tech bills. Legislative day had good attendance and representation from across the industry.

Next, the Public Relations Committee, chaired by Jerry Kubitsky, discussed their effort to encourage members to participate in charitable activities in order to build trust and credibility around ASCCA shops, while the Membership Committee reviewed changes they are making to the liaison program in an effort to yield more membership growth this year. They continued to encourage chapters to reach out to overdue members. Membership committee will be looking at leveraging chapters and chapter vendor members to generate more leads on new members.

The Revenue and Benefits Committee, chaired by Todd Westerlund, reviewed updates to our agreement with CINTAS Corporation and the addition of new products and services to their Member Benefits offerings. This should start to increase revenue through our agreement as shops start to use more services and have more uniform selection. The committee also discussed discrepancies in membership records with CINTAS and AutoZone, and the plans to recover revenue. Jim Gray of AutoZone proposed that AutoZone and ASCCA share an ad that would be placed in Ratchet & Wrench and distributed on the west coast, increasing ASCCA's visibility.

The ETI Committee, chaired by Grant Takikawa, discussed the educational content and training they've been working to set up for Team Weekends. George Hritz reported that

CAT is working on building a plan to get more high schools certified by ATTS, Automotive Technician Training Standards, while Maylan Newton is working with MailShark to get a list of accredited High Schools with automotive training programs. The committee encourages ASCCA Chapters and shops to offer free training to teachers and students. The Committee reported that they intend to open doors to job shadowing and will start trying to make connections with schools and students.

During the lunch break, President John Eppstein recognized our corporate partners and presented plaques to those that were present thanking them for their 2018 partnership with ASCCA. Afterward, Team Weekend attendees enjoyed a 2-part educational session led by Nic Bagley of MOTUL and Dave Fischer of California Employers' Services. Nic's training, entitled "Understanding Lubricant Fundamentals & Standards" reviewed the basics of viscosity, lubricant composition, industry standards and OEM Approvals and Specifications. Afterward, Rena Rennebohm from the ACT Group presented an educational talk entitled "Turn Your Staff Into a Team" where she spoke about company culture, and outlined how you can achieve greater buy-in from your team that results in higher satisfaction of customers and employees. Later in the afternoon, Dave presented training entitled "Winning the Compliance Game" where he took participants through some of the common mistakes employers make, and gave guidance on how to avoid common pitfalls and potential lawsuits. Attendees gained some excellent insights and information and came away with concrete ideas to apply to their business.

The final day of Team Weekend began with a meeting of ASCCA's Chapter Representatives Committee. The Chapter Reps listened to updates from ASCCA's committee chairs, and reviewed the issues around Permanent Diagnostic Trouble Codes. Matt Peralta informed the Committee that we have been in the early stages of re-establishing a former chapter in the San Luis Obispo area, and that Gloria Peterson & Kari Van Atta would be following up with the process going forward.

Team Weekend ended with a meeting of the Board of Directors and, President John Eppstein thanked those in attendance for supporting ASCCA and for the work they all do in their local chapters to promote ASCCA and our industry.

Didn't get a chance to attend? Mark your calendar for our next Team Weekend, September 7-8 in Huntington Beach. Visit ascca.com/events for more information!