



Automotive Service Councils of California

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ASCCA November 2018 Team Weekend and Board Recognition Recap

The year is coming to a close, and this past weekend, ASCCA leaders, members, and partners gathered together in Sacramento for their final Team Weekend of 2018. If you couldn't join us, here's a recap of the Team Weekend events.

ASCCA Committee Meetings

The ASC Educational Foundation, ASCEF, recently received funding from chapter 24 to create the new James Justus scholarship to honor the 50-years-and-counting service of Chapter 24's James Justus, who has been an integral part of Chapter 24 and ASCCA's Government Affairs Committee and ASCCA's legislative efforts. ASCEF Chair John Eppstein encouraged all **ASCCA members to mark their calendar for the foundation's Giving Tuesday fundraising drive, which will be held November 27**. ASCEF is a 501(c)(3) nonprofit charitable foundation, and all donations are tax-deductible. To participate, visit www.asc-ef.org on November 27.



The **Revenue and Benefits Committee** announced two new ASCCA corporate partners, Mail Shark and Dynamic Friction Company, and are finalizing agreements with two additional corporate partners. Revenue and Benefits Committee chair John Eppstein reported that the committee has already reached its \$60,000 budget for sponsorships and is close to meeting its goal of \$70,000.

The **Connected Cars Committee** has been working to develop its third committee digest for ASCCA members, which is set to be released before the close of the year. In addition to the committee digest, the committee is working to develop a best practices document for ASCCA members relating to shop cybersecurity. Committee Chair Carolyn Coquillet joined committee members in participating in Carm Capriotto's Remarkable Results Podcast to discuss the ASCCA Connected Cars training at its September Team Weekend.

The **ETI Committee** is developing a presentation promoting a career in the automotive repair industry that ASCCA member can use when visiting their local high schools. ETI Committee Chair Rory Balmer reported that

the committee has set a goal to develop member-exclusive training videos, similar to videos that ASCCA produced in the past.

The **Government Affairs Committee** was joined by ASCCA lobbyist Jack Molodanof to review ASCCA's 2018 legislative accomplishments. This year, ASCCA-supported legislation signed into law included legislation to include currently exempted maintenance service providers under BAR jurisdiction and legislation to reign in towing and storage fees. ASCCA also helped block several bills, including legislation that would have subjected repair shop owners to the same rules as debt collectors and legislation that would have created a new tax on services, including automotive repair.

ASCCA also continues to actively engage with BAR to help shape positive implementation of new regulations. This includes the Electronic Documents and Authorization regulation, which took effect September 13, 2018. The regulations (1) allow for electronic estimates and authorizations, transmission, and storage of repair transaction documents; (2) reorganize estimate, work order, and invoice provisions to more closely align with automotive repair transactions; and (3) clarify language as necessary.

Finally, **Government Affairs Committee Chair encouraged all ASCCA members to sign up for ASCCA's 2019 Legislative Fly-in Day.** For details and registration information, [please click here](#).

The **Membership Committee** discussed new ways to reinvigorate the liaison program and get more liaisons signed up. The committee also established goals for 2019 including promoting the \$75 referral fee, working closely with the PR committee to develop PSAs, providing corporate partners with ASCCA collateral materials for trade shows, developing an annual membership survey, and enrolling 150-plus new members. The committee, chaired by Lee Chesnin, was also happy to report that ASCCA is on track for closing the year with a net gain in new members, which would be the first time in several years.

The **Public Relations Committee** held its final ASCCA countertop display contest, announcing Southern California as the winner. Committee Chair Jerry Kubitsky reported that the committee will continue developing the countertop displays but will discontinue the contest. The committee plans to focus its efforts on highlighting the great things ASCCA members are doing within their communities in ASCCA's communications and developing public service announcements.

The **Chapter Representatives Committee** published a new online Chapter Speakers Resources webpage, which will be continually updated as Chapters submit their speaker information. Chapter Reps Committee Chair Jack Scrafield asked the Chapter Reps to continue sending ASCCA information on engaging speakers so that they can be shared with Chapters across the state.

Education Training

On Saturday afternoon, Team Weekend attendees were treated to a presentation, courtesy of WORLD PAC, from Bogi Lateiner. Bogi's first session discussed *Setting Your Shop Apart*, which focused on attracting the right customers, creating fanatical fans of your business, and leveraging social media to get customers talking about your shop. In her second presentation, Bogi led a discussion about the role of women in the automotive industry, the critical role they play, and why it matters in the bigger picture of the industry and its future. The energy and passion that Bogi exuded could be felt in the standing-



room-only presentation, and those in attendance left with tangible ways they can improve their business and their future.

Board recognition and swearing-in

As is tradition for November Team Weekend, ASCCA's 2018 board members and committee chairs were recognized for their service to ASCCA and incoming board members were sworn in. President Rocky Khamenian remarked on all of the success and progress that ASCCA made in 2018, such as the launch of Chapter 24's ASCCA degree program at Cuyamaca College, implementing a first-time Team Weekend reimbursement policy, hosting ASCCA's first Connected Cars training, and more.



Next, Rocky presented two individuals with the 2018 Presidents Award. The first recipient was 2018 Board Member and Membership Committee Chair Lee Chesnin. Rocky remarked on Lee's passion for the association, his willingness to step in as the new chair of the Membership Committee, and the innovative, out-of-the-box ideas he's brought to ASCCA. The second recipient was ASCCA Executive Director Gloria Peterson, whom he thanked for her stewardship of the association and the challenges that she helped ASCCA's leaders overcome throughout the years.



Following the Presidents Awards, Rocky inducted two longtime ASCCA members into the ASCCA Hall of Fame. To be inducted, ASCCA's Board of Directors chooses individuals who have demonstrated a commitment to protecting and advancing the automotive repair industry.

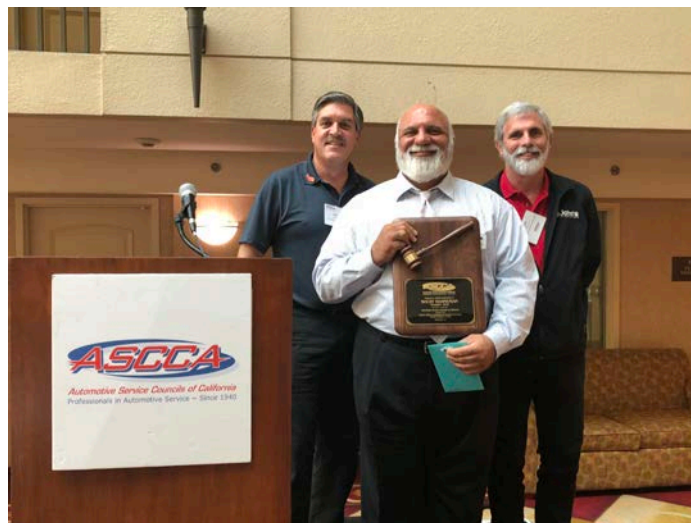
The first inductee was Dennis Montalbano, a member of ASCCA since 1989. Rocky commended his service to his local chapter board as President, Vice President, Treasurer, Newsletter Editor and Chapter Rep, later going on to

serve on the ASCCA Board beginning in 2008 and quickly rising to the position of President in 2010 and again in 2016.

The second inductee was Stuart Terry of Chapter 24. Rocky thanked Stuart for his longtime dedication and leadership Chapter 24 and ASCCA, noting his special contribution in reviewing ASCCA's Bylaws, Policies, and Procedures as well as his de facto position as ASCCA's parliamentarian.



At the end of Rocky's awards presentation, 2017 President Dave Kusa and incoming 2019 President John Eppstein presented Rocky with a plaque and recognize the work he's done as president. Dave Kusa remarked, "I remember at this same luncheon last year when Rocky was about to be president, he was wondering if he'd be a good president, and I know we all agree, that he was in fact a great president."



At the conclusion of the lunch, Executive Director Gloria Peterson welcomed the 2019 Board of Directors to the stage to swear them into office. Congratulations to the 2019 Board of Directors, including:

- President John Eppstein
- Immediate Past President Rocky Khamenian
- Vice President Rory Balmer
- Secretary Steve Vanlandingham
- Treasurer John Villa
- Chapter Representatives Committee Chair Jack Scrafield
- Darren Gilbert, Board Director
- Lee Chesnin, Board Director
- Carolyn Coquillette, Board Director

- Jerry Kubitsky, Board Director
- Dave Kusa, Board Director
- Rob Pitari, Board Director
- George Hritz, Board Director
- Todd Westerlund, Board Director
- German Lara, Ex-officio Member

