



Automotive Service Councils of California
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This weekend, ASCCA leaders, committee members, and corporate partners convened in Sacramento for its first Team Weekend of 2019.

ASCCA's new President John Eppstein opened the meeting by welcoming those in attendance and leading them in the flag salute. He then inducted ASCCA's newest members since the last Team Weekend and encouraged them to get involved in ASCCA through committee meetings, Team Weekends, and chapter events.

Following the opening remarks, the Government Affairs committee met to discuss legislation that ASCCA is monitoring this year and ideas for increasing the promotion of [ASCCA's Legislative Fly-In Day](#). The committee is working to finalize several exciting ideas to increase participation, especially amongst first-time attendees, so stay tuned for an announcement in the coming weeks! The committee also discussed ASCCA's ongoing efforts of encouraging all ASCCA members to obtain the Vehicle Security Credential (VSC) through NASTF. For details and information on how to become a Vehicle Security Professional (VSP), [click here](#).

Next, the Public Relations Committee, chaired by Jerry Kubitsky, discussed how to implement their new program, ASCCA Member's Care, using his recent biking event as an example. Jerry also started a discussion on the best way to begin their plan to subsidize promotional material that shops purchase when it includes the ASCCA logo. Angi Roberts was a guest at the meeting and shared about a meeting with a company called PHMG who could possibly provide professional audio recordings for the ASCCA including for PSA's that the committee would like to create. The meeting ended with John Camara announcing that he is resigning from being an official member of the committee but would like to remain a regular guest.

The Revenue and Benefits Committee, chaired by Todd Westerlund, discussed the current redesign of the ASCCA Advantage, and creating a more streamlined and effective way to showcase member benefits. Scott Brown was a guest at the meeting and suggested including a QR code to the advantage that connects to our website. There was some discussion on reorganizing the member benefits page on the website to be more user friendly and clear. There was also discussion about having "Chapter Benefit Liaisons" that would help inform members of the benefits offered through ASCCA membership. Todd Westerlund proposed that we discuss recognizing ESi at a new level called Lifetime/Legacy/Tenure that reflects their 20+ years of partnership and support for ASCCA, and the details of that recognition level are still being discussed. Committee reviewed 2018 revenue numbers and our projected 2019 revenue. Steve Vanlandingham resigned from the Revenue Benefits committee to focus on his other ASCCA commitments.

Ending the morning were the Membership and ETI Committees. The Membership Committee, chaired by Lee Chesnin, reviewed the 2018 year-end membership numbers. In 2018, ASCCA ended the year with 75 new members and a net positive membership change of +23—the first net positive growth in the past several years! To keep the momentum going, the Membership Committee discussed new membership growth strategies for 2019, in addition to the continued ASCCA Membership Liaison program.

The ETI Committee, chaired by Rory Balmer, discussed the new national calendar of events page on the website, which is available at <https://www.ascca.com/events/national-events>. These events along with ASCCA upcoming events are also available at <https://www.ascca.com/events/calendar-glance>. The Committee reported on the status of its initial needs assessment of the Automotive Technician Training Standards (ATTS) that serves to certify community colleges and high school automotive tech programs. Additional a progress report was given on the Committee's efforts to build an online educational video resource library that will include shop management as well as technical training.

Following the lunch break, Team Weekend attendees enjoyed an educational session focused on leadership, led by Bill Haas, AAM, owner of Haas Performance Consulting LLC, and sponsored by WORLDPAC. With over 40 years of experience in the automotive service and repair industry, Bill has been a technician, shop owner, and technical trainer. His training, titled Strategies for Effective Leadership, taught shop owner attendees how to implement effective leadership strategies to improve opportunities for their team to excel and how to take a strategic approach to create alignment between individual/team objectives and value. Attendees left with tangible strategies they can take back to their business to create a business culture, empower their employees, and provide positive influence.

The final day of Team Weekend, Sunday, began with a meeting of ASCCA's Chapter Representatives Committee. The Chapter Reps listened to updates from ASCCA's committee chairs, discussed new ideas on how to promote member participation in [ASCCA's Legislative Fly-In Day](#), and reviewed the updated [Chapter Speaker Resources](#) page of the website, which serves as a resource for chapter leaders to identify new speakers and topics for their chapter meetings. If you would like to recommend a speaker to be added to the list, please email Matt Peralta at mperalta@amgroup.us.

In adjourning Team Weekend, President John Eppstein thanked those in attendance for helping to make January Team Weekend fun and successful and expressed his excitement for the year ahead.

Didn't get a chance to attend? Mark your calendar for our next Team Weekend, May 18 and 19, in Sacramento. Visit ascca.com/events for more information!