



2012 *Summer* CONFERENCE PROGRAM

June 22-24, 2012

HILTON IRVINE ORANGE COUNTY

18800 MACARTHUR BOULEVARD IRVINE, CA 92612

TO ELEVATE AND UNITE AUTOMOTIVE PROFESSIONALS, AND GIVE THEM VOICE

Friday, June 22

Noon - 2:30pm General Registration
ROOM: MAIN LOBBY

2:00 - 4:00pm Working with Generations X and Y

Speaker: Maylan Newton
ROOM: MONARCH I & II

Do you ever find members of your team frustrated, tense, distracted, upset or unreasonable with other members of the team? Wonder why? Well, Gen Y thinks Gen X is a bunch of whiners. Gen X believes Gen Y is arrogant. And everyone thinks the Boomers are self-absorbed workaholics. While the younger generation's entitled attitude is clashing with the older worker's values, Gen Y's presence is improving workplace policy for everyone. Once we understand their differences and learn what is important for each group we can work together effectively.

4:00 - 6:00pm Growing Your Business By Accepting Risk

Speaker: Mitch Schneider, ATI
ROOM: MONARCH I & II

Nothing ventured: Nothing gained... The promise of extraordinary reward generally brings with it the risk of extraordinary failure... And, yet, "You miss 100% of the shots you never take..." (Wayne Gretzky)

Like the turtle, we never make progress unless we stick our necks out. But, how do you manage the "Cost/Value Ratio of Risk & Reward" when each decision you make impacts the future of everyone involved in your business.

You gather all the data you can... analyze... evaluate... assess... consider... formulate... project... But, sooner or later, you will have to decide. And, once you do: good or bad, right or wrong, it will be time to step off the cliff into the abyss and execute! Let's talk about risks and rewards and making the right decisions to grow your business and turn your dreams into reality!"

6:00 - 7:15pm Welcome Reception

Speaker: Scott Brown, iATN
ROOM: MONARCH I & II

The International Automotive Technicians' Network iATN, is the first and largest on-line network of automotive service professionals. With several valuable aspects and features available, iATN President Scott Brown will present an overview of iATN's features and fully demonstrate many of their widely used assets.

7:00PM DINNER ON YOUR OWN

Saturday, June 23

7:00 General Registration
ROOM: MAIN LOBBY

7:00 - 8:30am Continental Breakfast & Coffee

ROOM: MONARCH FOYER

8:00 - 8:20am Opening Remarks

Speaker: Tracy Renee, ASCCA President 2012
ROOM: MONARCH I & II

8:20 - 8:50am Keynote Speaker: Kelly Bennett

ROOM: MONARCH I & II

8:55 - 9:30am BAR Industry Workshop - Part I

Speakers: John Wallauch, Chief, BAR
BAR Panelists: Garrett Torgerson, Greg Garrett,
Paul Hedglin, and Steven Hall
ROOM: MONARCH I & II

Smog Check Licensing Restructure

The Smog Check licensing restructure realigns the program's licensing requirements with the best practices in the automotive repair industry and marketplace. In doing so, the restructure separates the existing Smog Check test-and-repair technician licenses into separate Inspector and Repair Technician licenses. The restructure also establishes a new Repair-Only station license, in addition to the existing Test-Only and Test-and-Repair stations.

STAR Program Implementation

STAR is a new certification program for both Smog Check Test-Only and Test-and-Repair stations that wish to inspect directed and gross-polluting vehicles. STAR is scheduled for implementation in January 2013 and will supersede the Gold Shield certification program. In order to join STAR, Smog Check stations must meet a minimum performance score. To attain this score, stations need to perform proper inspections as outlined in the Smog Check Inspection Procedures Manual and as prompted by the BAR-97 Emissions Inspection System (EIS) software.

OBD Inspection Procedures and Equipment

BAR has developed new equipment and inspection procedure regulations that are planned to be implemented in 2013. The proposed regulations include updating the Smog Check Manual with the new requirements. The requirements include new inspection equipment to perform OBD inspections on model-year 2000 and newer vehicles, as required by recent legislation. New procedures have been developed to perform the OBD-focused inspections, as well as updated procedures for testing other vehicles subject to the Smog Check Program.

9:30 - 9:45am BREAK

SCHEDULE CONTINUED

9:45am – Noon **BAR Industry Workshop - Part II** (Continued)

Noon – 2:00pm Luncheon with Exhibitors

Speaker: Jack Molodanof, ASCCA Legislative Advocate
ROOM: CRYSTAL BALLROOM A&B

Tax on Labor? Tire Pressure Regulations? Revamped Smog Check Programs? CARB? Hear the latest on legislation and regulations that impact your business.

2:10 – 3:00pm Are You Working for Your Business, OR Is It Working for You?

Speaker: Kelly Bennett
ROOM: MONARCH I & II

The average manager is interrupted 232 times a day. How do you reduce the interruptions and stress and still remain successful?

- » Learn how to reduce this and the stress
- » Learn if you are a “project” manager or a “task” manager, and how to use your style to work best for your business
- » Learn your job description: shop owner/and manager
- » Learn how much profit you should be making with your number of current technicians, advisors, and facility size
- » Learn whether or not you have the management and leadership skills for multiple locations
- » Learn to maximize your sales, gross and net profit, without expanding
- » Learn if you should specialize in one line or expand to more car lines
- » Learn the role you are best suited for in your business
- » Learn whether you should you do what you are best at or what you enjoy the most.

3:00 – 3:15pm BREAK

3:15 – 5:15pm Are You Working for Your Business, OR Is It Working for You?

Speaker: Kelly Bennett (Continued)

Fun Night

6:00 – 9:00pm Fun Night with Exhibitors

ROOM: CRYSTAL BALLROOM A&B



Mix and mingle with representatives from industry leading companies in a fun, exciting atmosphere! **BRING YOUR BUSINESS CARDS!** Various prizes will also be raffled throughout the night! The Fun Night will also feature dinner, drinks AND entertainment!

Sunday, June 24

8:00 – 9:00am Continental Breakfast: Dead Shop Owner Walking

Keynote Speaker: Kelly Bennett
ROOM: CRYSTAL BALLROOM D

9:15 – 10:45am ASCCA Committee Meetings

ROOM: CRYSTAL BALLROOM D

9:15 – 9:20	Welcome Flag Salute
9:20 – 9:35	Education, Training & Information (ETI)
9:35 – 9:55	Government Affairs
9:55 – 10:15	Membership
10:15 – 10:30	P&P / Bylaws
10:30 – 10:45	Public Relations

10:45 – 11:00am BREAK

11:00am - Noon Chapter Representatives Meeting

ROOM: CRYSTAL BALLROOM D

Noon – 2:00pm Board of Directors Meeting (working lunch)

ROOM: CRYSTAL BALLROOM D

ORANGE COUNTY - What More Do You Need?

SHOPPING

Enjoy a shopper's paradise! From tourist trinkets to high fashion, our South Coast Plaza hotel offers a diverse array of options for the passionate bargain hunter. For a taste of Rodeo Drive, Century City, and Beverly Hills all rolled into one, head to Costa Mesa South Coast Plaza - one of the largest shopping centers in the world - or to the exquisite Fashion Island in Newport Beach. At Southern California's Fashion Island Mall you'll find shops such as Bloomingdale's, Kenneth Cole, and Neiman Marcus.

South Coast Plaza (2 miles)
Crystal Court (2 miles)
Fashion Island (5 miles)

Bristol Marketplace (6 miles)
The Block at Orange (7 miles)
Irvine Spectrum Center (7 miles)

Shop Huntington Beach (8 miles)
WestField Countryside Mall (8 miles)



BEACHES

42 Miles of shimmering coastline. The Hilton is just minutes from some of Southern California's best beaches ... including Newport Beach, Sunset Beach, Seal Beach, Dana Point, and Corona del Mar. Grab a boogie board and head to Seal Beach or the Newport River jetties to get a feel for the water. Or simply take a sunset stroll, swim or just soak up the sun. There is something for everyone!

FAMILY FUN

Picture the perfect Southern California family vacation.

Irvine Museum (0.5 miles)	Knotts Berry Farms (14 miles)
Balboa Fun Zone (5 miles)	Knotts Soak City (14 miles)
Disneyland (9 miles)	Tucker Wildlife Sanctuary (14 miles)
Anaheim Mighty Ducks (12 miles)	Crystal Cove State Park (15 miles)



Kelly Bennett, Trainer, Business Management Solutions

With over 20+ years business training experience, Kelly has trained tens of thousands of shop owners, managers and employees throughout Canada and the US. He is a featured guest speaker at high profile automotive events such as CARS in Las Vegas, VISION in Kansas City and NAIT in Washington State. He is an Accredited Automotive Manager (AAM) and AMI Graduate and Certified Trainer. He has also received his ACTS Leadership Training Centre Diploma. *Kelly is one of the most sought after instructors in North America!*

Scott Brown, President, iATN

Scott Brown's automotive career began after tech-school in the early 80's, and later became an independent shop owner by the early 90's. With a strong focus on engine performance, electronics and OBD, Scott began collaborating with other industry professionals on-line in the early 90's. Since 1995, he has been an instrumental resource in the development of the largest on-line community of automotive service professionals, the International Automotive Technicians' Network iATN where he now serves as company president. He has been affiliated with ASCCA during his entire professional career.

Paul Hedglin, BAR

Paul Hedglin is a mechanical engineer who has worked for the Bureau of Automotive Repair for fifteen years. Paul has managed the Data Analysis and Program Evaluation group within BAR's Engineering Branch since 2005. This group is responsible for various California and USEPA mandated reports which summarize inspection data and recommend program improvements. Paul will be presenting draft regulations that will allow OBD focused inspection of 2000 and newer model year vehicles starting in fall 2013.

Jack Molodanof, ASCCA Legislative Advocate & Legal Counsel (*ASCCA Partner*)

Jack is President of Molodanof Government Relations, a Sacramento-based government and political affairs firm specializing in government relations, advocacy and community relations. As an attorney, Mr. Molodanof represents and advises various business entities, including ASCCA, California Autobody Association and the California AAMCO Dealers Association. He has 25 years of business and real estate law litigation and transactional experience. Previously, he was a senior litigation attorney with the law firm of Ochoa and Sillas, where he oversaw the firm's litigation department. He was also an attorney and litigator with the law firm of Hoge, Fenton, Jones and Appel in San Jose. He graduated with distinction from the University of the Pacific McGeorge School of Law in 1987. Mr. Molodanof also is a member of the Bureau of Automotive Repair Advisory Group, which provides input to the Chief on Bureau programs.



Maylan Newton Owner/Speaker, Educational Seminars Institute (*ASCCA Partner*)

Maylan brings his knowledge, expertise and experience to every seminar he produces and presents, as well as every business he coaches and consults with. His knowledge base is pulled from real world experiences as an ASE Master Technician, Service Writer, Service Manager, General Manager, Coach and Consultant, and as a Temp Service Writer in hundreds of Automotive Repair Facilities across the country.



Mitch Schneider, Speaker, Automotive Training Institute

For more than 24 years, Schneider has operated Schneider's Automotive -- a successful 6-bay, family-owned and operated service facility in Simi Valley, Calif. Schneider's Automotive has won recognition throughout the area, including being twice ranked among Los Angeles Magazine's annual list of 100 best repair facilities in Los Angeles. Mr. Schneider is a frequent speaker at major conventions and meetings of automotive industry trade organizations, where he addresses the challenges and problems affecting the automotive service industry.



John Wallach, Chief, Bureau of Automotive Repair (BAR)

Mr. Wallach was appointed to the position of Chief of the Bureau of Automotive Repair (BAR) effective February 13, 2012. Mr. Wallach oversees an agency with over 600 positions, an annual operating budget of approximately \$200 million, and a statewide network of 12 field offices. He brings over 50 years of experience working in the public and private sectors on issues involving air quality and consumer protection. Prior to this appointment, John served as an advisor to the Executive Officer of the California Air Resources Board on issues concerning the Smog Check Program. He had previously worked in an engineering position at the board overseeing a pilot vehicle retirement program. He also served as Deputy Chief of the Field Operations and Engineering Division where he was instrumental in implementing California's first Smog Check Program. Mr. Wallach has also held several technical and managerial positions in the private sector.



EXHIBITOR LIST

Special Thanks for your continuous support of the automotive repair industry.

The companies listed with a star are ASCCA's benefit providers. As a member, you have access to special discounts and programs. If you'd like additional information about any of these programs, please be sure to visit them during the Luncheon with Exhibitors and/or the Fun Night. _____