



**CHAPTER "99" NEWSLETTER
ASC-CA-NORTH**



Membership Meeting

- When:** Wednesday, February 20, 2013
- Time:** Dinner — 6:00 PM ... Program at 6:30 PM
- Where:** Lulu's Banquet Room
2230 Pine Street (Pine St. & Cypress Ave.)
Redding CA 96001
- Program:** Round Table
- Topics:** New California Laws concerning our industry.
Guest Speakers for 2013
Changes to the Smog Inspection Program
Open Discussion

**Roger Vines
REDDING ONE-STOP AUTO**

Roger has been a very dedicated member of ASCCA Chapter 99 since September 1, 1998, when he and Duane Glover purchased and began operating the Redding One-Stop Auto, Inc. From the beginning, he has been serving on the Chapter 99 Board of Directors, filling the positions as Training Coordinator, 2001 President, Vice-President and from mid-2009 to January 2013 as our Treasurer. Roger could always be counted on to step up to the plate when something was needed.

For many years, as Chapter 99 was "king-pinning" the "Looking for Trouble" contest for High School Auto Shop students, held at Shasta College. Roger stood behind and helped promote and facilitate the program. He will remain a Chapter 99 member, but is taking a little less active part. Everyone needs to step back and let some of the newer member the opportunity to serve. Thanks Roger for all you have done....we Salute you!

Food for Thought

There are only two tragedies in life: one is NOT getting what one wants, and the other is getting it.
~~~Oscar Wilde

## RERUN—January 2002

For a few months back in 2002, Roger furnished some interesting stories...

### LOOKOUT GARAGE

Winter brings on an old business philosophy debate between my partner and I. Duane's philosophy dictates that during business hours, the doors must be wide open so customers will know you are "open" for business. Now I, on the other hand, believe that during normal business hours customers are smart enough to figure this out for on their own. Especially when they see the big blue building, the auto repair sign, and the neon OPEN sign in the window. You see, I don't like being cold...

I have a chill indelibly etched in my bones from the past. Thirty two years ago, when I officially got my start in this business at Lookout Motors, I remember cold winters. The weather was harsh in Lookout. Snow storms left behind blanket after blanket of cold that remained until the Spring thaw. Typical winter temperatures were ten to twenty degrees below zero, and even more significant, temperatures inside Lookout Motors hung below freezing. Obviously, we kept the doors closed during the winter months, only opening them briefly to move vehicles in or out.

We did of course have our heat sources. We had a lone kerosene space heater that the boss had modified by drilling out the jets. This noisy and smoky little blast furnace would throw a flame approximately two feet in front of it. It got so hot that most of it's yellow paint had been burned off. But as hot as it got it's effect seemed similar to that of a match in a large room, because if you were not directly in front of it, you froze. The shop's other heat source were the hot engines of the vehicles we were working on, a drop light or two, and of course the body heat of our bundled up long-johned bodies.

My fondest memory of Winter and the weirdest example of the cold was break time. In the office of Lookout Motors was an old coke machine. It was an antique type that you lifted the lid and found the coke bottles resting in a tub of refrigerated water. Apparently the constant jiggling of the machine from the motor and compressor somehow kept the water from freezing solid. The cokes on the other hand behaved a little differently. We would pull a bottle out and it's contents would be liquid. But as soon as we pried the bottle cap off with the machine's old bottle opener, the contents would slush up. We then migrated back to the heater and warmed the coke bottle up so we could drink the contents.

Now a shop doesn't have to be that cold. I recently received an email from my good friend Bill Mestaas who is working at a Chrysler Dealer in Boise, Idaho. Bill says that while outside temperatures are fifteen to twenty, he works in shirt-sleeves in the heated shop...and of course the doors are closed.

### Ruskin on Price

"It is unwise to pay too much, but it's worse to pay too little. When you pay too much, you lose a little money -- that is all."

When you pay too little, you sometimes lose everything -- because the thing you bought is incapable of doing the job it was bought to do.

The law of business balance prohibits paying a little and getting a lot -- it can't be done.

If you deal with the lowest bidder, it is well to add something for the risk you run and if you do that, you will have enough for something better."

John Ruskin (1819 - 1900)

## Something Else to Think About

And God populated the earth with broccoli and cauliflower and spinach, green and yellow vegetables of all kinds, so Man and Woman would live long and healthy lives.

And Satan created McDonald's. And McDonald's brought forth the 99-cent double-cheeseburger. And Satan said to Man, "You want fries with that?"

And Man said, "Super size them." And Man gained pounds.

And God created the healthful yogurt, that woman might keep her figure that man found so fair.

And Satan brought forth chocolate. And woman gained pounds.

And God said, "Try my crispy fresh salad."

And Satan brought forth ice cream. And woman gained pounds.

And God said, "I have sent your heart healthy vegetables and olive oil with which to cook them."

And Satan brought forth chicken-fried steak so big it needed its own platter.

And Man gained pounds and his bad cholesterol went through the roof.

And God brought forth running shoes and Man resolved to lose those extra pounds.

And Satan brought forth cable TV with remote control so Man would not have to toil to change channels between ESPN and ESPN2.

And Man gained pounds.

And God said, "You're running up the score, Devil."

And God brought forth the potato, a vegetable naturally low in fat and brimming with nutrition.

And Satan peeled off the healthful skin and sliced the starchy center into chips and deep-fat fried them. And he created sour cream dip also.

And Man clutched his remote control and ate the potato chips swaddled in cholesterol.

And Satan saw and said, "It is good."

And Man went into cardiac arrest.

And God sighed and created quadruple bypass surgery.

And Satan created HMOs.

**WE HAVE A OPENING ON THE CHAPTER 99 BOARD OF DIRECTORS—see Ken Breshears, Pres.**

## CODE of ETHICS

1. To promote good will between the motorist and the industry.
2. To have a sense of personal obligation to each individual customer.
3. To perform high quality repair service at a fair and just price.
4. To employ the best skilled personnel obtainable.
5. To use only proven merchandise of high quality distributed by reputable firms.
6. To itemize all parts and adjustments in the price charged for service rendered.
7. To retain all parts replaced for customer inspection, if so requested.
8. To uphold the high standards of our profession and always seek to correct any and all abuses within the automotive industry.
9. To uphold the integrity of all members.
10. To refrain from advertisement which is false or misleading or likely to confuse or deceive the customer.

## REGULAR MEMBERSHIP

(Updated 10/12)

|                               |              |
|-------------------------------|--------------|
| ADVANCED AUTOMOTIVE           |              |
| Cody Morelock.....            | 244-4423     |
| ALL WHEEL ALIGNMENT           |              |
| Rob Pitari.....               | 241-1010     |
| ALTERNATIVE AUTO              |              |
| Mitch Early.....              | 223-1288     |
| BRYANT AUTOMOTIVE, INC.       |              |
| Tom Bryant.....               | 222-3313     |
| CA AUTO REPAIR & SMOG         |              |
| Barbara White.....            | 246-9277     |
| CLASSIC IMPORT SERVICES, INC. |              |
| Angelo & Faith Aristo.....    | 221-3653     |
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| Jim & Susan Staggs.....       | 336-5905     |
| RETIRED but ACTIVE            |              |
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| Steve Cunningham.....         | 707-443-2122 |
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| Richard Finwall.....          | 842-3435     |
| HARTNELL TRANSMISSION         |              |
| Tom Crean.....                | 223-0113     |
| J&H PERFORMANCE               |              |
| Harvey Grant/Joel Gooch.....  | 245-0176     |
| KEITH'S AUTO REPAIR           |              |
| Ken Breshears.....            | 222-2572     |
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| Marton Smith.....             | 357-4189     |
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| PERRY'S AUTOMOTIVE, INC.      |              |
| Glenn McNeely.....            | 241-8544     |
| JT'S PRO SMOG                 |              |
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| REDDING ONE-STOP AUTO         |              |
| Roger Vines.....              | 221-2646     |
| REDDING RADIATOR              |              |
| Lance Phillips.....           | 226-9834     |
| STEVE'S AUTO REPAIR           |              |
| Walter Davis.....             | 365-1265     |
| Betty Lustig.....             | 365-7107     |
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### Board of Directors

- Ken Breshears**—President
- Glenn McNeely—Vice President
- Rob Pitari—Treasurer
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- Tom Bryant—Newsletter
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- Roger Vines—Board
- Jerimy McNeely—Board

## BRANCH MEMBERS

- BATTERY SYSTEMS**  
Jay Pepperdine.....(530)244-4420
- NAPA AUTO CENTER**  
Jerry Ross .....(530)365-9141
- HEARTLAND PAYMENT SYSTEMS**  
Louise Cogan.....(530)515-2344
- O'Rielly Auto Parts**  
Charlie Holt .....(530)722-7392

## ASSOCIATE MEMBERS

- SHASTA HIGH SCHOOL**  
Jim Merkle (Honorary).....244-3593
- SHASTA COLLEGE**  
Raleigh Ross (Edu).....242-2211
- SHASTA ROP**  
Ed Milazzo (Edu).....246-6069

## Support the Following



**Jerry Ross Jr.**  
Owner

(530) 343-1141 Automobile Accessories Co.  
Fax (530) 243-9064 1914 California Street  
Arapahoe@aol.com Redding, CA 96001

(530) 234-8888 PhyFax 19142 Shasta Dr.  
(530) 243-1882 Lakeview, CA 96051

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**Louise Cogan**  
Marketing Manager

lucan@heartland.com  
530.515.2344  
530.515.2344  
530.547.6797

1954 Woodbrook Way, Palo Cedro, CA 96073

**Charlie Holt**  
Territory Sales Manager

1100 State St.  
Redding, CA 96002  
Web: (530) 242-7392  
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**REPAIR MANAGE MARKET**

**Don Eldridge**  
Sales Representative

9002 W. Lake Blvd #100  
P.O. Box 12  
18000  
18000  
18000