



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

2013 SUMMER CONFERENCE  
Hilton Irvine Orange County Airport  
June 21-23, 2013



***Fast Track to THE best... Take your Shop to the Top!***

2013 is a year to rebuild, grow and take your shop to the top! Join us for an exciting weekend of cutting edge industry training from some of the best trainers in the industry. Meet benefit providers and vendors to get fresh ideas to boost your business in 2013, and connect with other professionals.

Scan the QR code for more information, and to register online.

# SCHEDULE

Friday, June 21, 2013

**11am - 2:30pm** Conference Check in

**1:00 - 4:00pm** RLO Training

**Speaker:** Dan Gilley, RLO Training

**Topic:** How to Survive and Prosper in the Auto Repair Business

**Course Description:** Overcome the most common concerns of process inefficiencies, decreasing market share and customer loyalty. This workshop will demonstrate proven strategy to increase profits in a highly competitive market. Also addressed is the key area of improving staff production, providing 40-plus solid business building marketing strategies, and much more. You'll learn to identify profit leaks in the area of parts and labor and methods to improve profits; marketing strategies to improve customer awareness and loyalty; and marketing strategies to increase car count and sales per repair order.

**5:00 - 7:00pm** Wine and Cheese Welcome Reception

**7:00pm** Dinner on Your Own

Saturday, June 22, 2013

**7:00 - 8:00am** General Registration  
Continental Breakfast & Coffee

**8:00 - 8:15am** Opening Remarks  
**Speaker:** Jack Crawley, ASCCA President

**8:20 - 8:40am** Legislative & Regulatory Update  
**Speaker:** Jack Molodanof, Legislative Advocate

**8:40 - 8:50am** **BREAK**

**8:50 - 9:40am** **Keynote Speaker:** Bill Haas, CEO,  
Haas Performance Consulting, LLC

**Topic:** Rewarding Bad Behavior.

**Course Description:** Life is full of choices, you choose how you behave and your behavior defines you. Your behavior sets an example for everyone that observes you. Bad behavior is not learned, it is allowed by what is tolerated. You don't have to look far to find examples of bad behavior. Every day the news acknowledges the bad behavior of entertainers, athletes, politicians and anyone else craving attention.

People are defined by their behavior. It is the way they act or react that is observed by others or how they respond to circumstances and situations. Do you ever do something and hope no one is watching? Do you look the other way rather than confront another's behavior? Let's examine the choices YOU make, the examples YOU set and the difference YOU make with your behavior.

**9:40 - 9:45am** **BREAK**

Saturday, June 22, 2013 (cont.)

**9:45 - Noon** **Speaker:** Margie Seyfer

**Topic:** Impact Presentations- Lip Service: First Class Telephone Skills

**Course Description:** Is the "VOICE" of your business the image you want projected? This training teaches the 'WOW' factor. Our telephone is the most important tool we have in our business. Are we using it to drive customers to us or drive them away? This training is tailored specifically for the automotive repair business.

- How to deliver a "knock your socks off" telephone greeting
- How to work your voice to improve your perceived image—Yours and your business
- What to say when placing a caller on hold as well as when releasing the "held" caller
- Three simple no-cost ways to immediately improve your business image
- Thirteen positive "phrases that pay" rather than offend
- Replace rude responses like "hang on", "nope", "yep", "picking up or dropping off?"
- How words like "I'm sorry", "ma'am" and "I'll have to" affect people
- Tons of tiny techniques that will WOW your customers

**11:00 - 11:10pm** **BREAK**

**Noon - 2:00pm** Luncheon with Exhibitors **Speaker:** Jack Molodanof, Legislative Advocate

**2:00 - 3:30pm** **Speaker:** Maylan Newton,  
CEO Educational Seminars Institute

**Topic:** Success or Struggle you decided!

**Course Description:** Ever wonder why some businesses are always packed, and making money while others seem to struggle? This class will outline the 4 major differences in owner/manager thought processes or stages in business and how they affect the business!

**3:00 - 3:15pm** **BREAK**

**3:30 - 5:00pm** Top Shop Panel Discussion:  
Learn how to get the look from the shops that shine.

**Moderator:** Mary Kemnitz, Vice President

**Panelists:** Gene Morrill, Certified Automotive Specialists; Larry Moore, Larry's AutoWorks; Scott Osborn, Osborn's Automotive

**6:00 - 10:00pm** Fun Night with Exhibitors  
Mix and mingle with representatives from industry leading companies in a fun, exciting atmosphere. Bring your business cards. Enjoy a silent auction, live entertainment, drinks and dinner!

Sunday, June 23, 2012

**8:00 - 9:00am** Industry Networking Breakfast  
Continental Breakfast & Coffee

**9:00am - Noon** ASCCA Committee Meetings

**Noon - 2:00pm** ASCCA Board of Directors Meeting

## TOP INDUSTRY SPEAKERS



**Bill Haas** is the owner of Haas Performance Consulting LLC, with 40 years of experience in the automotive service and repair industry. Clients now have access to Bill's solution based focus, expertise, unique perspectives and in-depth knowledge of the industry. Services available include business management seminar development and delivery, keynote presentations, business consulting, performance coaching, and strategic planning facilitation. Bill began his career working part-time at a full service gasoline station in Appleton, Wisconsin. His career includes time as a technician in a new car dealership and several independent shops, shop manager, parts counterman, shop owner, technical trainer and most recently on the staff of the automotive industry's oldest and largest association representing automotive service and collision repair businesses. While at the association Bill had the opportunity to work with numerous advisory committees, automobile manufacturers, information providers, tool and equipment companies, insurance companies, parts suppliers and program groups, related industry organizations and most importantly shop owners and managers.

Bill's knowledge of the industry has been shared on many occasions as he has been invited to speak at numerous industry events as well as providing testimony at hearings of the U.S. Congress and several state legislatures on important legislation and regulation affecting the automotive industry. Bill received the Accredited Automotive Manager (AAM) credential from the Automotive Management Institute in 1996 and has been a member of the Automotive Management Institute's faculty since 2002.

**Margie Seyfer** is a motivational speaker who conducts high energy keynotes and workshops on attitude enhancement and telephone customer service. She has inspired thousands of people to become more effective in the areas of communication, interpersonal skills and workplace harmony. She has written customer service and attitude articles Auto, Inc and Motor Age magazines as well as for ASE Blue Seal newsletter. In 1998 she authored *From Attitude to Zeal—26 Insights for Energizing Your Life*. One of her stories appears in *Chicken Soup for the Nurses Soul*. In 1985 she became certified to teach DiSC and uses the Personal Profile System and other people reading instruments to help participants in her "Power Up your People Skills", "Selling to Personality Styles" and stress management programs. With a 20 year background leading a large sales and management team she presents in a style that is both exhilarating and exciting. She has conducted training and provided keynotes to corporate audiences such as Qwest, IBM, HBO, Dish Network and Frontier Airlines. From banks to schools and associations she engages her audience both as a trainer and keynote speaker. She has been the owner of Impact Presentations since 1985. She is a member of the National Speakers Association, Professional Level, as well as an Accredited Automotive Manager and a certified trainer for the Automotive Management Institute.



**Maylan Newton** has often been referred to as a Blue Collar speaker, do in no small part to his over 35 years of achievements within the Automotive Repair Industry. His energetic style of training captures your interest immediately and maintains your focus throughout his seminars like no other. Add to that the over 20 years he has been sharing his high energy style of teaching Automotive Repair Shop Management with people all over the country and his experience of Writing Service in over 500 repair shops, teaching hundreds of people just like you how to make more than just a living in this industry, and you will quickly see, that his seminars are the ones for you! Maylan is an AMI accredited instructor and continues to be in high demand to present at the major trade shows and association events across the country. Join Maylan as he shares his experiences with you, through his unique sense and style in approaching workplace attitudes and procedures, enjoy learning how to build your tomorrow... today!

## ORANGE COUNTY – What More Do You Need?

### SHOPPING

**Enjoy a shopper's paradise!** From tourist trinkets to high fashion, our South Coast Plaza 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)

**Balboa Fun Zone** (5 miles)

**Disneyland** (9 miles)

**Anaheim Mighty Ducks** (12 miles)

**Knotts Berry Farms** (14 miles)

**Knotts Soak City** (14 miles)

**Tucker Wildlife Sanctuary** (14 miles)

**Crystal Cove State Park** (15 miles)

## *How would you like to win THIS?*

### **A Launch x431 GDS Tool**

With the Launch GDS, you have OE-level access to Domestic, European and Asian manufacturers, read/clear codes, view live data, graph and record, run bi-directional tests and perform module coding.

The LaunchGDS offers unrivaled speed in access and communication of all vehicle systems and modules. Boot-up and navigation, as well as diagnostic features are preformed ultra-fast and with superior coverage, both in depth and breadth.

The Launch GDS is also WI-FI enabled, allowing you access to your favorite websites for troubleshooting advice, charts, and repair information.

Updates are easy with the one-button update which allows you to update one or more care lines with the simple push of a button. GDS allows you to do it right on the fly without having to connect to an external PC.

Separate modules for a 4 channel Oscilloscope, Ignition Analyzer, Sensor Simulator, and Multimeter are also available.

#### **PRODUCT FEATURES**

- Full Module coding & Bi-Directional Capabilities
- True PC Architecture with Windows XP
- Next generation x431 Software Suite with OE-level Access to Asian, Euro and Domestic applications
- Wi-Fi built-in in lets you browse the web

- Plug & Play Video Out – allowing for Dual screen outputs
- Integrated Printer
- High Resolution WVGA touch screen display
- WiFi One button updates!



#### **GRAND PRIZE SPONSOR:**



*"Diagnostic tools for the Professional Automotive Technician"*

5465 E Hedges Ave  
Fresno CA 93727  
P: 1-877-351-9573  
W: [www.AESwave.com](http://www.AESwave.com)

*AESWave has provided ASCCA with a Autel MaxiDAS Scantool  
[retail price \$2,995.00] for the Grand Prize Drawing!*

## *Only* \$25.00 PER TICKET **Grand Prize Drawing:**

Saturday, June 22 at 7:30 pm  
at ASCCA's 201 Summer Conference during the Fun Night

*Need not be present to win, but we hope you are!*

***TICKETS CAN BE PURCHASED THROUGH YOUR CHAPTER OR ON THE CONFERENCE REGISTRATION PAGE.***



# AUTOMOTIVE SERVICE COUNCILS OF CALIFORNIA

## 2013 CONFERENCE

### Summer IN IRVINE, CA

Hilton Irvine Orange County

June 21-23, 2013

## ATTENDEE REGISTRATION INFORMATION

### Information Please print clearly

Shop Name

Referred by: (Shop Name and Shop Owner)

Contact Address

City/State/Zip

Phone

Fax

Email

### Ways to Register

#### ONLINE REGISTRATION

Visit <http://www.ascca.com/>, click current events

#### MAIL COMPLETED REGISTRATION FORMS TO:

One Capitol Mall, Suite 320  
Sacramento, CA 95814

#### FAX COMPLETED REGISTRATION FORMS TO:

ASCCA: (916) 444-7462

#### QUESTIONS?

CALL: (916) 924-9054, x107

### REGISTRATION PRICING

**FP** = First Person

**AP** = Additional Person\*

\*Shops and Chapters that send more than 1 person are allowed to send additional registrants at the **Additional Person Discounted rate**.

**REGISTRATON** includes **all** Conference Sessions, Conference Meals and 1 Fun Night Ticket.

Fun Night Ticket includes Saturday Night Dinner, Raffle, Entertainment, and 2 Drink Tickets.

NAME(S) OF REGISTRANTS: <small>Name badges will be pre-printed to allow access to paid event</small>	NAME(S) OF SHOP: <small>ONLY if different from above.</small>	EARLY BIRD BEFORE MAY 20 FULL CONFERENCE	REGULAR AFTER MAY 20 FULL CONFERENCE	TOTAL
		\$199 FP \$150 AP	\$249 FP \$150 AP	
		<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	

### SCANTOOL RAFFLE

☐ **Autel MaxiDAS Scantool Ticket(s)** (retail price: \$1,995.00) Provided by [www.AESWave.com](http://www.AESWave.com)

MaxiDAS is a state-of-art diagnostic system that delivers accurate, stable, comprehensive, easier and faster diagnosis.

*This is the most talked about M scan tool out there right now iATN has tons of threads on this tool. It's a great system and an excellent addition to any shop. Visit [www.AESwave.com](http://www.AESwave.com) for more information.*

\_\_\_\_\_ QTY x \$25 = \$ \_\_\_\_\_

TOTAL FEES ENCLOSED \$ \_\_\_\_\_

#### Grand Prize Drawing:

Saturday, June 22 at 7:30 pm

at ASCCA's 2013 Summer Conference during the Fun Night

*Need not be present to win, but we hope you are!*

\*\*\*YOUR TICKET STUBS WILL BE MAILED TO THE ADDRESS YOU PROVIDED ABOVE.\*\*\*

### PAYMENT INFORMATION

☐ Check made payable to ASCCA. Note: Returned checks will be assessed a \$25 processing fee. Your cancelled check is your receipt.

☐ Please charge my:      ☐ MasterCard      ☐ VISA      ☐ AmEx      ☐ Discover

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CV2 \_\_\_\_\_ Zip Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

### CANCELLATIONS

Cancellations must be made in writing. A refund, less a \$25 administrative fee. No refunds will be issued after June 11, 2013.



One Capitol Mall, Ste. 320  
Sacramento, CA 95814  
[www.ascca.com](http://www.ascca.com)

First Class  
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# IMPORTANT DATES

**MAY 15, 2013**

Media Submission Deadline

Hotel Reservation Deadline

**MAY 20, 2013**

Early Registration Discount Deadline

**JUNE 11, 2013**

Cancellation Deadline