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ON THE COVER

Cover photo courtesy of Valet Auto Wash, Lawrenceville, NJ.

northeast carwasher

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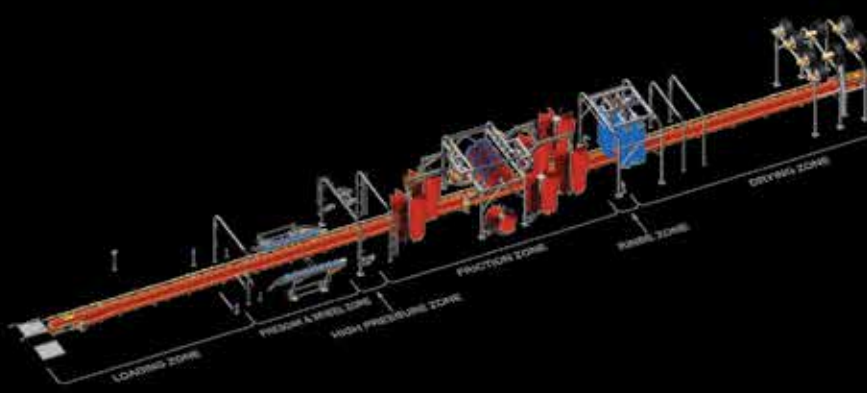

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2016 was an unusual year. Politics aside, (as if we really can just set it aside), it was an unusual year for our business, a year that challenges some of our basic assumptions about what makes a good or a bad year. I run a self-serve and in-bay automatic, six and two, in College Park, MD. We are inside the Washington Beltway in a middle class – working class community.

For my business, 2016 was the best year ever, both in gross revenue and car counts. Yes, in July, I did raise the prices on the automatic bays a bit, but that only added to the bottom line and did not affect the car count. I haven't changed the price/time in the self-serve bays since 2011.

Usually, we depend on having a really good snow and pollen season, while the rest of the year limps along at average or below average volumes. In 2016, only two months were 10 percent or more below average, and only two were 10 percent or more above average, and the range was -24 percent to +14 percent. By contrast, in 2015, the range was from -26 percent to +57 percent, and 4 months were 10 percent or more below average while 3 months were 10 percent or more above average. In other words, 2016 had much less month-to-month variability than 2015, which had one month that was off the charts good and slower months.

Why were the two years so different? Weather is the usual prime suspect. The pollen season in May 2015 was astronomically good for carwashers. May 2016 had 21 days of rain. The fall of 2015 was ordinary weather, not great for us, but in 2016 there were drought or near drought conditions. Dusty cars and daily forecasts of no rain are good for us.

Naturally, as the thoughtful and generous folks that we are, we want both: great snow and pollen months, and above average months the rest of the year. Personally, I don't think that is too much to ask for. However, it may to useful to moderate our expectations.

What is better for us – too much snow, like the hit New England took a couple of years ago where everyone was paralyzed for weeks, or threatened snow that doesn't amount to much, but the towns lay down lots of salt that keeps getting kicked up on the cars for weeks? We often forget that the weather bureau has for some reason become much more accurate than it used to be. So now, when the forecast is for snow five days out, even though it may be sunny and mild, our business slows down. Then if there is snow, the city shuts down – at least in Washington, DC. If it takes a couple of days to dig out of a major snow event, we end up losing a week or more. Then we are jammed and feel like we're on a treadmill at twice the speed we can reasonably maintain.

Since we can't predict the weather, or control the economy, all we can really do is try to maintain our facilities as best we can. That way, we are ready to serve our customers whenever they come.

Dave DuGoff
College Park Car Wash,
College Park, MD

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VA Wash Raises $2,500 During Grace For Vets

On November 11, 2016, Flagstop Car Wash in Richmond, VA, once again supported the Grace For Vets program that provides free washes to all military service personnel. In doing so, they provided free washes to 1,000 customers. A participant in the program since its inception, Flagstop partnered three years ago with their local Disabled American Veterans (DAV) organization. And in doing so, they have encouraged donations to the non-profit organization by not only providing washes to active and retired military personnel, but to any customer who contributes a donation of any amount to DAV.

With the help of DAV volunteers and the Flagstop team, $2,500 was raised and 100 percent of that went directly to DAV. ■

This is just one story of some outstanding work being done by carwashes across the country to support this honorable event. To learn more, and to participate in 2017, visit graceforvets.org. To learn more about DAV visit dav.org

Warren Buffett, an American investor, business magnate and philanthropist, and considered by some to be one of the most successful investors in the world, says the US will do fine under Trump because we've got the "secret sauce."

"America Works" ... it "doesn't work perfectly all the time."... "But you look at where we go, milestone after milestone... Never bet against America."

- Warren Buffett

In My Opinion

Trumpertantrums

I think Ted Cruz had it right when he made fun of Trump's use of Twitter as "Trumpertantrums." And it continues, even after the inauguration. He has the levers of the most powerful office in the world, but he won't read the directions (the Constitution) so he can't do anything effectively. How long until his missteps become terrible blunders? How long will people tolerate "alternative facts?"

I have an observation to share. During the primary campaign and again during the election campaign, Trump made light of everybody else, and held almost no one up for praise. Ben Carson was "sleepy." Ted Cruz was "Lying Ted." Jeb Bush was "low energy." He even put down Ronald Reagan. But from the beginning, he always had good things to say about Putin. Why? Where are there voters who support Putin? Any in this country? Since everything Trump does is calculated for some purpose, why would he do this, and why is he continuing to praise Putin? It is the most consistent thing you can point to.

When there is no reasonable or logical explanation for someone's behavior, look to what motivates that person, in this case, money. I don't know how, or when, or even why, but Putin has bought Trump. Time will tell.

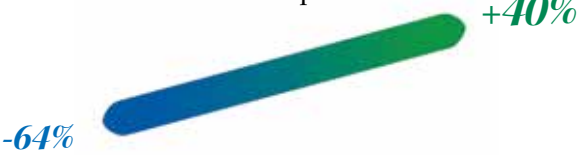
Dave DuGoff
College Park Car Wash, College Park, MD

Disagree? We'd love to hear from you. Please send your opinion piece to mediasolutions@nycap.rr.com

WASH VOLUME INDEX

We have taken the pulse of four East Cost operators to see where their volumes are compared to last year (YTD). What a crazy ride it's been year to date through January! Since we have been doing the Wash Volume Index I don't recall ever having such highs and lows.

Our Mid-Atlantic operator, Dave DuGoff, was up 40 percent while Ron Bousquet in New England was down 64 percent. Our other two contributors were also down but not nearly as much. Let's hope things improve into spring with a season full of beautiful pollen!



Thanks to Doug Rieck on the Jersey Shore, Dave DuGoff in the Mid-Atlantic, Ron Bousquet in Boston and Stephen Weekes in upstate New York for giving us a picture of volumes in their markets. ■

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NOURIA ENERGY ACQUIRES F.L. ROBERTS, GOLDEN NOZZLE

Nouria Energy Corporation, Worcester, MA, has acquired F. L. Roberts & Company, Inc. convenience stores and carwash locations (headquartered in Springfield, MA) through Nouria energy affiliated companies, according to a company press release. The deal includes 26 convenience store locations with fuel including two truck stops, 22 Golden Nozzle® carwash locations, and a diner. This acquisition expands Nouria's footprint into the Western Massachusetts and Connecticut markets. The transition brings the number of Nouria locations that it operates and supplies in Massachusetts to nearly 100 locations and a network of about 225 locations spanning from Hartford, CT, to Waterville, ME. It also expands the company's footprint as a carwash operator to 49 locations. "The acquisition of F. L. Roberts comes at a time when Nouria is solidly positioned for substantial growth," said Tony El-Nemr, President and CEO of Nouria Energy Corporation. "The acquisition enhances our business profile with added revenue diversification and profit streams backed by strong c-store operations and an industry best carwash network," he said. ■

For more information visit nouriaenergy.com

MICROLOGIC SET TO MOVE HEADQUARTERS

Micrologic Associates, developers of tunnel control systems, payment machines and RFID systems for the carwash industry, formerly based in Randolph, NJ, is moving its headquarters to Roxbury, NJ, according to a company press release. The company will use the 28,000 square foot building as its corporate headquarters. There will be professional staff, including three software developers, remote support technicians and product team members on site. "We couldn't be happier with the space and look forward to growing our business and providing our customers with cutting edge controls and business solutions," said Miguel Gonzalez, Micrologic President and CEO. ■

For more information visit micrologic.net

CSI® HIRES NEW REGIONAL SALES MANAGER

Cleaning Systems, Inc.

Cleaning Systems, Inc. (CSI), De Pere, WI, a leading manufacturer of cleaning and protection chemical products, has hired Andrew Schille as Lustra® Regional Sales Manager covering the Northeastern United States, according to a company press release. Schille is from Boston, MA, and brings six years of experience as a District Sales Manager in the carwash industry. "I am really excited to join the CSI and Lustra team," he said. "They have a great reputation within the industry and the knowledge and passion to constantly produce the most consistent chemistry and dispensing equipment is contagious. I look forward to this opportunity and I am honored to be a part of it."

Dave Krause, President and CEO of CSI added, "We are extremely excited for the opportunity to have Andrew become a part of our team! We look forward to what he will be able to bring to the table and increasing our presence in the Northeastern US."

For more information visit www.cleaningsystemsinc.com

INDUSTRY ICON ED DAHM DIES

Edward M. Dahm, 86, co-founder of Mike's Carwash in Fort Wayne, IN, died December 22. Dahm, who joined his brother Joe in the carwash business in 1950, was a pioneer in the conveyor automatic carwash industry with the first automatic carwash in Indiana and the 18th in the United States. His carwash motto was, "Treat everyone the way you would like to be treated." He said what made the carwashes great was the quality of its people, the associates and these associates were like family to the brothers. Ed's leadership in the carwash industry was recognized early on as he was chosen President of the International Carwash Association and inducted into the Carwash Hall of Fame.

In addition to his carwash passion Ed was involved in many church, community and civic organizations. He also served in the United States Navy Reserve for eight years. He was also a devoted husband to Linda, his wife of 62 years, before her passing two years ago.

He is survived by his two brothers, Joe and Mike; his five children and 16 grandchildren. ■

MOTIVATIONAL SPEAKER JOANNA BRANDI DEVELOPS E-COURSE ON POSITIVITY

JoAnna Brandi, a featured Northeast Regional Carwash Convention (NRCC) keynote speaker, has developed an E-Course on Positive Leadership, according to a company press release. Her new "Positive Energizer" project is affordable and fun, according to Brandi. "This course will teach you many life-changing, evidence-based practices of Positive Psychology. It's designed for leaders who are ready to take their team to extraordinary performance and boost their bottom line."

For more information visit Positiveenergizer.com

GLIPTONE WELCOMES TOM CONIGLIO

Gliptone Inc., Ronkonkoma, NY, has hired Tom Coniglio as Executive Vice President of Sales, according to a company press release. Coniglio will be responsible for the leadership of the Gliptone sales team to support existing customer growth and to develop new

distribution and business opportunities worldwide while creating solutions to customer needs.

Coniglio has 30 years of experience in the reconditioning and carwash industries with his first 22 spent with a major chemical manufacturer. For the past eight years he held the position of Business Development Manager for a large automotive chemical manufacturer specializing in expanding distribution in the North American market. At Gliptone he will be integral in enhancing the company's ability to expand distribution, meet the needs of a growing customer base and continue to provide quality, innovative products and services to the marketplace.

To learn more visit gliptone.com

SONNY'S PARTNERS WITH SENTINEL CAPITAL PARTNERS

Sonny's Enterprises, Tamarac, FL, the largest manufacturer of conveyorized carwashing equipment, has partnered with Sentinel Capital Partners, in a move to expand the scope of products and services it provides to its clients, according to a company press release.

Washing cars since 1949, Sonny's will continue to be managed by the same family which has run the business since its inception, led by CEO Paul Fazio. "From the first conversation, it was clear that Sentinel was very different from any other firm that had contacted me in the past," said Fazio. "Partnering with them would allow Sonny's to deliver our clients an even higher level of customer service and one-source access to everything they need for their success. My family will maintain a substantial ownership stake," he added. "Sonny's team will continue to run our company, and we'll be able to quickly expand the number of world class products and services we provide."

According to Sentinel Partners' Scott Perry, "We are very excited about the opportunity to help accelerate their growth plans and to partner with Sonny's talented management team and employees. We see a bright future for Sonny's growing both organically and through acquisitions."

A youtube video featuring Paul Fazio's take on the future of Sonny's and where the carwash industry is headed in the next five eyars can be viewed on youtube at youtube.com/watch?v=Yi52lbPGmJU

For more information visit sonnysdirect.com

KLEEN-RITE EXPO DOESN'T DISAPPOINT

Kleen-Rite Corporation, Columbia, PA, held its annual Car Wash Experience, Learn More, Earn More Expo, November 15-16, to a packed house of some 400 operators eager to learn and buy from 70 vendors.

The 2016 show included a bonus day that involved four speakers and a bus tour to three locations in the Lancaster County market. The event also included a catered lunch, round table discussions and opportunity to mix and mingle with fellow operators in an intimate setting. Mid-Atlantic Carwash Association President Dave DuGoff has attended the show several times. "I always learn something there," said DuGoff. "On the tour I saw something I had never seen before and have installed it at my wash – a 2 x 2 stainless steel plate that goes over the undercarriage manifold."

John Tobias, one of the event organizers, said, "Our Expo just keeps getting better every time we host it. Folks come from all over to gain insights into what's new, troubleshooting and best practices," he said. "Plus, it's a ton of fun and a just a great few days with all our industry friends under one roof."

The show is held every two years. The 2018 date is November 14.

For more information visit kleen-ritecorp.com

The Kleen-Rite Expo attracted some Northeast Regional Carwash Convention (NRCC) board members including Doug Rieck and Mike Conte from New Jersey and Dave DuGoff from the Mid-Atlantic.

The expo floor takes a break to eat a fabulous catered lunch compliments of Kleen-Rite.

Newest Valet Auto Wash Lays Claim to Longest Carwash in the World

By Alan M. Petrillo

It's being called the "longest carwash in the world," and with a 245-foot tunnel there doesn't seem to be one that surpasses it. The carwash is the newest Valet Auto Wash in Lawrenceville, NJ, the brainchild of owner Chris Vernon. (The next longest conveyor is Rocket Express coming in at 240 feet in Boise, ID.)

And not only is Valet Auto Wash long, it also is vast, occupying 65,000 square feet of what was at one time a furniture store, and a trucking business.

The carwash has three canopied lanes with DRB gates leading into the tunnel, and once a vehicle exits the tunnel, it can take a left turn onto one of two 120-foot long interior cleaning belts where 40 employees can be working in five different cells, according to Vernon.

"All the equipment they need is hung from above and within arm's reach of the attendant," he said. "At the first cell, attendants remove everything from the trunk and inside the vehicle and put it into a bin that travels along the belt with the car."

Another cell on the belt cleans the vehicle's inside glass, followed by a cell that handles the dash and console, Vernon said. "Then come air guns for blowing out hard-to-reach areas, and finally, vacuuming, before the car is sent off the belt.

Vernon said that the interior belts are set up so the customer never loses visual sight of their vehicle along the entire eight-minute process from exiting the vehicle at the entry to the belt, and getting back into it at the belt's end. Valet Auto Wash can do about 30 cars an hour on each belt, he added.

"About 25 percent of the business from the tunnel wash elects to go on the interior flat belt," Vernon noted.

Interior Vacs

Another feature of the carwash is a series of 24 interior vacuum stalls that face the tunnel wash through a glass wall, Vernon said. In addition, a vehicle can enter a 120-foot Brilliance wax polishing tunnel, that uses a Simoniz spray-on liquefied paste wax, followed by 100 feet of buffing cloth designed by Peco, and then a finishing curtain.

"Basically, it's a dry carwash tunnel," Vernon observes. "About 20 percent of our customers get that package, especially because it protects the car so well in the winter."

Continued on page 14...

The newest Valet Auto Wash in Lawrenceville, NJ, is their biggest and most intricate wash to date featuring a 245-foot conveyor and three moving belts. Some of the equipment suppliers include Vacutech, Peco, Simoniz and DRB Systems. The wash is bigger than a Walmart Supercenter.

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Valet Auto Wash … *continued from page 12.*

The facility also has self-service bays, and a dozen vacuums outside. Packages for the tunnel carwash run from $9, $16, $18 and $24, to the $38 Works package.

Vernon said he's always "been nuts about the carwash business, so my world is carwashing and real estate building. We looked at the German carwash model of everything under one roof, and did about 100 different site layouts before we finalized our facility."

Vernon started out in the real estate business, buying houses, fixing them up, and renting them out. He first bought a self-service carwash in the late 1980s near Fort Dix and said he "…did okay with it, and it taught me a lot about the business. Then a 450-foot long surface drive conveyor in Trenton came available and I bought it."

While still running the old Trenton carwash, Vernon built a new one next to it, and put a lube facility out front. In addition to Lawrenceville and Trenton, there are Valet Auto Wash locations in Princeton and Hamilton, N.J.

The Lawrenceville location, at 4 Litho Road, opened on Veteran's Day in 2016, Vernon said. "We washed 15,000 cars in the first two weeks, and gave all those washes away for free," he said.

Tom Hoffman Jr., chief executive officer of Hoffman Car Wash in Albany, NY, said he visited the Lawrenceville Valet Auto Wash after it opened and was impressed. "I thought it was one of the nicest looking remodels I've ever seen," Hoffman said. "He (Vernon) did an incredible job turning an old furniture store into this carwash facility. You can tell he likes to give his customers an above-and-beyond experience."

Hoffman noted that having a longer tunnel and conveyor "allows him to put more equipment in the facility, and run the conveyor faster to allow him to clean more cars per hour. I think Chris did a good job with the traffic flow."

Hoffman pointed out that Vernon "added a big tower feature to the building. It sits behind a Ford dealership on a very busy road," he said, "and I think he needed to create more of a destination besides being on a busy highway."

Another New Jersey carwash operator, Doug Rieck, owner of Magic Wash in Manahawkin, was at the grand opening of the Valet Auto Wash. "Chris invited me to the grand opening and I brought my 12-year-old son with me," Rieck said. "I can't begin to tell you how much our jaws dropped when we got there and saw the place. It was the immensity that got to us."

Rieck noted that because of the size and the fact that everything is under one roof, Valet Auto Wash "has the ability to run 24/7/365 if they wanted. The scale and the vision of the place is immense, and you can see that Chris has a complete carwash center designed with maximum efficiency in mind."

While Vernon currently claims the record for the longest carwash in the world, he said he thinks a tunnel wash should be shorter than Lawrenceville's 245-feet.

"I believe a tunnel should have 100 feet of wash equipment and at least 50 feet of drying equipment, plus space for a buff and shine machine and extra drip space," he said. "So, I think the perfect length of a tunnel carwash is 180 feet, even though someone like Hoffman Car Wash can do magic in 150 feet."

Vernon observed, "We all strive to be the best that we can be. We are first out of the box to do everything under one roof in the United States," he said. "This is a future kind of facility with something for everyone." ■

Alan M. Petrillo is a Tucson, AZ-based journalist, a former upstate New Yorker, and contributing editor of Northeast Carwasher. *He's the author of the historical mysteries,* Full Moon and Asylum Lane, *and his latest historical thriller,* A Case of Dom Perignon, *all available at www.amazon.com.*

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Kleen-Rite's Growth Makes it National, International Distributor

By Alan M. Petrillo

Tom Allen, Senior Technician; Steve Deeg, Operations Manager; Mike McKonly, President; Jeff Detz, COO; Keith Lutz, Vice President and John Tobias, Director of Marketing.

The growth of Kleen-Rite Corporation, a company that started when a car-wash owner had difficulty finding replacement parts for his carwash, has grown first locally, then regionally, and in the last two decades nationally and then internationally, selling across North America, Europe and South America.

Kleen-Rite Corp. has its headquarters in Columbia, PA, and a new warehouse and distribution center in Mount Joy, PA. Jeff Detz, Kleen-Rite's chief operating officer, said that the company opened its Las Vegas, NV, distribution center in 2006, and its Grand Prairie, TX, distribution center in 2012. "We then outgrew our Columbia headquarters as a distribution center and built and opened the new facility in Mount Joy," Detz said. "We refurbished an existing warehouse and distribution center where we raised the roof from 12 and 18 feet to 27 feet to double the storage capacity of the center. The distribution center sits on 18 acres, so we have room to grow in the future."

Mike McKonly, son of founder Harold McKonly is president of the company, and Keith Lutz, Mike McKonly's cousin, is vice president.

"We are a catalog and web-based company," Detz observed. "We do not have any sales force on the ground. Our motto is, 'The Best for Less,' and we aim to give customers what they need at the best prices to keep them coming back. We want to foster a good relationship with a customer, get to know them, and determine what kind of needs they have, then satisfy those needs."

John Tobias, Kleen-Rite's Director of Marketing, pointed out that the company's supplier base is important as well. "We have a great relationship with our suppliers," Tobias said. "Every two years we have the Kleen-Rite Learn More Earn More Carwash Expo at our headquarters (in Pennsylvania) where our customers come and mix with our suppliers. "We have about 70 supplier booths and about 400 to 500 carwash operators come for a day of training seminars, trouble shooting info, details about servicing pumps, camera systems, and bus tours of local carwashes. We want to keep customers educated on best practices."

Detz pointed out that Kleen-Rite can supply "pretty much anything needed to run a carwash. We sell replacement parts for tunnel equipment, soap, vending supplies, towels, pumps and pump stands, hoses, guns, change machines, signs, lighting, vacuums, and much more. Basically, we are a one-stop shop."

Kleen-Rite produces a magazine twice a year for customers, providing tutorials and how-to articles, and new product information, Detz said. "We have tried to differentiate ourselves as a store of information, as well as a store of equipment," he observed. "We try to give as much knowledge and information to our customers as we can."

He added that Kleen-Rite's website and YouTube channel has a line of step-by-step videos on how carwashers can repair their own equipment. "If we can be a source of knowledge to people buying our products, then it means the business will grow for all of us," Detz said. "Our goal is to deliver a part to a customer within a day, or two, at the most. We want to have the right stuff at the right place at the right time." ■

Alan M. Petrillo is a Tucson, AZ-based journalist, a former upstate New Yorker, and contributing editor of Northeast Carwasher. *He's the author of the historical mysteries,* Full Moon and Asylum Lane, *and his latest historical thriller,* A Case of Dom Perignon, *all available at www.amazon.com.*

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KISS – Keep it Simple and Sincere

By Sara Park

Year after year, the human attention span continues to drop; even when our average daily information intake continues to increase. The average goldfish has a nine-second attention span while the average American has just an eight-second attention span. Pick up your latest advertisement, listen to your latest radio ad, or watch that television spot you worked so hard on and then think about the eight-second attention span. Every second is important and should be used to motivate your customers.

In the race for capturing attention in busy advertising space it is best to stick to a basic principal – K.I.S.S. You probably know the old acronym for KISS (Keep It Simple Stupid). Today's customers are far

from stupid, and to get their buying attention you need to give them what they want. Bait the hook with "Keep It Simple and Sincere."

Keep It Simple and Sincere

In a world of too many choices and too little time, our customers spend their days making decisions about their wants and desires. Think about the number of choices you make in just one day. As retailers, we often want to provide as many choices as possible because we believe we can sell more if our customers have more options from which to choose. Research shows that while consumers do love choice, they often feel overwhelmed and anxious trying to make a decision about a purchase.

So, here's the hard part about going "Simple." Instead of expanding and offering more products such as new packages, books, and wash cards for every single wash option you have, consider pairing things down to the most basic level. Sure, you can offer those washes on an individual basis, but when it comes to a sales promotion or a sales product, offer two choices. Offer the top end and the very bottom. By taking away the number of choices, you make the customer's decision much easier. Often, this means you can move a customer from their regular single wash, to a wash card or book because the choice is easy to make. This will boost your profits and turn those customers into loyal fans.

This shows up often in carwash advertising as well. I'll look over a company's creative and see that their ads include everything they sell. The words become small and hard to read. The pricing doesn't stand out and sometimes I feel as though I'm reading a take-out-menu instead of a carwash advertisement. Many of us tend to think more is always better, but retrain your brain to simplify things. Plan your marketing calendar out carefully to highlight just one or two items to highlight each week or each month. Select those promotions that are popular and that you can build on, but simplify everything. A print ad can feature just one photo of a great looking car with just one sentence highlighting your Unlimited Plan. Learn to stop there. The customer will see that you sell Unlimited Carwashing Plans and they will know what they want to buy when they arrive. Worry about the choice when they

Continued on page 20...

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KISS … *continued from page 18.*

get to your doorstep and cut through the clutter of busy ads that most of us just ignore.

Keep It Simple and Sincere

Many of today's consumers grew up with having digital content their whole lives. The Census Bureau reports that 53.5 million millennials (or one-third of all workers) are in the workforce. By comparison, the Gen Xers make up 52.7 million. So if two-thirds of your customers consist of these two generations, you'll want to spend your marketing dollars on something they both have in common. According to a recent study, Gen Xers and Millennials don't like marketers who don't seem sincere or trustworthy. Both generations are avid online shoppers and they are advertising savvy. They respond best to advertisers who reflect their values of race, gender and cultural diversity. These customers look for authentic brand stories. They look for peer recommendations (that's why those rating sites are so important).

Photos and video of your own employees and buildings work well for carwash advertisers who want to stand out from the crowd. You'll still find beautiful, model-like faces in advertisements; but they should be more realistic, down to earth and honest representations of the employees that you can expect to find at your establishment. Wal-Mart is famous for adding photos of their real employees to their advertisements. Sometimes they even include employee's children or family members. You'll see a print ad that features a product and one of their employees. The ad will feature Bob's first name and that he's been a janitor at Walmart for the last 14 years. Bob is a regular guy who customers relate too. If he stands behind a product, then your customer is more likely to believe in the effectiveness of the product featured. People are more likely to believe in Bob's recommendation than in a recommendation made by Walmart; a corporation that owns 6,300 stores. Bob communicates sincerity and that's an important formula for today's successful advertiser.

Sit down and plan out the next year of your marketing plans. Ask your employees what your customers are saying and take a jump into the advertising pond. Just remember the kissing goldfish will be watching and you'll need to "Keep it Simple and Sincere" to succeed in your advertising efforts. ■

Sara Park owns Spark Multimedia Marketing Solutions in Illion, NY. You can reach her at park.sara.b@gmail.com

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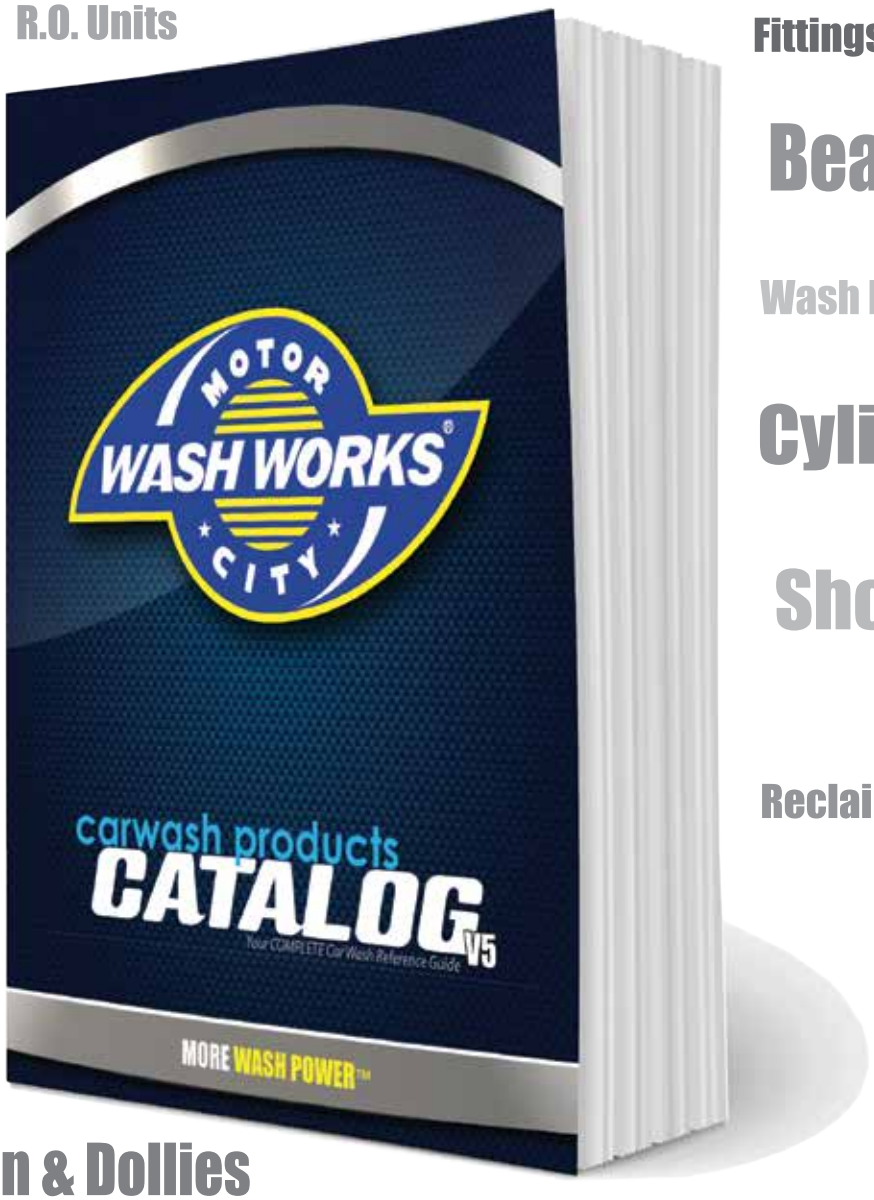

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2017 NRCC to Push the Envelope

The 28th Northeast Regional Carwash Convention (NRCC), October 2-4, at the Atlantic City Convention Center (ACCC) is slated to be another innovative and educational show, according to Co-Chairman Mike Benmoschè of the host Connecticut Carwash Association.

"Every year we try to do a little better than the previous year," said Benmoschè. "We are always pushing the envelope. This year, we have put some additional effort into our show floor and education and we think you're going to like what you see."

Benmoschè, who is Co-Chairman with Bob Rossini, is referring to some tweeks in the show floor layout to better facilitate flow, and an exciting "Virtual" Carwash Tour to be hosted by Hoffman Car Wash's Tom Hoffman, Jr. and ScrubADub's Bobby Paisner. "We want to make sure all vendors get the same exposure so we have tweeked the layout slightly," said Benmoschè. "We have also added a seminar to the first day of the show that will be showcasing several state-of-the-art washes and hosted by some innovative operators."

The "Virtual" tour will spotlight these washes while both operators tour them. They will highlight each site's innovations and explain indepth, what makes them standouts. "We will give our feedback on what makes each wash interesting and take you through every aspect of the facility," said Hoffman. During the seminar that will showcase the sites, both

Got Happiness?

Happy customers become loyal customers – they come back, buy more and bring friends. Happy employees are more productive, more engaged and healthier than unhappy ones. According to Gallup, the 70% of unhappy and disengaged employees in this country cause the American economy about $600 billion a year in direct costs alone.

A successful 'Customer Experience' is all about emotions. *If a customer feels good about the value you provide - if they are happy doing business with you - they are more likely to return.* If you are looking to create consistently ***positive*** customer experiences that differentiate you from the competition - *look to your people first.*

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operators and the wash's owners will be able to stop the video of the sites and answer questions and further explain their wash process. "It will be like we are there and able to react to what we see," said Benmoschè. "I am very excited about it."

This educational program runs on Monday afternoon, October 2.

Keynoter Set

Ever wonder just how to attract, retain and appreciate today's Millennial workers? Denise Ryan of FireStar Speaking in Raleigh, NC, will set us all straight. Ryan, who has spoken to operators in the Southeast, will do her Keynote on "Managing Millennials: Can't Live with 'Em, Can't Succeed without Them." She will address the task of rewarding, inspiring and challenging today's Millennials. Her program is designed to help leaders manage a workforce with what seems like vastly different needs and expectations. You will walk away knowing how to motivate and effectively manage your younger employees. Ryan's Keynote is slated for Tuesday, October 3.

The third day of the event, Wednesday, October 4, will also see one seminar instead of two and the show starting one hour earlier to better accommodate day-trippers who can only make one day of the show. ■

For a complete list of seminars and show floor hours, or to secure a booth, visit www.nrccshow.com or call 800/868-8590.

HIRING

A Colorado company is looking for an experienced, customer-oriented carwash and detail manager. The facility is under construction and will feature a 140-foot tunnel with predominantly Belanger equipment, 20 Vacutech positions and five detail bays. Seeking someone to manage the facility and the team in its entirety. Please submit resume with salary history, references, experience and what value you will bring to the enterprise to tysonabram@gmail.com.

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Organizations Don't Change, People Do!

By JoAnna Brandi

If there is one thing that I've learned for sure in the last 26 years in business it's that organizations don't change, people do.

When you want to create loyal customers and higher profits by changing the way your organization delivers customer care, you have to change your mind first.

Lasting change happens one person, one commitment, and really, one choice at a time. Change isn't an organizational event – it's an ongoing human process.

Change is just something we do as humans. Sometimes we do it easily, and sometimes we move slowly through the process.

As a leader and operator, you're a guide through the process of change. It's your job to present and uphold a compelling case for the change. It's your job to get people to commit to it (one person at a time, if necessary.)

It's your job to elevate the cause and give it meaning for people. It's your responsibility to communicate honestly, openly and skillfully – without blame or judgment – throughout the process. And yes, it's your responsibility to measure, reward and celebrate both efforts and accomplishments as you take the organization toward its big hairy goals. Ultimately, your example in embracing change initiatives will speak louder than anything you say.

Organizations don't change, people do. What do you intend to change this year? ■

JoAnna Brandi

JoAnna Brandi is the author of "54 Ways to Stay Positive in a Changing, Challenging and Sometimes Negative World." You can learn more from JoAnna at Joanna@returnonhappiness.com or visit www.ReturOnHappiness.com

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Dear Venus and Mars,

What is your biggest pet peeve?

Heather Ashley

Venus Says

I love the question, but I have a couple. The first is a problem that not everyone out there will have or at least not to the same degree, but since we operate out in the country, strange things happen.

The biggest pet peeve is mud-bogging vehicles. People around here turn fields and back yards into mud pits just for fun. One wash we have is down the way from a makeshift raceway. Customers come and wash off thick chunks of mud which makes it very undesirable for the next customer. One of us has to shovel that stuff so that the water can adequately drain into the pits. Those mud buckets are very heavy.

If muddy trucks were the only pet peeve, this article would be short. For humor, I will let you know how carwash ownership around here really works.

During hunting season we can arrive to what looks like a murder scene complete with blood and guts in our bays. Apparently, it is very convenient to for the local hunters to wash their deer carcass, or at the least their bloody truck beds, at our place. No need to clean it up, though. It's a carwash. Why not leave it for the next person to step in?

In the summer, we experience a lot of large BBQ grills being washed here as well. The trouble is not only trying to get that grease up with a shovel, but it goes on up to the ceiling and walls. Naturally, when you try to wash it down, the water stream never makes it that far. We have to wait for it to wear off after many washes and cleanup attempts.

We have the typical back of the truck wash out when

Continued on next page ...

Paul Vallario

Mars Says

It's hard to nail down just one pet peeve that I have when it comes to the carwash. However, since I've been in this business for so long, nearly 30 years, I think they have changed over time. In the beginning, we were 100 percent full service and our regular wash was comparable to an express detail. I used to try and put out the perfect car getting infuriated when my employees did less than a perfect job even on our bottom packages.

But times have changed and now we run more of an express or flex style operation. Although we still do our share of full-service washes, and I'm still a perfectionist, I now am trying to get a near-perfect automated wash. Sometimes, I wash my own car two to three times a day just to make sure the process is working the way it should to assure the best possible customer experience.

Here are some of the things I look for and when not working properly drive me crazy. When a customer is in their car while it's being washed it is an experience for them not just a carwash. Customers like to see a lot of soap on their cars and I like to put a lot on. When a customer's car rolls through my tunnel the first thing hitting their car is a thick lather of foam coming from the sides and top. In addition, I pump a fresh scent into the soap so that the smell is evident through the customer's air vents inside the car. At times the foam isn't as thick as it should be. Check valves get clogged, foam generators get dirty and the customer experience is hindered. Although it may not affect the quality of the wash itself, it does affect the overall customer experience and that I don't like.

Continued on next page ...

Venus and Mars, aka Heather Ashley and Paul Vallario, are carwash industry veterans. Heather Ashley is the President of the Mid-Atlantic Carwash Association. She is also co-owner of Virginia Car Wash Industries, Inc. and Shenandoah Valley Coin Laundries, and Ashley's Shenandoah Valley Rental Properties in Toms Brook, VA. You can reach Heather at mhashley@gmail.com, as well as Linkedin and Twitter @hrashley or www.thecarwashblog.com. Paul Vallario operates Westbury Personal Touch Car Wash in Westbury, NY, and is the President of Urban Avenue Carwash Distributors and Consulting. He is a board member of the New York State Car Wash Association. You can reach Paul at iwashcars@optonline.net.

If you have a question for Venus & Mars please send it to: Media Solutions, 2214 Budd Terrace, Niskayuna, NY 12309, mediasolutions@nycap.rr.com

Venus ... *continued*

they have a wheelbarrow of mulch still on it, as well. One time I came out and stood there and handed the customer a shovel. There were some words exchanged, but he started cleaning up the mess he made.

But I have saved the best for last. It was the time where we were out and got a call about clogged bays. In my nice attire I was shoveling what appeared to be hay, but the stench was terrible. I decided it was definitely manure but Mike wanted to prove to me it was just a cattle truck's hay. When we looked back on the camera footage we saw a man washing – his live pigs! It was butchering season in these parts and I guess he wanted them really clean. That is just wrong on a couple of levels!

I imagine the rest of our peeves are much like yours. For example, when your vacuum nozzles keep disappearing because people think it will fit their shop vacs at home? I mean, that must happen in the cities as well, right? Vac hoses that have been run over because the last person did not even try to hang it back up, and wash wands and brushes that are not placed back in the proper holders. This can mess with our weep system and in this area it only takes a few hours in the winter to become an ice cave.

Writing this I have decided that in 2017 we should lighten up a little. Real people never think about where that mud or those guts go. ■

Have a burning question for Venus & Mars?

If so, please send it our way!

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Mars ... *continued*

Professionalism is very important to me in business. When providing a service it is important to make people feel comfortable with the service you provide. In our business it is very easy to let things go without even realizing it. We are in the business of clean so your carwash should be clean. When it gets busy, dirt is coming off of cars and garbage out of cars. Vacuum areas can get very messy, and the tunnel can turn into a disaster real fast.

When a customer pulls onto my lot I expect them to pull into a clean place. If my employees are not in uniform or things are out of place, it bothers me. We make sure every night the tunnel gets a quick cleaning, and on rain days a thorough cleaning. Throughout the day someone is in charge of sweeping and picking up garbage throughout the lot.

I can go on and on with stuff that bothers me, though, such as the workers, the customers and even some of the vendors. But my biggest pet peeves are those that hinder my customer's overall experience at the wash. As I now realize, things will never run perfectly, but I do know that it doesn't hurt to try. ■

Have The Right Tools, In the Right Place!

By Gary Sokoloski

As you look around your workbench, do you see more work to do or do you see a place to work? Too many times the cleanup and restocking of lost or misplaced tools and equipment can be the cause of unneeded and costly downtime at your wash. Keeping a clean and organized work area is not only more efficient, it can save time and money when a repair is needed and the tools to do it are organized and on hand. Start off the New Year with a resolution to get organized and ready for the inevitable breakdown and have the tools needed handy to fix it.

There are many extremes as to how many and where to store tools needed at a carwash. In fact, there are cases where the only tools on hand are in a rusty old toolbox under the sink. The thing to have is a well-organized workbench, with everything labeled and easy to find. This will make seeing what is out of place obvious.

While some may say that they can just go and get what they need from the local hardware store when it's needed, it is a much better idea to have what is needed on hand (at the ready) and to keep two of the most needed items within reach, because you know that one of them will be missing when it is needed most!

The workbench is one of the handiest things to have at your carwash. It should have a large, sturdy work surface and be big enough to spread out the parts for a particular project to work on. Be sure to install a heavy-duty vise as well. There is almost nothing better than having an extra set of strong hands for some of those tough-to-take-apart items. Having a pegboard back on the workbench is a great place to hang the most commonly used tools, and also a good visual way to find what you need without rummaging through tool boxes and totes trying to find a needle in a haystack. Storage for larger items and power tools can be placed under the workbench. Thus, making the workbench a central place to find your most commonly used tool in addition to a good place to do all your repairs.

Once the workbench is full, as it should be, having a rolling or smaller toolbox to take with you is a crucial tool

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you don't want to be without. It should contain all the typical tools needed when doing ordinary repairs. For example, make sure it includes screwdrivers, pliers, a hammer, wrench set, voltage meter, electrical and plumbing tape, flashlight and of course, Band-Aids. When considering this container, remember it is going out into the carwash with you so try something plastic that will not rust after getting wet and make sure it has a good latch to keep everything from falling out when it is tipped over in the bay.

Now that the workbench and toolbox are fully stocked, find another place for the rest of the items you need to have on hand at your wash. Having a storage cabinet or shelving that can be used to hold additional tools is a good idea. Storing spare tools and supplies in labeled totes is an efficient and timesaving idea. There are far too many little things such as, sandpaper, drill bits, snap ring priers, spray lubricant, dielectric grease, etc., that should all be in their place and be replenished when used. To have tools or products and not replace them when they are lost, broken, or used up is not the best way to maintain your tool inventory.

When you have to go to the store to get a tool for a job, you know you will need it again for that same job or for something you haven't even thought of yet. Shopping for and having tools on site can be the difference between a speedy repair and a lost day of business. It is almost as if keeping a well-stocked tool bench is like ordering soap or spare parts. But unlike soap or spare parts, there can almost never be enough tools at a carwash. Make a list of what you need or would like to have for tools, and work on it as you would every other project that comes along. Tool by tool, all of those items will come together and become a well-organized, inventoried and efficient resource for your business. ■

Gary Sokoloski owns Centerline Carwash Sales and Service in Wales, ME. He can be reached at 207/375-4593 Office, 774/248-0171, or at gscarwash@gmail.com

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How to Select The Right Towel Over The Phone

By Valerie Sweeney

Some products are easy to order over the phone, especially when you know exactly what you want. But what if you don't know? People usually call around to other vendors because they are either price shopping or they are not happy with the product they received. What if you don't like your towels? Maybe it's the feel, maybe it's the quality. How can you be sure to get the towel you really want?

If you're lucky enough to head to Atlantic City for the Northeast Regional Carwash Convention, October 2-4, or the The Carwash Show, April 3-6, then picking out towels can be very easy just by visiting the different towel vendor exhibits. For those who can't go to the show, or if you are looking to make a change in between shows, then you will have to pick up the phone and talk to your towel vendor. Here are some tips on how to get the towel you want.

Size

It's important to know the size of the towel needed. For the most part, carwash operators are looking for the standard body towel size which is 16" x 27" (hand towel). This size might vary by an inch or two, but it's the most popular size. If you don't like that size, then you will need to describe what size you want. For example, if you need larger towels because you wash trucks and larger vehicles, then you might want a small bath towel (20" x 40"). If your towels are square, then they are probably half bath towels, around 22" x 22" or 24" x 24".

Thickness

Do you like the thickness of your current towel or do you want something thinner/thicker, etc. Most towel vendors measure thickness by the weight per dozen. Body towels that are 16" x 27" usually range in weight between 2.5 pounds per dozen and 4.5 pounds per dozen. The most common weights are 3 pounds and 4 pounds per dozen. If you know the weight per dozen, then you can tell your vendor, "I currently use a 3 lb. towel, but I want something thicker." If you don't know the weight, then it can be a little harder to describe on the phone since thickness can be relative.

Continued on page 32 ...

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Towel Tips ... *continued from page 30.*

Pile

Is the pile on the towel important? If so, you need to vocalize that to your vendor. Most towel vendors carry several different styles of towels, so they may have one that matches your needs. Some carwashes like a low pile or sheared look because they tend to be less linty, while most carwashes choose a standard nap.

Color

Are you picky about color? Blue, green, red, and white are the most popular towel colors in the industry. However, if you only like a particular shade of blue, you need to let your vendor know. For example, some carwashes will only use navy or dark blue. If that is important to you, then tell your vendor you are looking for "dark blue," not just "blue."

Price

Price is important to everyone, but for some carwash operators the lowest price prevails over the quality. If you are set on spending a certain amount of money on your towels, let your towel vendor know your range, and they can try and help you find the best towel to meet your needs. Sometimes, towels go on clearance, or perhaps they are looking to move a certain color. There can be flexibility.

If you know what you want, and can vocalize your preferences to your vendor, then you should be able to get the towel that works best for you. Once you find a towel you like, stick with it. If you get a batch of towels that don't work for you, then articulate that over the phone to your vendor and why it was not the right towel for you. The more specific you are, the easier it will be to meet your needs. ■

Valerie Sweeney

Valerie Sweeney is a towel consultant with ERC Wiping Products. You can reach her at 800/225-8473 or erc@ercwipe.com

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Coupons For Out-of-the-Box Thinkers

By Perry Powell

Coupon-motivated shoppers are always looking for a way to beat the system. There are those legendary neighbors, in every community, who score whole buggies of groceries for a few dollars. They have file cabinets full of coupons and search the Internet looking for the next value.

Many times, carwash coupon programs I see are little more than a tradition of the wash management. Often, owners cannot tell you why the coupon exists or its intended purpose. Coupons should have a specified purpose and should be successful in achieving that purpose.

With the advent of the unlimited wash club, coupons in the carwash industry are not as in vogue as they once were, but they are still an effective tool to drive business the way the wash owner wants to drive it.

In order to design an effective coupon program, one must start with a specific objective. Here are a few objectives that should be considered in attracting business through coupons.

Increasing Volume

There are several target audiences that can be invited in through coupons in order to increase volume.

- New Drivers. Offer 10 percent off for any wash purchased before their 17th birthday.
- New Residents. Offer 50 percent off to try your top wash, one time, if you get their email address.
- Buddy Discounts. Bring a buddy and his car and each of them receives a 25 percent off of the top wash. This works great on Mother's and Father's Day.

Increasing Frequency

- Wash again in 3 days. Offer a "3-Day Wash" assurance with the top wash. Return for any reason within three days and receive the same wash for $5.
- Wash again in 10 days. Offer $2 off any wash and $4 off the top wash.

Continued on page 36 ...

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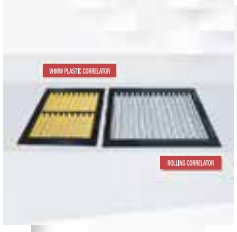

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A Sign of the Times ... *continued from page 34.*

If offers are tailored to fill a specific void or need in the business, they will not be reckless and will not cost more profit dollars than necessary.

Don't be afraid to experiment! All offers should include the language, "For A Limited Time Only." In this way an owner does not have to be a genius in discounting and profit control to try new things, while limiting risk to profits.

In Poor Richard's Almanac, Ben Franklin famously said, "A penny saved is a penny earned."

This is true with all discount offers. Offers should be controlled in such a way as to prevent the needless reduction of dollars that would be coming to the wash anyway. Targeting very specific groups in very specific language will keep the business from bleeding dollars. The results should be tracked. Tracking the results will give the owner a picture of the real cost of each of these opportunities. When you discount, you are not discounting fictitious dollars. You are discounting profits.

The "Pay Back Rule" should always apply. If the offer does not have a specific benefit to the business it should not be extended! If the benefit is not being realized by proper measurement and the offer does have other overriding benefits, it should be discontinued! Expanding markets and competition will always tempt owners to slash prices. Just remember that you can charge more, if those who patronize the business feel satisfaction with the services they receive. Give value before discounts! ■

Perry Powell is a carwash consultant and the host of washideas.com. He specializes in structuring quick turnarounds, business models, management methods and sales processes using the consumer behavioral science of Neuro-Marketing. He produces science-based signs and has vast experience expertly representing clients at variance hearings. He can be reached at 817/307-6484, perry@perrypowell.com or www.perrypowell.com

Perry Powell

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2016 RESULTS

– Estimate –

Car count is based on historical average of reporting washes

290,338 FREE CAR WASHES

★ 1,616 COMPANIES

★ 3,654 LOCATIONS

★ 4 COUNTRIES

JOIN TODAY!

PRESIDENT'S COLUMN

2016 was quite a year indeed! It was a tumultuous time of disagreement and uncertainty throughout our nation that, without a doubt, took a toll on business owners. While the full impact of President Trump's administration remains to be seen, there is one thing of which we can be certain — there will be change! Politics and personal issues aside, I hope that all of our CAP members are off to a strong start in the New Year and are keeping a positive outlook on the future.

One of the biggest issues the carwash industry faces right now is regulations and fines from the Department of Environmental Protection (DEP). If you've been keeping up with the news, you've likely seen or read that Pennsylvania recently got a "C" grade for its anti-pollution efforts in the Chesapeake Bay. As a result, DEP has come on strong with new regulations aiming to reduce pollution to storm water systems, waterways and ultimately, the Chesapeake Bay. These regulations are being felt all across the Commonwealth as hundreds of townships work to comply with these new regulations by 2018. Now more than ever, carwash businesses are being closely scrutinized over how they discharge their water in an effort to limit contaminants from entering storm water systems. Failure to comply with these regulations can result in costly fines that will, at minimum hurt small businesses, but possibly halt operations altogether.

If you, at any time, find yourself struggling to comply with these new restrictions, please do not hesitate to reach out to the Carwash Association of Pennsylvania (CAP). It's likely one of our members has worked through a similar challenge and can offer advice and expertise. It's why we are here! We need to work together if we want to stay in business, and grow our business.

On a lighter note, please mark your calendar for our annual CAP Dinner and Table Top Show, Thursday, June 8, at the Hollywood Casino in Harrisburg. If you'd like to participate on our board or on a planning committee, please submit your request and information to executivedirector@pacarwash.org.

As always, if you are not a CAP member, we invite you to join our growing network of operators and vendors from across the Commonwealth! We are off to a strong start in the New Year and look forward to offering even more member benefits than ever before. Don't miss out! More information can be found on our website at www.pacarwash.org

While 2017 will certainly be a year of change, I hope that it is positive and prosperous for you and your business!

Keith Lutz, President
Carwash Association of Pennsylvania

Carwash Association of Pennsylvania

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Member Category (please circle one)

$195 Single location operator

$395 Multiple location operator (two or more) or vendor

CAP Welcomes New Executive Director

The Carwash Association of Pennsylvania (CAP) is pleased to welcome Stephanie Shirley as its new Executive Director. Shirley is an exceptional communications professional with a background in politics and government relations. Upon establishing her own consulting business in 2011, she has since impacted hundreds of clients across the United States, assisting them in strategic communications, media relations and event planning.

You can reach her by email at executivedirector@pacarwash.org or by calling 717/842-0580.

CAP wishes former Executive Director, Dawn Keefer, much success in her new role as PA State Representative of the 92nd Legislative District! ■

Stephanie Shirley

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PRESIDENT'S COLUMN

Spring is here and being a Connecticut operator, we are keeping a close eye on our water tables as Connecticut has been in a drought and of course the carwash industry is always picked on as being a water hog. The CCA has been working diligently over the last several months meeting with the three different departments in charge of water for the state. Educating and knowing the true water-heavy industries has been our focus to keep our industry out of the spotlight. We have had some increase in our water tables over the winter, thankfully, yet Connecticut is behind where we should be.

As the year's move on, and reflecting on CT issues, it really seems that the carwash industry has been hit hard from fighting the newly and unjustly-imposed sales tax to a statewide drought. The CCA has been very determined to not give in and give up, though. It's not our nature. We are educating the state departments and key Legislators that we are a green industry and we are continually in their ear about our inability to collect the new sales tax. We have been very successful in getting a committee hearing for repealing the sales tax on the coin-operated wash equipment. But we are not stopping there. The CCA is focused on repealing the entire sales tax for the carwash industry.

The CCA has also restructured its board meeting frequency to make it easier to retain members and entice new ones to keep a free flow of new ideas. We are also going to work harder to get more members on committees so they can witness the good work of the board. We welcome all operators to become involved and serve on the board. Fewer board meetings, more committees with direct focus and results.

And lastly, everyone needs to attend the October 2-4 Northeast Regional Carwash Convention (NRCC) as the CCA is this year's host. This show is slated to be the biggest and best to date. You can't help but take away great ideas and experience networking like you've never seen.

As always, please reach out to me if you have ideas for meetings or issues you want us to address. This is your association; take advantage of it!

Robert J. Rossini

Bob Rossini
CCA President

INTERESTED IN GETTING MORE INVOLVED?

The CCA Board is always looking for new board members and/or Committee Members. To learn about both opportunities call Suzanne at 800/287-6604. We also welcome you to attend a board meeting to see what we are working on!

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CCA MISSION STATEMENT

The Connecticut Carwash Association (CCA) is a member-driven association: it exists solely to serve members' needs, protect members' best interests, and to be responsive to members' requests. The list of tangible CCA membership benefits is long (and growing), but the list of intangible benefits is even longer. How can you put a price tag on the camaraderie you enjoy with your industry peers? How can you place a value on having the ability to make connections on a regular basis with other carwash operators who can help you through tough times? What price would you be willing to pay to have the chance to learn from our industry's most successful operators? Stay active in your local industry trade association.

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2017 General Assembly Begins, Sales Tax Repeal Effort Continues

By P.J. Cimini

On Wednesday, January 4, the 2017 General Assembly convened for the 1st year of the General Assembly biennium. There are a number of major issues facing the state and the Connecticut Carwash Association (CCA) this year. The main focus of the CCA this session will be on repealing the recently enacted sales tax on carwash services.

Sales Tax Update

As you all know by now, in the waning moments of the 2015 session, the Connecticut General Assembly imposed a new sales tax on Car Wash Services. Without any notice or public hearing, and following a frantic effort to raise additional revenue from as many sources as possible, the tax was added at the last minute in an all-night session on the last day of the session.

Last year, members spent much of the year testifying and lobbying in support of legislation to repeal the tax.

This year, a number of new bills have been introduced, including three key repeal bills:

- HB 5885 AN ACT EXCLUDING COIN-OPERATED CAR WASHES FROM THE SALES TAX, introduced by Rep. Kelly Luxenberg (D-Manchester), Rep. Jason Rojas (D-East Hartford) and Rep. Jeff Currey (D-East Hartford)
- HB 6134 AN ACT EXCLUDING COIN-OPERATED CAR WASHES FROM THE SALES TAX, introduced by Rep. Fred Camillo (R-Greenwich), Rep. Mike Bocchino (R-Greenwich), Sen. Scott Frantz (D-Greenwich) and Rep. Livvy Floren (D-Greenwich)
- SB 187 AN ACT REPEALING THE SALES TAX ON CAR WASH SERVICES AND COIN-OPERATED CAR WASHES, introduced by Senator Bob Duff (D-Norwalk)

In addition, Legislative Committee members from the CCA had a meeting with the bipartisan leadership of the Finance, Revenue & Bonding Committee of the State Legislature. The Committee oversees all tax and fiscal policy and is the key committee for taxing policy. Over the next few weeks, we will be reaching out to many of you and asking for your help to:

1. Speak directly to your State Legislators and ask for their support of the bill;
2. Join with us at the Public Hearing in support of the repeal bill and
3. Get involved in our advocacy efforts via social media and on-line communications.

Given the state of the current Connecticut budget, we'll need all your help to build support and try and get this measure repealed.

Other Bills

There are a number of additional bills that the CCA will be following this year as well, including:

- HB 5422 "AN ACT REQUIRING THE USE OF NATURAL ALTERNATIVES TO MAGNESIUM CHLORIDE FOR MELTING ICE ON STATE HIGHWAYS" which would require the use of natural alternatives to magnesium chloride for melting ice on state highways.
- HB 5493 "AN ACT CONCERNING STORMWATER PERMIT REQUIREMENTS" which would restrict the standards for state-issued storm water permits to the standards established by the federal government

A number of other important issues will be debated this year, as well, that the CCA will be monitoring and working on.

Governor's Proposed Budget

Governor Dannel Malloy proposed a mix of spending cuts, labor concessions, and changes in municipal aid funding to close a projected two-year, $3.6 billion state budget deficit. The Governor's $40.6 billion budget proposal includes almost $3 billion in spending cuts and assumes $1.5 billion in state employee wage and benefits concessions. Malloy said his administration is currently negotiating with state employee unions to find $700 million in concessions for fiscal 2018, and $810 million the following year.

The proposed budget outlines a new model for funding state and local obligations, overhauling the state's Education Cost Sharing grant and other municipal grants, as well as requiring cities and towns to contribute more than $400 million annually to teacher pensions. This would be a major shift, as the state currently makes those payments, expected to be $1.2 billion this year.

Gov. Malloy also called for mandate relief for cities and towns, which he says is aimed at helping them reduce fixed costs. The Governor also proposed creating a municipal accountability system to provide state intervention and support to local governments facing fiscal challenges.

No Change in Drought Status

January was a wetter than normal month in Connecticut, but the latest update from the United States Drought Monitor shows no change in the drought status for the

state. More than 77 percent of Connecticut is in a Severe Drought, and nearly 41 percent is in an Extreme Drought. Eastern Connecticut remains in a Moderate Drought.

Last fall, Governor Dannel P. Malloy announced the state's first-ever Drought Watch and advised residents to be mindful of their water consumption and to limit unnecessary water use when possible.

The Drought Watch applies to counties in western and central Connecticut, including Fairfield, Hartford, Litchfield, Middlesex, New Haven and Tolland. The Interagency Drought Workgroup is requesting residents, businesses, and local governments in these counties to voluntarily reduce their water use by around 15 percent. The previously announced Drought Advisory that went into effect statewide last June will remain for New London and Windham Counties, where residents, businesses, and local governments are asked to reduce usage by around 10 percent.

The Governor has directed the Connecticut Department of Administrative Services to review and implement areas where water use among state government facilities can be reduced when possible.

Unlike a Storm Watch that is issued when bad weather is possible, a Drought Watch means that the state is already experiencing moderate to severe drought conditions. A decision to issue a Drought Watch is based on an assessment of indicator data monitored by state and federal agencies, including precipitation, stream flows, groundwater levels, reservoirs status, soil moisture, vegetation and fire danger conditions.

Residents and businesses served by public water suppliers are urged to follow any advice or requests from their supplier and municipalities, as conditions will vary across the state. Residents and businesses supplied by groundwater wells should be aware of any local ordinances in place regarding water usage restrictions, and should conserve water to reduce the potential stress on their wells, neighboring wells and on the environment.

To date, 20 water companies have requested voluntary conservation or imposed mandatory restrictions. A continually updated list of these water companies is available on the Department of Public Health's website Opens in a new window.

While this is the state's first Drought Watch, lower-level Drought Advisories were previously declared in 2002, 2007, 2010 and earlier this year. A Drought Watch is the second of four stages of drought defined in the Connecticut Drought Preparedness and Response Plan.

To get this material and data, which is available to the public, you can go to the Interagency Drought Workgroup's website: Click here to get the most up-to-date status: www.ct.gov/waterstatus/site

Rising Health Care Costs

Many healthcare bills have aspects that appeal to state lawmakers' emotions, and they often find it difficult to vote against these proposals. With healthcare costs continuing to rise each year, the issue continues to be a major policy issue that many legislators are focusing on.

For example, last year lawmakers approved – with overwhelming bipartisan support – a mandate that will cost $20 million over the next two fiscal years. Many small businesses, like carwashes, simply cannot be expected to bear these costs and grow jobs at the same time.

Helping employees pay for health insurance is a top priority for employers. Addressing costs should be a top priority for lawmakers and the CCA will be encouraging legislators to support a new process: Before lawmakers vote on any proposed health benefit mandate, they would receive a full report of its cost and quality impact, in both the short and long-term. This will give lawmakers the information they need to make an informed decision.

Health Care Fee Concerns

The General Assembly's Insurance and Real Estate Committee recently voted unanimously to draft SB 544, which will set up a new approval procedure for assessments from the state's exchange – Access Health CT.

Currently, Access Health CT charges an assessment that is passed on to the entire small group and individual marketplace – regardless of whether they use the state's exchange – throughout Connecticut in the form of higher premiums. The current assessment is set at 1.65 percent of premium. This equates to about $275 a year for a family of four.

The concern is that Access Health's board of directors has the power, through state statute, to increase the assessment with a simple vote of its board. No other oversight is required. Lieutenant Governor Nancy Wyman leads the board, which is comprised of private citizens.

SB 544 requires the board to come before an elected body – such as the Legislature's Insurance Committee – for approval of any increase before it can be adopted. The revised approval process incorporates important checks and balances.

Since helping their employees pay for quality health insurance is a top priority for employers, addressing

Continued on page 44 ...

what drives healthcare costs should be a top priority for lawmakers.

Paid Family & Medical Leave

The General Assembly's Labor and Public Employees Committee has reserved two paid Family and Medical Leave Act (FMLA) concept bills for an upcoming public hearing. While these proposals are only a sentence long at this point, past versions evolved into expensive mandates that required Connecticut businesses to incur a host of costly new burdens.

A 2016 paid FMLA proposal would have cost the state tens of millions of dollars in startup and administrative costs.

Senate Bill 1, introduced by Senate President Pro Tem Martin Looney (D-New Haven), and HB 6212, sponsored by 26 representatives and one Senator, seek to provide paid family and medical leave benefits to certain individuals employed in the state.

Last year's version of the bill would have required employees in even the smallest of businesses to divert a portion of their paychecks into a statewide paid family and medical leave fund. In return, the employee would be allowed to take up to 12 weeks a year for the care of their own or a family member's illness. The employee would be eligible to receive 100 percent of their pay during that leave – up to $1,000 per week. While employees pay for a benefit they may never use – or one their coworkers could abuse – the program is by no means free to employers or the state.

While the labor committee approved the 2016 measure on a 9-4 vote, the bill died when the state Senate did not act on it. ■

P.J. Cimini, Esq. is the CCA's Lobbyist and a partner in Capitol Strategies Group, LLC, in Hartford. You can reach him at 860/983-2581 or pj@csgct.com

P.J. Cimini

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CCA Tour Visits Springfield Market

The Connecticut Carwash Association (CCA) toured three innovative washes in the Springfield, MA, market in early November. Setting off on a chartered bus from the Basketball Hall of Fame, the group made its first stop at Personal Touch on Boston Road where they enjoyed a catered lunch by local favorite Frigo's. With locations in Connecticut, Rhode Island and Massachusetts, Personal Touch's new Springfield location featured Express Detailing and an array of wash packages including an Unlimited Plan. The older wash has been renovated by its new owners to be like-new and ready to wash cars.

Next, the group of 50 toured the newest Golden Nozzle location in Springfield on Columbus Avenue. This full-service facility boasts Express Detailing and a RewardsPlus Points program where customers can earn 65 points per every $1 spent at the wash to redeem on wash, lube and c-store purchases. This aesthetically-pleasing wash also features an elegant waiting room and colorful signage.

The last stop on the tour, Balise, also on Columbus Avenue, is a tunnel wash touted as "environmentally friendly" and full of technology to save, preserve and reuse the Earth's resources. Approximately 70 percent of the water used at this site is reclaimed, retreated and reused. This facility also offers full detailing services, free vacs and a spacious waiting area.

The tour's sponsors included Bus Sponsor Simoniz USA and Lunch/Beverage Sponsor Autowash Maintenance.

Continued on page 48 ...

Personal Touch

Bus Tour attendees were treated to lunch from Frigo's compliments of Autowash Maintenance Corporation out of Malden, MA.

Connecticut Car Wash's Brian Marquis, Personal Touch's Pete LaRoe, Torrington Car Wash's Bob Rossini and Jet Spray's Tony Setaro strike a handsome pose.

Peter LaRoe and Daniel Lebron, assistant manager, at the Personal Touch in Springfield.

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CCA Tour … *continued from page 46.*

Golden Nozzle

This new facility on Columbus Avenue covers all the bases.

Unlimited washing is a big part of their business.

Express detailing can be done outdoors under a canopy weather permitting!

The equipment room is also impressive.

Old friends Mike Benmoschè and Norm Verneau spend some time catching up.

The waiting room is complete with wi-fi capability.

The wash logo is carried throughout all their signage.

This site features a three-bay detail shop.

To streamline production Golden Nozzle features a "Fast Pass-Cash-Credit" line and a "Fast Pass Only" line. It also promotes its Unlimited Wash Pass with bright, readable sigange.

There's plenty of room here to prep before hitting the first arch.

The Sonny's equipped tunnel is bright and colorful.

Balise

The tunnel includes a variety of friciton to produce a really clean car.

CCA

Balise features a three-bay detail shop.

The wash boasts a spacious waiting area for detail customers.

Prepping is part of the total package at Balise.

Continued on page 50 ...

Balise

This environmentally-friendly wash was the last stop on the tour.

Balise owner Antonio DeBarros explains his setup with CCA Past President Todd Whitehouse and Camp Avenue Car Wash's Frank Gaglio.

Wash options abound at this wash through readable signage.

The pay station makes selecting and paying for your wash seamless.

A bank of free vacs entices customers into the new facility.

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PRESIDENT'S COLUMN

With the coming of spring there are endless possibilities to grow your business and expand your carwash education. One very easy way to do this is to participate in programs put on by your carwash association, The Carwash Operators of New Jersey (CWONJ).

In March we moved our Winter Membership Meeting south to Mount Laurel to better reach our southern most operators. The dinner meeting featured speaker Lou Rendemonti who walked us through investing for the carwash operator. Lou has an extensive background in carwashing. He spent his youth working at his dad's wash and seeing first hand the pitfalls of not being on top of managing your financial future. He has taken those life lessons and created a great business for himself; one in which his long-term financial health is solid. Lou shared so much great information with us that this one program was worth your annual membership dues alone. If you have not yet attended one of our meetings you are truly missing out. If you have not yet paid your 2017 membership dues you can do that at cwonj.com

Our next event is our Annual Carwash Tour slated for June 6. Keep checking our website, cwonj.com, for more details and for a registration form. This event provides you the opportunity to mix and mingle with fellow operators and learn from the carwashers on the tour about how they run their washes, what they do to set them apart from their competitors and maybe, what you should be trying to boost your bottom line. Learning, folks. You will learn from every single event we put on. I promise you that.

In closing, as you read this many of us will be headed to Las Vegas for The Carwash Show, April 4-6, at the Las Vegas Convention Center. This is yet another great way to learn and grow as an operator. If you've read any of my columns you'll remember the common theme that despite being in the industry for many years (I'm not going to say how many!), I always learn something new. I am always open to learning something new. You should be too!

Mike Conte
CWONJ President

Look for photos and a recap of our Winter Membership Meeting in Mount Laurel in the summer issue!

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CWONJ December Membership Meeting Highlights Yelp Reviews, Honors Boudakian

The Car Wash Operators of New Jersey (CWONJ) met December 1 at the APA Hotel Woodbridge in Iselin for its Fall Membership Meeting featuring speaker John Carroll of Yelp. Carroll, a Manager of Local Business Outreach for the multinational corporation headquartered in San Francisco that develops, hosts and markets Yelp.com and Yelp mobile app, which publish crowd-sourced reviews about local businesses, as well as the online reservation service Yelp Reservations and online food-delivery service Eat24, educated attendees on the company's history and premise. He answered many questions on how the review site can bring in customers and broaden a company's reach, despite the occasional negative review.

Also featured at the meeting was Gary Baright, owner of G & G LED, manufacturer of innovative waterproof LED lighting products based in Albany, NY. Baright highlighted some lighting innovations and outlined the New Jersey Clean Energy Program, one of the strongest in the country, according to Baright. The rebate program is available until June 30, 2017. To learn more about it visit cwonj.com or call the association office at 800/287-6604.

The dinner meeting also included a brief membership meeting run by President Mike Conte and the presentation of a CWONJ Lifetime Achievement Award to Richard "Dick" Boudakian of Tameric Realty and Robinhood Car Wash in Bloomfield. Boudakian, a former President of the Car Wash Operators of New Jersey and long-time member, has more than 50 years in the industry. He was praised for his dedication to professional carwashing and the association's mission by President Conte. ■

John Carroll, Manager of Local Business Outreach for Yelp, educated attendees on how to combat negative online reviews and to use Yelp to their advantage.

Dick Boudakian (left) received the Car Wash Operators of New Jersey Hall of Fame award for his years of outstanding service to the association and industry.

CWONJ President Mike Conte

G & G LED co-founder, Gary Baright, spoke to the group on the merits of LED lighting and how they can take advantage of the New Jersey Clean Energy Program rebates.

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ANNUAL CARWASH TOUR
TUESDAY, JUNE 6
DETAILS ON CWONJ.COM

Manahawkin Operator Has A Bright Idea for Improving His Bottom Line

Magic Wash in Manahawkin, NJ, is oh, so much brighter thanks to some new LED fixtures purchased through Amazon, according to owner Doug Rieck. The transformation is obvious in these photos! The removal of the old lights and the installation of the new took about three hours per bay. The 70 watt LED's cost approximately $99 and are UL listed. Rieck reports that the customer feedback is great and his attendants love them! "I did it because it will help my nighttime business, and I wanted to install dollar bill acceptors in the bays," he said. "The lighting will improve security." ■

This wash is brighter thanks to new LED's and as a result, owner Doug Rieck reports that his night volume has increased.

The "before" and "after" thanks to new LED lighting is obvious at Doug Rieck's New Jersey self-serve.

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PRESIDENT'S COLUMN

In my last column, I predicted that the election would be won by someone and our lives would change. It was, and we don't yet know if he will learn how to use the levers of office to actually create change. I also predicted that the Internet would not take over the carwash business and that we always learn from each other. So far, so good, right?

At our Mid-Atlantic Carwash Association (MCA) meeting in Waldorf, MD, our program was about Small Business Administration (SBA) financing. Michael DeVito shared his experience from the banker's perspective. You can think about the value of your business as a function of how much you can take out each year, but you also have to consider how much a buyer could borrow to buy your business. Or, if you are the buyer, how much will a lender stretch to help you? There are no easy answers here, I'm afraid. I was very pleased to see one of our charter MCA members consulting with the speaker about a personal situation. We come together to learn. No matter how many years you have in the business, you never stop learning.

At the time of this writing we are planning our next meeting in Arundel Mills, MD, near BWI, on March 8. We are looking forward to an afternoon workshop with Chris Brown of Myrrh Consulting. Chris consults with a lot of carwash people as well as in much larger industries. He brings a lot of energy and experience to the table. We will report on his presentation in the summer issue.

On May 10, it's time to kick back and relax at the Dominion Raceway, near Fredericksburg, VA. This is a great venue and opportunity to spend some quality time with fellow operators in a casual setting.

I hope you will participate in the 5th Annual Wash to Save the Bay on June 3. This fundraiser for the Chesapeake Bay Foundation has grown every year. In 2016, we raised more than $10,000 from 17 carwash companies at 53 carwash locations and from generous donations from our vendors and distributors. This is a great way for you to let your customers know that you care about water and the environment. If you never tell them, how can you expect them to see you as more than just a merchant trying to make a buck? Next year, we can smash through the $50,000 mark for accumulated contributions, but only with your help. The MCA Crab in the Hat needs you!

As always, check our website for details and to register at www.mcacarwash.org

Dave DuGoff
MCA President

Look for photos and a recap of our March 8 Meeting in Hanover, MD, in the Summer Issue!

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If you have an MCA story idea or wash you think we should feature, drop us an email at:
mediasolutions@nycap.rr.com

MCA Addresses Finance Issues, Awards CBF Check

The Mid-Atlantic Carwash Association (MCA) met November 9 at the Middleton Hall in Waldorf, MD, to hear Michael L. DeVito, Vice President, Senior SBA Specialist with First Bank Financial Centre, speak on "Key Issues with Carwash Finance – What You Need to Know." LeVito is an expert on Small Business Administration (SBA) loans and has 20 years of industry experience. His presentation covered buying, selling and reinvesting in your business.

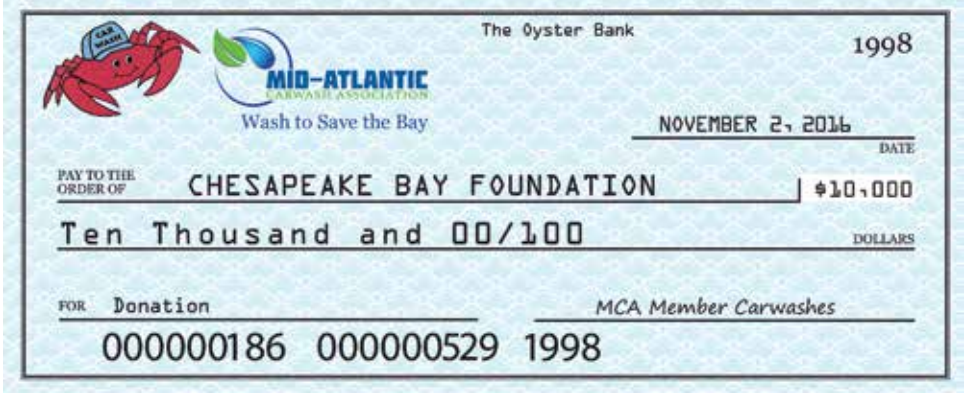
Also at the meeting the MCA presented a check to the Chesapeake Bay Foundation (CBF) from their 4th Annual Wash to Save the Bay campaign. In 2016, MCA raised more than $10,000 for the CBF. Matt Bascom with Car Lovers Clean Machine Car Wash in Charlottesville, VA, is the chairman of this effort. In total, the MCA has raised $40,000 for the CBF. ■

Joe Scribner and Dan Sparacino of Charlestown Auto Wash.

Anthony Shifflet wants you to check out the new MCA-logoed shirts!

Anita Baron of Baron Business Lending and speaker Michael DeVito.

Bob Stair, Tyree Brown, Anthony Shifflet, Danny McRorie and Tom Deputy strike a pose.



The MCA recently donated $10,000 to the Chesapeake Bay Foundation. To date they have donated $40,000!

Flagstop Is Acquired by Inhouse Management Team

The Richmond, VA, based chain is now run by in-house employees.

Flagstop Car Wash, Richmond, VA, with eight locations in central Virginia has been acquired by RVA Wash Holdings Inc., according to a company press release.

Bob Schrum founded Flagstop Car Wash in 1981 as a carwash, gas station and convenience store. In the '90s, Flagstop started growing under the management of Jamie Nester. With Schrum's land development background and Nester's operations and technical experience, Flagstop has grown to a multi-location business including five express exteriors, three full serves, one quick lube and 20 bays of self serve washing.

"We are thankful to Bob Schrum for resisting the temptation to sell to one of the large acquisition groups," said Nester, Flagstop's new President and CEO. "When I started working for Flagstop in 1994 as a carwash attendant, Bob had always talked to me about his desire to leave the company to the folks that help make him successful. I am excited to see his dream realized and start the next phase of Flagstop's growth."

Schrum added, "As I enter into my retirement years, I couldn't be happier to leave my company in the very capable hands of Jamie Nester, Craig Marable, Derek Haynes and Lauren Denny. These great leaders have over 50 years of combined service with Flagstop and are ready to take Flagstop Car Wash into the future."

Marable, Flagstop's Chief Operating Officer, said the team is planning four to six new locations throughout central Virginia in the next five years through new construction or acquisition. ■

MID-ATLANTIC CARWASH ASSOCIATION

MCA CALENDAR

May 10

Tour/Dinner

Dominion Raceway

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MCA Makes Staff Changes, Addition

The Mid-Atlantic Carwash Association (MCA) has named Sandy Travis Bihldahl Deputy Executive Director and brought on Jan Case as an administrative assistant, according to Pat Troy, MCA Executive Director.

Bihldahl is also the Editor of WashTrends, owned by Bay Media. She has worked with Troy for the past 10 years on accounts and projects other than for the MCA. As the MCA Deputy Executive Director she will assist Troy with event logistics, onsite registration and membership development.

Jan Case will assist with registration, nametags, etc. for MCA.

Troy owns Bay Media and Next Wave Group, an association management company that manages MCA and a number of other groups. ■

Jan Case, MCA Assistant, and Sandy Travis Bihldahl, MCA Deputy Executive Director.

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PRESIDENT'S COLUMN

It's winter as I write but by the time you receive this column the seasons will have changed, and we will be approaching the spring pollen season. I hope the winter salt season, after a slow start, was a good one and that yellow and green gold rains down on all.

Times, they are changing! As a 3rd generation carwash owner, I am excited to see my son graduate from college and enter the business as 4th generation. Our January meeting was quite successful and I would like to recognize seven companies that attended with their new generation of sons and daughters coming into, or already working, in their businesses.

- *Allston Car Wash 2nd*
- *Autowash Maintenance Corporation 3rd*
- *Briteway Car Wash 3rd*
- *E-Z Way Car Wash 2nd*
- *ScrubaDub Auto Wash Centers 3rd*
- *Somerville Car Wash and Detail Center 4th*
- *Super Shine Auto Wash Centers 2nd.*

I think this speaks volumes about our industry, its entrepreneurial spirit and families!

Times, they are changing for the NECA as well. I would like to extend a special thank you to Dave Ellard, our past president, who initiated this change. Last summer, the NECA held a full day strategic planning event, followed by another meeting in September. It soon was apparent that the NECA needed to change. We have been hard at work, investing a lot of time and resources to modify our guiding mission and create an overall vision. We have developed new goals and are working on new strategies to realize our vision of "driving more consumers to use professional car washes." One of the ways we hope to accomplish this is to better utilize one of the best assets we have: Carwashgifts.com. This website can be the beginning of a huge annual advertising campaign that will bring more consumers to our carwashes. Developing a site like this for its members is exactly what the association should do ... things we can't do on our own.

As I take look back, I remember one of the most successful advertising campaigns, "Salt Eats Cars!" If you can't remember that one, how about "When You Look Good, I Look Great!" I know back then the only advertising platforms were radio and network television, which were very expensive, or traditional newsprint. Now, with so many platforms offering lower costs options I think it has come time for the next big change. I would like our members to weigh in on how we can make an annual advertising campaign a budgeted event.

Speaking about budgets, the NECA continues to be financially strong. We have a one-year, emergency fund set aside and are re-structuring how we manage that reserve fund. Our Treasurer plans to ladder CDs (6, 12, 18, 24 months) in banks that offer the most interest to maximize our assets. As for our Board, our line of succession is solid. I am lucky enough to be working with an

Continued on next page ...

NEW ENGLAND CARWASH ASSOCIATION
Come Clean with Us!

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Winter Meeting Exceeds Expectations

By Patti Kaplan

A full house! More than 90 people registered to attend the New England Carwash Association's 2017 Winter Dinner Meeting on January 10 at the Hilton in Dedham. After a lively reception (special thanks to Matt Unger of Atlas High Purity Solutions, formerly known as Region-X, for sponsoring our reception) and dinner, President Dom Previte recognized some individuals who have generously given of their time to the NECA.

From the time Steve Stockman assumed the presidency of Trans-Mate Products, he has been a visible supporter of NECA's programs and activities, consistently providing sponsorship support as well as encouraging those in his company to be active, participating members. In 2013, he joined the Board as a Supplier Director and for the past two years, served as the Supplier VP. His considerable business experience and thoughtful input was invaluable in guiding the Board's decisions.

NECA President Dominic Previte presents Immediate Past NECA President, Dave Ellard, with a plaque acknowleding his years of service to the board.

In 2012, the Board leadership experienced some upheaval as several members were unable to continue and move into officer positions. In 2013, Dave Ellard of Triple Play Car Wash, with his substantial business background, filled an important leadership vacancy by becoming our Treasurer. He brought fresh perspective to the Board and in 2014, moved up to the Operator Vice President position. A very quick study, he then served as President, providing steady and articulate leadership in 2015 and 2016. This past year, he reopened the association's strategic planning process and as the immediate past president, he will be working to further advance the association.

Chris Brown of Myrrh Consulting in Orlando, FL, delivered a terrific presentation on how to improve sales. He has spoken at two Northeast Regional Carwash Conventions to packed crowds and never disappoints. Two of his presentations are posted on the NECA website in the members-only section. In addition, Chris offered a complimentary 30-minute consulting session via webcast to each attending NECA member business. He also encourages any owner who feels his company could help them to reach out, no matter how large or how small their objective/potential project. You can contact him at chris@myrrhconsulting.com ■

President Previte presents Trans-Mate's Steven Stockman with a plaque in recognition of his dedication and service to the board.

NECA President's Column ... *continued*

all-volunteer, all-star team, and I am very excited for the next two years. They deserve a huge thank you!

Even the manufacturers and suppliers have changed. They make or distribute products that make our businesses more effective, efficient and ultimately more profitable. So, I hope to see you at the NECA's annual spring Table Top Show and Car Wash Tours on May 9 where you not only can see and talk with other carwashers, but all the knowledgeable vendors who display.

Remember, the NECA board works hard for the benefit of all!

Dom Previte III
NECA President

NECA
NEW ENGLAND CARWASH ASSOCIATION
Come Clean with Us!

2017 NECA Golf Outing Course Announced

After considering a number of possible venues, the 2017 New England Carwash Association (NECA) Golf Committee members Mark Delaney, Donato DePinto, Patti Kaplan, Patrick Mosesso and Paul Vercollone chose the Brookmeadow Country Club (www.brookmeadowgolf.com) for the Tuesday, September 19, NECA 2017 Golf Outing. Brookmeadow is conveniently located off Rt. 95 in Canton.

The Club has invested in several improvements for 2017 including a new patio outside the clubhouse, new golf carts and a new irrigation system. The staff is very friendly and knowledgeable, and the committee feels the new venue will deliver a great outing.

Please visit the outing website for sponsorship opportunities (or contact Patti directly at starlitecw107@aol.com), additional details and convenient, online registration. We will report on our 2017 charitable recipient in a future issue.

Remember: This is an outing for fun and charity. "Duffers" are encouraged to participate! ■

TRAVEL WITH US ON THE ROAD TO PROSPERITY

NECA Table Top Show and Car Wash Tour

Tuesday, May 9

UMass Lowell Conference Center

11:30 a.m.	Tour boards
3:00 p.m.	Exhibitor set up
4:00 p.m.	Program
5:00 p.m.	Show floor opens
6:30 p.m.	All you can eat buffet dinner
8:00 p.m.	Prize drawings and dessert

Early Bird Special for Exhibitors

Save $50 off the exhibit registration fee if you reserve your table by April 17. Registration is live, 24/7 on the NECA website. Previous shows have sold out, so don't delay.

Car Wash Tour on a Luxury Motorcoach

This year, we're heading north to southern NH and have confirmed four terrific facilities not previously visited.

- White Duck in Milford
- Glacier Car Wash in Nashua
- Haffner's Car Wash in Hudson
- Nashua Car Wash in Nashua

The tour will depart from the Conference Center at noon (board at 11:30 a.m.) and return at 4 p.m. Lunch is served during the tour.

Added Value

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NECA to Award $1,000 Scholarships

Deadline April 29

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Since 2010, the NECA has awarded $10,000 in scholarships. This year, the association is able to award as many as four scholarships to qualified candidates thanks to the generosity of our members at the dinner meetings and golf outing. 2017 could be your year!

Applications are posted on the "Members Only" page of the NECA website or available by contacting the NECA office at 781/245-7400. Please share this information with your employees and co-workers. ■

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TREASURER'S REPORT

New England Carwash Association, Inc.

January - December 2016

Income	
Interest Income	$162.23
Meetings	$51,081.87
Member Services	$7,844.94
Membership	$35,365.00
NRCC	$27,653.78
Scholarship	$1,400.00
Total Income	**$123,507.82**
Expenses	
Advertising and Promotions	$-
Board Expenses	$4,988.06
Charitable Contribution	** $11,000.00
Insurance	$1,804.00
Management Services	$39,626.79
Meetings	$37,008.19
Member Services	**$41,328.81
Membership	$1,415.31
Office Expense	$3,235.65
Professional Expense	$2,275.00
Scholarship	$3,010.63
Tax	$-
Total Expenses	**$145,692.44
Net Income	**$(22,184.62)**
OTHER Wash for a Cause	
distributions to car washes	$32.20
Wash for a Cause - other exp	
Wash for a Cause Income	$70.00
Website	[359.98]
Total Wash for a Cause	**[232.11]**
Cash Balances	
Citizen's Bank Savings	$88,475.23
Citizens Checking	$51,756.92
Citizens Bank Reserve Fund	$86,000.92
Total Checking / Savings	**$226,233.07**

**2015 expenditures reflected here since invoices were received and paid in 2016: $40,375 radio campaign, $5,600 charitable contribution.

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Tues., May 9

NECA Table Top Show and Car Wash Tour
UMass Inn & Conference Center, Lowell, MA

Tues., Sept. 19

NECA Golf Outing
Brookmeadow Country Club, Canton, MA

Oct. 2 - 4

NRCC
Atlantic City, NJ

Tues., Nov. 14

NECA Fall Dinner and Program
Crowne Plaza, Woburn, MA

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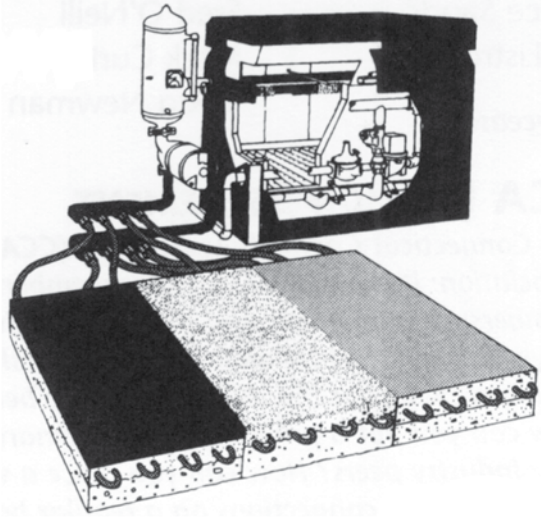

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NECA's NEADS Puppy:

Introducing Storm and Snowy

Storm

Snowy

As a result of the 2016 NECA Golf Outing, the association made a $5,400 donation to NEADS (National Education for Assistance Dog Services) to help train a service dog. As a result, the NECA had the privilege of naming two puppies!

Storm (female) was born on October 22, 2016, and Snowy (male) was born on December 4, 2016. They are at the Laura J. Niles Early Learning Center (ELC) on the NEADS campus. While Storm and Snowy are at the ELC, they will practice some basic obedience commands such as sit, stay, sit/stay, and come. Between lessons, they will have plenty of time to play with the other puppies, and receive a lot of attention from the staff and volunteers.

We will report on their progress and schooling in future issues.

NEADS, the association's 2016 charitable recipient, has been training and placing World Class Service Dogs for 40 years. ■

NECA Members-Only Passwords

How to access the Members-Only Section of the NECA website

Your company user name is the email address of the main contact person for your company. If you forgot or haven't set up a password, click on "Forget password?" to receive a temporary one. ■

PRESIDENT'S COLUMN

If you are like most people (me included), the resolutions you made on New Year's Eve to loose weight, get up early and go to the gym, read more, do something to improve your business etc. at this point, unfortunately, are likely a distant memory, worthy intentions - follow through is the tough part. But there is a resolution that is easy to keep and can make a real impact on your business.

I have been a member of the New York State Car Wash Association (NYSCWA) for as long as I have been in this industry, and I continue to benefit from being a member of this association. I have had the pleasure of working with and learning from some very talented people, many of whom have articles in this publication.

I have written several articles about the importance of being part of an association, the networking opportunities, the lessons learned from folks who have "been there and done that" and I have meant every single word. We are committed to making sure we deliver the member benefits that will aid in our mission to enhance the image and professionalism of the carwashing industry. We are requesting to hear from our current and perspective members with the types of programs, educational opportunities and information they would like to see included as a benefit to being part of the NYSCWA. If you are already a member, be sure to take advantage of the programs and educational opportunities your membership entitles you to.

We currently offer our members participation in an energy saving program, an insurance program, payroll systems as well as safety information and educational blogs on all types of carwash-related topics. As a member, you also share in a relationship that the NYSCWA has had with Albany-based lobbyist, William Crowell of Cozen & O'Connor. Bill has monitored the actions of the New York State government for any items that may have an impact on the state of the carwashing industry in New York. His counsel and direction on many issues have been instrumental in the success of many of our lobbying efforts. The networking opportunities we provide during our annual meetings and educational seminars alone are valuable tools to helping you improve your business. Put this all together and your annual dues of $250 are more than covered by the benefits you gain.

The board of the NYSCWA is continually looking for programs, educational opportunities, expert speakers and seminars to offer to our members to enhance and give value to their membership. We have recently formed a committee to review our member benefits to be sure they are current and relevant and can assist operators in running their business. But we would like to hear from you, even if you are not a member. We are a member-driven organization and will work to deliver the member benefits that you feel will have the greatest impact on your business and it's success. You can review our current list of member benefits at NYSCWA.com, then click on the "Contact Us" tab and tell us what you think.

It's not too late to keep at least one New Year's resolution by joining or renewing your membership in the NYSCWA today (nyscwa.com).

Walt Hartl
NYSCWA President

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"Oh, the healthy things you can do!"

Dr. Seuss

By Ray Justice

If you read the previous seven issues, I had been asked by Editor Suzanne Stansbury to "Push the Envelope" and write about general health issues that everyone encounters.

In the first issue we started out with an overview and zeroed in on "Nutrition." In second issue we covered Motion, Movement & Stretching. Third was on Sleep, Rest & Recreation. Fourth was about Health Focused Reminders. Fifth was on Personal Habits, including Movement and then the importance of Water. Sixth, was focused on General Health and Longevity. Seventh was on Head Stuff – Tying in your mind, thoughts, beliefs, etc. Session Eight – More Head Stuff – letting go of fear-based thoughts through the power of self-suggestion.

Healthy is about feeling good, actually great, when we are free from illness and injury. Feeling the way we naturally should, being able to adapt and function at high levels of energy. We will not be directly discussing medicine and its benefits but instead we will be covering what you can do yourself.

Our general theme is to encourage you to get to know yourself by paying better attention. Your body will tell you a great deal. How are your energies, your thoughts, what you eat and drink, your movement and exercise habits? Awareness & Mindfulness come into play here, which means paying attention.

A few important words that relate to health, fitness and energy. Diet, Nutrition, Water, Stillness, Resting, Sleep, Recreation, Movement, Stretching, Present Moment Awareness, Mindfulness, Focus, Reminders, Purpose, Intention, Mind-Body Connection, Emotional Well Being. Our Thoughts, Fears, Beliefs, Passion, Possibilities, Habits, Appreciation & Gratitude.

"The doctor of the future will give no medicines, but will interest his patients in the care of the human frame, in diet, and in the cause and prevention of disease." –Thomas Edison

Session Nine
Mindfulness, the Natural Way

My thoughts seem to drift on their own if I do not practice giving them direction. On top of that, where they go is very often exactly where I do not want to go. Reminders are everywhere and my awareness, when it is in focus, uses them to bring my "thoughts" back to now and with that, "What would I like to do next?"

Mindfulness — engaged, aware, experiencing, You are here, now — What you are doing? It starts with; Are you willing?

Understanding who we are, learn and grow from there forward.

Listening - Allowing - Letting Go – Trusting

Here's a story with lessons learned at the end. Bonus Tip – stories help us remember the message until we create new habits. Change your story and your life will change.

A Walk in the Woods

A friend of mine sent me a message saying she had signed up for an outdoor, in nature, workshop called Forest Therapy. Her son had planned to go with her but had another obligation and could not go. "Would you like to go with me?" she asked. I said, "Yes, I would." This decision was more about spending time with my friend than going to something in the forest that I had no clue what it was about, maybe tree hugging?

Actually, it turned out to be delightful, inspiring, educational and fun. In the future, I will not look at a grouping of trees, or even a single tree, the same way again.

There were 14 in our group that day and these were our instructions: "A forest therapy walk consists of a series of guided invitations that help us enter more deeply into the present moment and the exquisite energy of the forest. The invitations are about 20 minutes each, most experienced individually, and then we come back together between each invitation and share what we are noticing/receiving from the forest. We will conclude with a tea ceremony that will help us incorporate the forest into our beings to take back with us. Three hours will fly by!"

And three hours did fly.

We separated by ourselves for 20-minute sessions and then came together to discuss what we saw or learned. Each venture away from the group was different and enlightening.

First, we had to wander into the forest, pick a spot, sit and just notice what was in front of us in two- or three-square feet while creating a feeling of gratefulness. Another session we looked for different faces in the forest. A fun one was next, teaming up in pairs, one person being the photographer the other the camera. The cameraperson closed their eyes; the photographer stood behind them, hands on their shoulders then steered and guided them through the woods. When the photographer found a close view they liked they stopped, bent the camera over, had them open their eyes and look. The camera's job was to use their face and body to describe the picture that they had just seen without using words. This one created a great deal of creativity and laughter.

The next quest we had was to wander and find a tree to talk to. The instructions were to pretend we were at a large house party but did not know anyone and to start a conversation. I actually did three different trees. It felt

funny at first, but again the discussion was very rewarding. The first very large tree gave me a message to be strong, the second told me to be kind and the third said create with color. Believe it or not all messages happened to fit right in for me with a project I am working on.

As a closing, we all sat in a circle and drank natural Hemlock tea, brewed on the spot, as we reviewed our afternoon and shared what we had learned.

I am telling this story because of the very sense we all picked up while exploring in our new environment. What we were left with was a strong feeling of quiet and peacefulness as we also, just by being there, became centered in a more confident way.

The forest as a whole seemed to become our personal guide creating an environment of inspiration that seemed to appear on it's own. We had to go into the woods with a struggle or where we felt stuck and see what inspiring thoughts showed up, and they did.

Our nerves were calmed, our focus sharper and everything seems OK, or actually wonderful. There was, or is, an energy that we all picked up and felt. An energy that was peaceful, quiet and calm with a sense of hopefulness that we all felt very grateful for.

Now let's tie this event into our health series. Just by spending time in our friendly forest we all felt calm, relaxed, confident, inspired, creative and grateful. It is like going into this space, that is free to use by the way, and coming out a stronger person.

What was different? We had awareness tasks that had us pay close attention to what was right in front of us. Mindfulness in action, being aware and present to what is there at the current moment. With the exception of the photographer exercise, we were alone, quiet, with no one to talk to.

Present moment awareness, letting go, relaxation, meditative, inspiring, creative, idea forming, clarity, fun and all that for free.

How many therapy sessions can say that?

Nature = natural nurture.

Read the included "Thank you" letter I wrote to the forest as we finished. As corny as it all may sound, it was, and will be every time I get a chance, a very power experience. Wander into a grouping of trees, sit, breathe, be aware, feel the connection and receive an intuitive gift or two. All by being still, listening and watching what is there right now.

"Oh, the healthy things you can do." ■

Ray Justice is an entrepreneur, poet and creativity explorer. He is a former carwash operator and past president of the New York State Car Wash Association. Visit him at Thoughtcompass.com

Ray Justice

Dear Forest

Thank you.

Thank you for allowing me to visit your home. Thank you for sharing your stillness and your strength, your silence and your beauty, for your adaptability and patience.

I know you better now and will remember this day with its expanded connection. I will share stories about you and help where I can. And just so you know, I am repeating, "I will remember."

The next time I visit your extended family in other areas, I will reflect on your peaceful energy, your cooperation and I will be more aware. I will remember your hospitality and respect what you stand for.

With appreciation and gratitude.

Ray Justice
Naples, New York

p.s. I will spread the word that you also create an energy of fun.

For more information on the Forest Exercises contact: Deborah Denome, PO Box 599 Canandaigua, NY 14424, 585/303-1880 www.shimmeringlight.info

Water at Forefront of Legislative Session

By William Y. Crowell, III

The 2017 Legislative Session has commenced with water as a major focus for both the Governor and the Legislature. Water has become a front and center concern because of PFOA (perfluoroctanic acid) contamination in drinking water supplies in several New York communities including Hoosick and Newburgh. PFOA has been examined as possibly causing cancer in heightened amounts. The focus on water quality for drinking purposes has expanded to also include storm water and wastewater.

Since the carwash industry is dependent on the supply of water for commercial purposes, the budget proposals are of interest to the carwash industry. The centerpiece of the Governor's proposals on water is the $2 billion Clean Water Infrastructure Act. The funding for this proposal is scheduled at $400 million per year over five years. It is targeted to improve the infrastructure for not only drinking water, but also for wastewater and source water protection. The monies are directed at improving municipal drinking water distribution and filtration systems, replacement of lead service lines, the upgrade of the wastewater treatment infrastructure, clean up of hazardous waste that might impact drinking water and support for green infrastructures.

The upgrade of wastewater treatment infrastructure is particularly helpful for carwash facilities where the wastewater is routed to wastewater treatment facilities. New York's wastewater treatment facilities are deteriorating according to the Department of Environmental Conservation (DEC). DEC has identified that one-quarter of the 610 wastewater treatment facilities in New York are operating beyond their useful life expectancy and using inadequate technology. A significant investment is required to reverse this decline. This situation impacts both the viability of businesses and the growth of businesses. Lack of capacity to treat sewage and wastewater limits businesses' ability to expand. It also can result in a municipality declaring a moratorium on growth of new and existing businesses or the expansion of residential growth. A moratorium would have significant negative economic impacts on affected communities.

The Governor's budget also requires the Department of Health to test public drinking water for unregulated contaminants every three years. The Commissioner of the Department of Health is given the authority to add contaminants and to require public water systems to take appropriate actions to deal with such contaminants. The Governor's proposed budget language also requires residences with private wells to be subject to a test prior to sale.

The Clean Water Infrastructure Act of 2017 contains provisions, which would require the owner or operator of a solid waste site that caused contamination of drinking water to undertake the necessary measures to clean up not only the source of drinking water contamination, but also to take measures that ensure safe drinking water is available. This bill also significantly expands the ability of DEC to recover for any expenditures in connection with remediation and cleanup.

This heightened focus on drinking water in New York State should provide carwashes with a reminder to review their operations to ensure compliance with DEC regulatory requirements, particularly regulations governing appropriate disposal of wastewater.

Carwashes are the most environmentally-friendly option available for consumers to clean their vehicles. The DEC on their website point out the positive effect on the environment of the use of commercial carwashes because most carwashes recycle or pre-treat their wastewater. The carwash industry in New York should continue to preserve its commitment to protecting the environment through the efficient use of water conservation techniques and the proper disposal of wastewater in their carwash operations. Recent events in New York underline the importance of protecting clean drinking water for our communities' health and economic viability. ■

William Y. Crowell, III

William Y. Crowell, III, is a partner with Cozen O'Connor. You can reach him at 212/883-4944.

Avoiding Loss of Profits

By Mike Benmoschè

How would you be affected if suddenly four weeks of revenue were lost due to damage from an unexpected storm? For most operators, this loss of income could be devastating.

Most carwash business owners have elected to include business interruption coverage as a part of their insurance package to address this potential risk. If you have not yet elected to add this, there are a few different forms offered and you should consult your agent as to which best fits your needs. However, you should know that most of these forms have some basic exclusions that could prevent you from reimbursement for a substantial claim.

Some of the most common exclusions are related to equipment breakdown exposures:

- Mechanical breakdown
- Electric arching
- Explosion of steam boilers, piping, engines and turbines
- Loss or damage to steam boilers and
- Loss or damage to hot water boilers.

Also, many basic property policies with business interruption coverage do not extend protection for loss due to off-premises service interruption resulting from the lack of accessibility of water, gas, electrical and communications. You're out of luck if your current insurance portfolio doesn't address this potential gap in coverage.

Good news! There are policies designed specifically to address these gaps in coverage. They are commonly referred to as Boiler & Machinery or Equipment Breakdown Policy and Off Premises Utility Coverage.

Several companies offer this, usually at a very affordable rate. However, keep in mind that the coverage varies from company to company and you should carefully review the differences to ensure that you buy the right protection.

The limits you choose are very important as well. Some companies embed this protection in enhancement endorsements that often have very low limits and watered down coverages. Be sure to have this conversation with your insurance advisor. Anytime you hear an explanation that responds with "Don't worry, it's included," you should make sure you have a more detailed conversation about these concerns outlined above.

Additional important points to note when choosing a policy such as this are:

- Some companies have a distance limitation (i.e. within 500 feet of the premises) for coverage relating to service interruption.
- Also, some of the companies include jurisdictional boiler inspections as part of their premium. If the company performs this service it could save in the neighborhood of $100 (don't confuse this charge with the certification fee which is usually an additional cost of around $15-$35). Discuss the deductible and how it will be applied to your loss. Some companies use a 72-hour deductible. This can be devastating when applied to a loss depending on when the deductible is applied. For instance, if the claim occurs on a Friday as opposed to a Monday, the amount can be significantly different and have a larger negative impact on what you can expect for reimbursement. This makes a specific deductible limit much more practical when you consider that you have no control over when a loss will happen.

Another area of concern arises when some companies limit the payroll coverage to 60 or 90 days. The ideal protection is to include this without any limitation which is not an uncommon practice. Again, this is a question that needs to be asked to be sure of what you have. Knowing the difficulty of keeping good employees, finding out that you're not covered after this period of time can prove to be very costly for the carwash owner after the fact.

Before you dismiss the importance of adding these important provisions to your insurance portfolio, take a moment to think about all the changes that have evolved in just the past few years with regard to computer equipment, carwash equipment and office equipment. Several new services have also been added that create a greater exposure such as: convenience stores (refrigerator equipment, air conditioning, food spoilage), retail stores and lubes. Add to that the freaky storms that seem to pop up out of nowhere in areas generally not prone to these weather events, and the need for off-premises protection becomes apparent.

Keep in mind that the equipment policy has limitations when it comes to off-premises coverage. Remember to ask your agent about adding off-premises utility business interruption protection to your package. Make sure you have them explain any limitations such as coverage for damage from overhead transmission lines.

Don't underestimate the importance of adding these coverages; the cost of an uninsured business interruption claim is far greater than the premium costs. Even if you currently have some insurance protection, this is a good time to revisit just what you have. Don't be caught short, have the conversation now!

Mike Benmoschè

Mike Benmoschè is with Carwash Insurance Program by McNeil, based in Cortland, NY. You can reach him at mbenmosche@mcneilandcompany.com or 607/220-6344.

Hoffman Car Wash Women Giving Back Through Educational, Charitable Causes

By Alan M. Petrillo

Three women associated with Hoffman Car Wash in Albany, NY, are involved in charitable and educational endeavors to assist less fortunate individuals in the Capital District.

Erin and Carrie Hoffman and Paige Hoffman Hartl work respectively with the Juvenile Diabetes Research Foundation (JDRF), Interfaith Partnership for the Homeless Shelter, and Arbor Hill Elementary School's second grade class.

Paige Hoffman Hartl and Erin and Carrie Hoffman spend a lot of their free time giving back to their community and causes close to their hearts.

Carrie Hoffman (back left) is shown with a group at the Interfaith Partnership for the Homeless Shelter in Albany. Two of Hoffman's friends and their children cooked and served a meal at the shelter.

Erin Hoffman, a former administrative executive with the carwash, has long been involved in juvenile diabetes issues. She grew up with two older brothers being diabetic, her sister became Type 1 at age 27, and her husband, Tom Hoffman, Jr., chief executive officer of Hoffman Car Wash, became Type 1 at age 20.

"In 2001, Hoffman Car Wash decided to sponsor a golf tournament for JDRF and its research, Erin Hoffman said, "And I later became a JDRF board member and continued working with the golf tournament. In 2016, we grossed more than $105,000 for JDRF from the golf tournament."

She pointed out that the philosophy of JDRF is to fund research with the aim of curing Type 1 diabetes. JDRF spreads its capital out among many research facilities, so they might share their research breakthroughs and bring about a cure more quickly, she added. "JDRF hopes to get FDA (Federal Drug Administration) approval this spring on an artificial pancreas device," Erin Hoffman said. "It consists of two devices worn externally with sensors that go subcutaneously into the skin to monitor blood sugar levels in the body.

"One is a glucose monitor and the other is a pump that holds insulin, with the two devices working together to figure out how much insulin to give the body based on what the blood sugar is doing."

Erin Hoffman noted that while many people think of diabetes as a child's disease, it can develop in individuals from six months old to age 50.

"The longer you have Type 1 diabetes, the more complications you can have, such as kidney issues, eye issues, amputations and heart disease," she said.

Erin Hoffman noted that the local Albany JDRF chapter has to raise $1.4 million toward the national budget. Its Diabetes Walk is its largest revenue stream, bringing in $500,000, while other walks and a Fall Gala typically bring in another $500,000. Hoffman Car Wash sponsors the Gala and the tournament, she said, and offers personal donations as well.

Work with Interfaith Partnership

Carrie Hoffman, Hoffman Car Wash's financial manager, spends much of her free time working with the non-profit Interfaith Partnership for the Homeless Shelter in Albany. "The main shelter houses 30 individuals, adult males and females," Carrie Hoffman said. "There's a case worker there whose goal is to get these people jobs, training, and into permanent housing. Ten years ago the Interfaith Partnership built low-income apartments across the street on Sheridan Avenue, and the whole block is now full of new low-income housing for individuals and families."

The organization has purchased a former Catholic school and adjacent Convent on upper Sheridan Avenue, Carrie Hoffman said, which is planned to be a community center for the homeless.

"Interfaith Partnership is the lead donor and I'm in charge of the capital campaign," she said. "Besides the community center, we'll also have apartments there, a drop-in center for doing laundry, and for people to get medical services."

She also is involved with the Safe Haven program where between mid-November and March food and shelter are provided for those who need it. Carrie Hoffman

also developed a program to have a number of area restaurants donate a meal a month to serve the approximately 50 people who show up each night at Safe Haven.

She has been involved with the group for the past three years, and Hoffman Car Wash has donated $300,000 to Interfaith Partnership's capital campaign over the last three years.

Carrie Hoffman also is involved with a Taste of Albany fundraiser that benefits the organization, where 30 restaurants around the New York State Museum do tastings to raise money for the group. Last year, Taste of Albany raised $140,000.

Interfaith Partnership also runs a summer program where the children get meals and a backpack with supplies for going to school. They are also trying to create a Medical Respite program for the homeless and low-income individuals who need surgery or rehab, she said. "There's no place for them to go," Carrie Hoffman said, "so we're partnering with St. Peter's Hospital to do the program at the former St. Mary's Hospital in Troy."

Arbor Hill Volunteerism

Paige Hoffman Hartl, a former finance executive at Hoffman Car Wash, volunteers once a week working with autistic children in the second grade at Arbor Hill Elementary School in Albany.

"My friend is a teacher at the school and told me some kids there don't get as much attention as they need," Hartl said, "so I decided to get involved and provide some one-on-one time for them." Hartl said she typically works with three boys per visit, and usually the same three because the kids require consistence in their lives.

"When I get there, the kids are usually in the cafeteria doing things like learning how to open milk and pour cereal," Hartl pointed out. "I'll get some books or they will choose them, and I'll read to them," she said. "We also play word games and memory games in a special area outside of the classroom where it is just them and me. I started volunteering in November of last year and love what I'm doing. It's so great to see the kids respond to the personal attention." ■

Alan M. Petrillo is a Tucson, AZ-based journalist, a former upstate New Yorker, and contributing editor of Northeast Carwasher. *He's the author of the historical mysteries,* Full Moon and Asylum Lane, *and his latest historical thriller,* A Case of Dom Perignon, *all available at www.amazon.com.*

To learn more about JDRF visit jdrf.com

To learn more about Interfaith Partnership visit interfaithpartnership.com

To learn more about Arbor Hill Elementary visit albanyschools.org

Hoffman Car Wash Shares Some Unlimited Love!

Congratulations to Hoffman Car Wash sweepstakes winner, Sherry Svoboda, a Saratoga customer, who is one of three Grand Prize winners of a one-year Unlimited Pass. Second Prize winners each received a 90-day Unlimited Pass. What a great way to build customer loyalty and give those patrons not enrolled in the Unlimited Plan a taste of frequent washing! ■

New York State Car Wash Association

Profit and Loss

January - December 2016

Income	
Meetings Income	8,135.00
Membership Dues	17,500.00
Northeast Convention Income	27,653.78
Promotional Fees	159.49
Vendor Sponsorships	4,600.00
Total Income	**$58,048.27**
Gross Profit	**$58,048.27**
Expenses	
Advertising/Promotional	206.13
Director Fees	21,000.00
Insurance Expense	1,456.00
Legislative Expense	50.00
Legislative Fees	10,000.00
Meetings Expenses	12,930.49
Miscellaneous Expense	50.00
NRCC	68.75
Office Expenses	230.25
Postage Expense	372.87
Printing/Graphics	278.00
Professional Services fees	500.00
QuickBooks Payments Fees	1,240.51
Telephone	144.26
Travel	539.12
Uncategorized Expense	1,340.00
Website Host	435.38
Website Maintenance	137.50
Total Expenses	**$50,979.26**
Net Operating Income	**$7,069.01**
Net Income	**$7,069.01**
Total Checking	39,749.63
Total Money Market	51,660.10
Grand Total	**91,409.73**

Dec 31, 2016 - Cash Basis

northeast carwasher

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