

ASCCA November Team Weekend in Review

The weekend of November 18 and 19, ASCCA leadership and members convened at the Embassy Suites in Sacramento for their final Team Weekend of 2017.

ASCCA Committee Meetings

Beginning Saturday morning, several of ASCCA's committees met in person for the last time of 2017, including the Government Affairs Committee, Public Relations Committee, Membership Committee, Revenue and Benefits Committee, and the Chapter Representatives Committee.

The **Government Affairs Committee**, chaired by Tracy Renee, discussed the legislation and regulations that ASCCA tracked this past year. In the upcoming year, as every legislative session goes, they expect to see thousands of bills introduced, and will monitor closely any that will impact the aftermarket repair industry. Next year, the Bureau of Automotive Repair will have its sunset review. This is a period where the Legislature reviews the necessity for the continuance of various state licensing boards, allowing the public and stakeholders to weigh in. ASCCA and the Government Affairs committee will be actively engaged in this process on behalf of its members.

The **Public Relations Committee**, chaired by Jerry Kubitsky, discussed the now-concluded countertop display contest, and reviewed this year's rate of participation. There was committee consensus that while the countertop display has had a successful run, 2017 will mark its last year. The countertop displays, however, will continue to be used as a way to encourage member shops to proudly display the ASCCA sign to the California motoring public, letting them know that those who display it are committed to the highest standard code of ethics in the industry.

The **Revenue and Benefits Committee**, chaired by John Eppstein discussed its overwhelming success in 2017, which led to the creation of six new corporate partnerships and the committee surpassing its revenue goal for 2017. The committee also clarified the terms of its corporate partner referral program for the chapters, the details of which will be shared with the Chapter Reps electronically.

The **Membership Committee**, chaired by Mitch Mendenhall, reviewed its monthly membership reports, which the committee noted have improved dramatically over recent years. Mitch Mendenhall also took a moment to inform the committee of ASCCA's newest liaisons, Past President Larry Moore and Kukui Rep Mike Giblin. He expressed his excitement about the membership growth possibilities with the new liaison program, and the committee discussed ways in which the liaisons can work with ASCCA's chapters to recruit non-member shops.

While they did not meet, the **Connected Cars Committee**, chaired by Carolyn Coquillette, reported on their progress. She noted that the goal of the committee is to establish a solid grasp of all aspects of the emergence of connected cars. The committee plans to send an end-of-the-year digest on what's going on in the industry of autonomous vehicles. The committee's next steps are to work closely with the government affairs committee on how they can assist on the legislative front.

Also not meeting during the weekend, but providing an update, the **Education, Training, and Information Committee** (ETI), chaired by Jack Scrafield, reported that the committee plans to release the Chapter Leadership Training webinar by the February 2017 Team Weekend.

Awards Luncheon

President Dave Kusa opened the Team Weekend lunch by highlighting all of the success and progress that ASCCA has made in 2017, such as the launch of its new membership liaison program, the growth of its corporate partnerships, recent board decisions to create a special out-of-state membership category, and the association's quick action to aid its members who had been affected by the Northern California wildfires.

To help with ASCCA's efforts, Shannon Devery of Corporate Partner Digital Financial Group let attendees know that many of their clients who normally receive a reimbursement for their ASCCA membership dues decided to instead donate their reimbursement to the wildfire relief fund. As a result, DFG was able to donate a check of \$5,000 to the relief fund to directly help those who were affected find temporary housing as they work to rebuild.

Dave Kusa then took a moment to acknowledge and thank the 2017 board of directors and the committee chairs for all of their hard work and commitment throughout the year.



President Dave Kusa with ASCCA's 2017 Committee Chairs



ASCCA's 2017 Board of Directors

Next, Dave Kusa announced ASCCA's 2017 Member of the Year, Maylan Newton, in recognition of his continued commitment to the association. Of Maylan Newton, Dave said "everyone who enrolls in his training courses become better leaders, better business owners, and better individuals." Congratulations Maylan!



Dave Kusa with ASCCA 2017 Member of the Year Maylan Newton

Dave then presented two additional awards—the president’s award and a special appreciation award. The first award was presented to Mitch Mendenhall, for his work in leading the membership committee through the launch of the membership liaison program. Next, he presented a special appreciation award to Tracy Renee, who conceived the membership liaison idea during the membership committee’s search for a new membership growth strategy.



Following Dave Kusa’s remarks, ASCCA’s Executive Director Gloria Peterson swore in the incoming 2018 board of directors, including:

- Rocky Khamenian, President
- John Eppstein, Vice President
- Rich Lezcano, Chapter Reps Committee Chair
- John Villa, Treasurer
- Rory Balmer, Secretary
- Dave Kusa, Immediate Past President
- Jack Scrafield, Board Director
- Lee Chesnin, Board Director
- Nick Modesti, Board Director
- Carolyn Coquillet, Board Director
- Mitch Mendenhall, Board Director
- Jerry Kubitsky, Board Director
- Steve Vanlandingham, Board Director
- Ira Newman, Board Director
- Todd Westerlund, Board Director



Rocky Khamenian, ASCCA's 2018 president addressed the Team Weekend attendees, delivering a heartfelt, passionate speech about the need for everyone present to share the same inspiration they have for ASCCA with the association's newest members and non-members, so that they may too one day lead the association in the future.



Tracy Renee then took the stand for a special presentation to outgoing president Dave Kusa, acknowledging his exemplary leadership and character while leading the association over the past year. While there were plenty of laughs and wise cracks, Tracy Renee and Laurie Moore became a little emotional as they looked back on Dave Kusa's tenure and the impact he has had on so many.

Countertop Display Contest Winners Announced

As is tradition during every November Team Weekend, the Public Relations Committee announced the winner of the annual countertop display contest. The results, kept tightly under wrap, was finally revealed this weekend. And the winner was Southern California!



Team NorCal dresses up to serve ice cream to ASCCA's Southern California members

Per tradition, Southern California members were served ice cream by the Northern California members. The ice cream was delicious, and all enjoyed a slideshow looking back at the countertop display entries. Thank you to all who **proudly displayed your ASCCA Countertop Displays and Code of Ethics, letting your customers know that you are committed to the highest standards in the automotive repair industry!**

Chapter Reps Committee Meeting

Following the awards luncheon and the ice cream social, the Chapter Representatives Committee opened their meeting with a presentation from Rachelle Golden, who spoke to the committee about litigation regarding ADA compliance issues. Golden presented statistics regarding ADA lawsuits, noting that six law firms are responsible for 81% of all ADA lawsuits in California. She reviewed current federal and state regulations, as well as proposed changes, and let the committee know about resources available to help them address lawsuits and become compliant. Her talk was incredibly well received, and Ms. Golden let the committee know that she is available and willing to speak with local chapters.



Following the ADA compliance presentation, Rich Lezcano announced the vacancy of the Chapter Reps Vice Chair position, and made a call for nominations. Nominations were submitted for John Camara and German Lara. John Camara noted that he is nearing retirement, and offered to turn down his nomination in favor of German Lara, so that he may grow in the role in hopes of becoming its future leader. The committee proceeded to unanimously elect German as its new Vice Chair. Congratulations German!

The committee then discussed its goal of discussing ways it can engage with colleges and high school teachers to show that there is a viable career path for up and coming auto techs, particularly in the independent auto repair industry. Rob Morrell, from WORLD PAC and Co-Chair of the NASTF Education Committee, also addressed the Chapter Reps about trade schools, community colleges, and high school automotive training programs. He noted that the United States lags behind other nations in auto tech education and standards.

Jason Smith of CoreMark Insurance, provided an update on behalf of CoreMark and Armstrong & Associates on the workers' comp and health insurance industry. Jason reported that workers' compensation rates are declining by between 1-7%. He reported that general liability is remaining flat, while auto insurance rates are increasing. With regard to health insurance, Smith reported that despite numerous tries to repeal the ACA, the Affordable Care Act and the individual mandate still remain in effect. He reported that CoreMark is looking into association health plans, and will update the leadership on any progress. Finally, he reminded the committee that HR360 is available for free for ASCCA members, regarding basic HR policies and resources.

John Eppstein then provided the committee with an update on ASCEF, ASCCA's foundation which raises money to help students working toward a career in the automotive industry. He reported that they are working with ASCCA's partners to sponsor scholarships in their name, and are exploring new ideas for 2018 to continue growing the foundation. He encouraged Team Weekend attendees to contribute to the foundation and to participate in its Cars 4 Careers program.

In conclusion, Executive Director Gloria Peterson reviewed the new chapter affiliation agreement, and noted that the only changes were to the policies and clarification to the definition of the term "warm referral." The Chapter Reps were told that the agreements must be reviewed and approved by the end of February.

Board of Directors Meeting

On Sunday morning, Dave Kusa gaveled in the Board of Directors final in-person meeting of 2017. To begin, the board was addressed by Johan Gallo, executive director of the California Automotive Business Coalition

(CalABC), who answered questions from the board about the relationship between ASCCA and CalABC.



During his treasurer report, John Villa shared with the board the good news that at the end of this year, ASCCA exceeded its budgeted revenue and was under-budget on its expenses, and its investments are performing well.

The board then voted to appoint Rob Morrell, from WORLD PAC and Co-Chair of the NASTF Education Committee, as a non-voting advisor to the board of directors.

During the Bylaws, Policies and Procedures Committee update, Chair Steve Vanlandingham presented to the board several proposed bylaws changes for approval, including minimum attendance requirements for the board of directors, language stating that only members in good standing are eligible to vote, language to clarify that only regular members can serve as officers, and others.

The board then discussed the association's long-range strategic plan. Aspects of the strategic plan included increasing membership to 2,000, increasing credibility and influence in government and regulatory affairs, and elevating professionalism through increased education.

Thank you to all who attended our November Team weekend, both members and guests. You make it possible for ASCCA to fulfill its mission of advancing the professionalism of the automotive repair industry.

We hope to see you at our February Team Weekend, February 24 and 25, in Sacramento. Visit asca.com for more details.