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Fall 2011

Vol. 16 No. 4

FEATURES

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Weatherman Joe Bastardi

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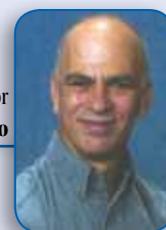


Photo courtesy of the Trump Taj Mahal, Atlantic City, NJ.

northeast carwasher



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Space reservations and materials for the Winter 2012 issue are due October 28, 2011.

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www.northeastcarwasher.com

I've spent a bit of time in the hospital over the last five years. I'm going to sum it up to a whole lot of bad luck and happenstance. There are certainly a lot of people who have been in my shoes and who deal with illness on a daily basis. We all know the feeling a hospital has when you walk, or are transported, into one. It's cold, sterile and can be a really scary, lonely place.

A few months ago, however, I got to experience a totally different type of hospital, a place of healing and hope for its patients. I am talking about the Children's Specialized Hospital in New Brunswick, NJ.

The Car Wash Operators of New Jersey (CWONJ) got a special tour of the bright, colorful and welcoming facility that helped more than 17,500 children between the ages of two and 21 this year from all over the country. You see, the CWONJ has been a partner with Children's for the last seven years. The association has raised \$32,000 for the hospital and all the great work it does. Children's is the country's largest pediatric rehabilitation facility with nine sites across the state. Children's provides rehabilitation care for children affected by traumatic brain injury, spinal cord dysfunction and injury, premature birth, autism, developmental delays and life-changing illnesses. We got a tour from the hospital's Special Gifts Officer, Suzanne Brown. Suzanne and representatives from the hospital attend the CWONJ's annual golf outing where the donation to the hospital is raised. At this year's event we all had the pleasure of meeting and hearing Pat O'Hanlon speak about her experience with the Children's Specialized Hospital. Her son Kenny has been receiving treatment there for the last 20 years. He will soon start taking some college courses. The heartfelt story of Kenny's journey brought home the importance of what the association is doing for Children's. This year's event raised \$5,000 for the hospital, and let me tell you, that donation felt really good. Being part of the effort and the philanthropy helps put life into perspective a bit. Everyone has their own struggles, but taking a step back and reaching out to a facility like Children's is bigger than any individual. It's the team effort that the CWONJ made that really shows the memberships' character. Great job to everyone who contributed to the effort.

Attend the NRCC!

Let me jump on my NRCC bandwagon and encourage you all to attend this year's show, October 3-5, at the Trump Taj Mahal in Atlantic City. You all know that this show is near and dear to my heart, but it's such a no-brainer I can't believe there are actually operators out there who have never attended. Everyone's busy and pulled in a dozen different directions, but your take-away value from this show is priceless. From the top-notch education to the 60,000 square foot show floor chuck full of equipment and innovation, you really should make an effort to attend. By moving the show from the Borgata to the Taj we have made it more affordable and accessible to the sights and sounds of Atlantic City. Don't cringe; it's not the Atlantic City you might remember from a decade ago. There are upscale restaurants, designer shops and spas that can make the trip a real family affair. Plus, we are back on the boardwalk so you can escape if you need to take in the sights and sounds of AC. If I've piqued your curiosity, visit nrccshow.com for more details and register today. It's probably the only sure thing in a gambling town; but it is a sure thing!



Suzanne Larkin Stansbury

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Why SiteWatch Social Circle Module Adds Up for Your Carwash

- 1) 51% of Americans 12 and over are on Facebook,
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- 3) 70% of Facebook users are influenced by positive posts from friends. Ask your DRB Systems representative for details.

* Figures on average hours of Facebook usage and percentage of 18-34 year olds using Facebook are from Morpace Market Research.

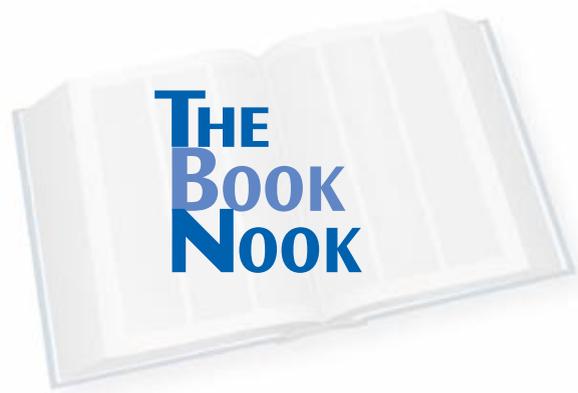
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Our Greatest Fan and Friend!

I just finished reading the Summer 2011 *Northeast Carwasher* magazine. As usual, I put it right up there with *Architectural Digest!* I just love everything about your magazine; the stories and the excellent pictures of the carwashes. I feel like I am right there on the tour. You and the Northeast members are very interesting people.

Keep up the good journalism.

Pat Alford, a long-time carwasher, style icon and friend, is with Benny's Car Wash in Baton Rouge, LA. ■

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Creating a Positive "Carwash Experience"

At the recent Southeastern Car Wash Association show in Orlando, FL, Kyle Doyle of carwashTV.com gave a presentation on defining the "carwash experience" and how to make it more positive. Interestingly, I was having similar conversations with carwash friends of mine on this very subject just prior to the presentation. We were discussing whether or not the "carwash experience" was subjective or objective. I am of the opinion that it is objective.

The vehicle's overall appearance may be the most important factor, but there are many other aspects involved in creating the perfect "carwash experience." Simple fundamentals such as customer/employee relations, property appearance, services offered and properly functioning equipment all go into creating a customer experience that creates repeat customers. But in the end, it's the everlasting visual of how that vehicle looks that sticks in the customer's mind.

Everyone knows these are tough times in the carwash industry. Volumes and revenues are down for many. There is no one who can afford not to provide their customers with the ultimate experience, though. It's not an easy challenge. Are you up for it? ■

Stuart Levy is the President of Clean Car Consulting in Chelmsford, MA. You can reach him at smlcwconsulting@aol.com.

Do you have an opinion or view you want to share with our readers?

Send your thoughts to:
 Editor, *Northeast Carwasher*
 2214 Budd Terrace, Niskayuna, NY 12309
 OR mediasolutions@nycap.rr.com

Periodically, we will recommend some reading material our staff and readers believe have value for our readership. You might want to check out the following recommendations!

Good to Great by Jim Collins.

Creating Customer Evangelists: How Loyal Customers Become A Volunteer Sales Force by Ben McConnell.

The Anatomy of Buzz: How to Create Word of Mouth Marketing by Emanuel Rosen.

If you have read anything notable, please share it with us at mediasolutions@nycap.rr.com! ■

Site on the Mind



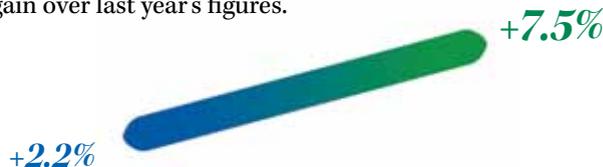
Planet Auto Wash, of Manasses, VA, sets its website apart with sleek images and a mostly monochromatic color scheme. The transitions to each section are eye-catching and modern. The whole site coordinates with the wash's "space" theme.

The site uses close-up photos of cars to create interesting visuals. The well-organized site allows customers to compare the services and prices of each of their washes. planetautowash.com is designed with the user in mind and all information is easy to find, read and understand.

Check it out yourself at: planetautowash.com ■

WASH VOLUME INDEX

We have taken the pulse of five East Coast operators to see where their volumes are compared to last year (YTD July 2010 to July 2011). We had a high of +7.5 in upstate New York with none of our participants with less than a +2.2 percent gain over last year's figures.



Thanks to Dennis O'Shaughnessy, Sr. in upstate New York; Doug Rieck on the Jersey shore; Dave DuGoff in the Mid-Atlantic; Ron Bousquet in Boston and Kevin Detrick in the Poconos. ■

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**RYKO INTEGRATES HILL & FOSS
TO ESTABLISH DIRECT SALES
SUPPORT**



Ryko Manufacturing, Grimes, IA, has acquired and will fully integrate the brand assets and operations of Hill & Foss. This acquisition provides Ryko with direct sales and service support for customers in Georgia, Tennessee and South Carolina. "Hill & Foss has been a key anchor in Ryko's distribution system for 35 years and we are very pleased to fold their expertise and well-earned recognition in the Southeast into an expanded direct sales and service effort for the region as a whole," explained Steven L'Heureux, President and Chief Executive Officer of Ryko.

Jim Rennie, long-term Sales Manager at Hill & Foss, has joined the company as Eastern Regional Sales Manager. Tom Foss will stay with the company in a transitional consultant role. ■
For more information visit www.ryko.com

**PDQ MAKES DONATION
TO ST. VINCENT HOSPITAL**



In July, PDQ Manufacturing, Green Bay, WI, announced that it was making a donation to the Child Life program at St. Vincent's Hospital in Green Bay. The Child Life program assists children and their families as they cope with life-

threatening health care issues, such as cancer or cystic fibrosis. While the program is housed at St. Vincent Hospital, it is mainly funded by donations. The staff is comprised of two Child Life Specialists and volunteers. The staff works with patients' doctors to minimize the negative aspects of their treatment.

In 2010, PDQ created a donation's policy for its employees. This new policy allocates money to each employee who allows the funds to be donated to charities on their behalf. "PDQ has donated to a number of worthwhile charities over the past 18 months," said PDQ's Human Resources Manager, Becky Davies. "When our Human Resources team was recently researching additional local charities to support, and given the services that the Child Life program provides for children who are facing these horrible circumstances, we thought it would be the perfect recipient for our latest charitable donation," Davies said. "We wanted to help make their hospital stay a little better in any way that we could." ■

For more information visit pdqinc.com

**GRACE FOR VETS JOINS FORCES
WITH AUSTRALIAN CAR WASH
ASSOCIATION**



Grace for Vets, a program that honors military servicemen/women on Veteran's Day, has added the Australian Car Wash Association to its participant list. On November 11, the Australian Car Wash Association will now provide free washes to its armed forces.

Washes must register to participate in the program annually. Information on the program and registration can be found in the new digital brochure on the Grace for Vets website. ■

To learn more visit www.graceforvets.org

**CRYSTAL CARE HIRES NEW
SALES/TECHNICAL REP**



Devin Beucler has been named the new Sales and Technical Representative for Crystal Care of East Rutherford, NJ. Beucler will be in charge of sales and service in the Tri-State area.

Beucler has more than 18 years of experience in the carwash and maintenance industries. For the past eight years, he has been a carwash owner and operator. Beucler also has extensive chemical systems knowledge.

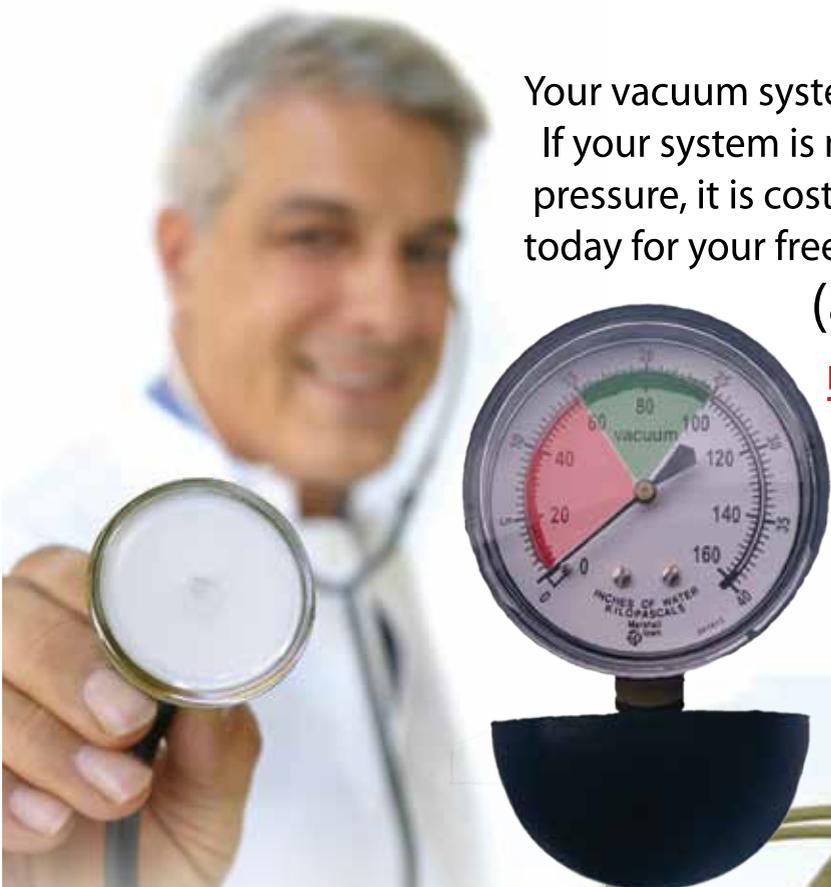
Crystal Care is a leading developer and manufacturer of products, systems and services in the carwash industry. ■

For more information visit www.diamondchem.com

**STANDARD CHANGE-MAKERS
ADDS THREE TO ITS SALES FORCE**

Standard Change-Makers has added three new sales representatives to its staff. They will support all Standard product lines in the US markets. These sales professionals will join current Stand Change-Makers veteran, Eastern Region Sales Rep Dan Wagner, according to a company press release. These individuals are Mike Enz (East Central US), Dale Hughson (West Central US) and Chuck Welch (Western US). According to Vice President of Standard Change-Makers, John Doyle, "This will ensure successful communication with our distributors and the end-user customers." Due to these additions, the company has restructured its sales territories to allow each representative to best support and manage his region. ■

For more information visit www.standardchange.com



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Northeast Regional Carwash Convention

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Carwash College program kicks off show!

22nd NRCC Features Syndicated Weatherman Joe Bastardi

The 22nd Northeast Regional Carwash Convention (NRCC), October 3-5, at the Trump Taj Mahal in Atlantic City, NJ, hopes to “Blow You Away” and by all accounts it should do just that, said Julie Stanton, the show’s facilitator. “We have a little bit of something for everyone this year as we strive each show to raise the bar,” she said.

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NRCC Room Rates

Taj Tower \$95

Chairman Tower \$110

Register online at nrccshow.com



This year’s event, hosted by the New England Carwash Association, will kick off with a program for the detailers among us. “Educating Detailers for Today’s Challenges,” will run from 9 am – 4 pm, and is being presented by the International Detailing Association University.

The International Detailing Association is the leading industry trade association for professional detailing operators, suppliers and consultants to the industry. The association is dedicated to promoting the value of professional detailing services, the recognition of professional detailing as a trade, and empowering detailing industry professionals at each stage in their career.

Following this seminar at 4:30 pm is an industry-specific program facilitated by Robert Andre, president of Sonny’s Car Wash College. Andre, a former owner/site manager for a high-volume wash and a general manager for a national full-service concept with lube and gas has been with Sonny’s for the last five years. His presentation, “Market Your Wash Like a Pro” will include information on designing your wash menu to increase ticket averages, as well as marketing concepts to help any location drive volume to its site. It’s a program you can’t afford to pass up.

Keynoting the 2011 show, “Weather Or Not,” is former Chief Long-Range Accuweather Forecaster Joe Bastardi, an institution in the science of weather prediction. Companies from energy to retail have profited from his forecasts. His exceptional skills are rooted in a comprehensive understanding of global oscillations and in-depth analysis of historical weather patterns. Bastardi’s ana-



Joe Bastardi

log approach to forecasting, which finds similarities between current and historic weather patterns, allows him to make an accurate forecast, sometimes in defiance of computer model consensus. During his 32-year tenure at Accuweather, Bastardi built a large private client services business. Additionally, he is well known for his blog featuring the popular videos, “The Big Dog” and “The Long Ranger.” His reputation for making bold and accurate forecasts has landed him on Fox New Live, ABC World News, The O’Reilly Factor, the Colbert Report, CBS’ The Early Show and Imus In The Morning to name a few. Come hear what he has to say and share your thoughts on the seven-day forecast! His keynote is slated for Tuesday, October 4, from 10:45 am to noon.

Making a return to this year’s show is a spectacular Welcoming Reception on the 39th floor of the Taj Tower in the

Continued on page 14...

BUILDING A PROFITABLE CAR WASH

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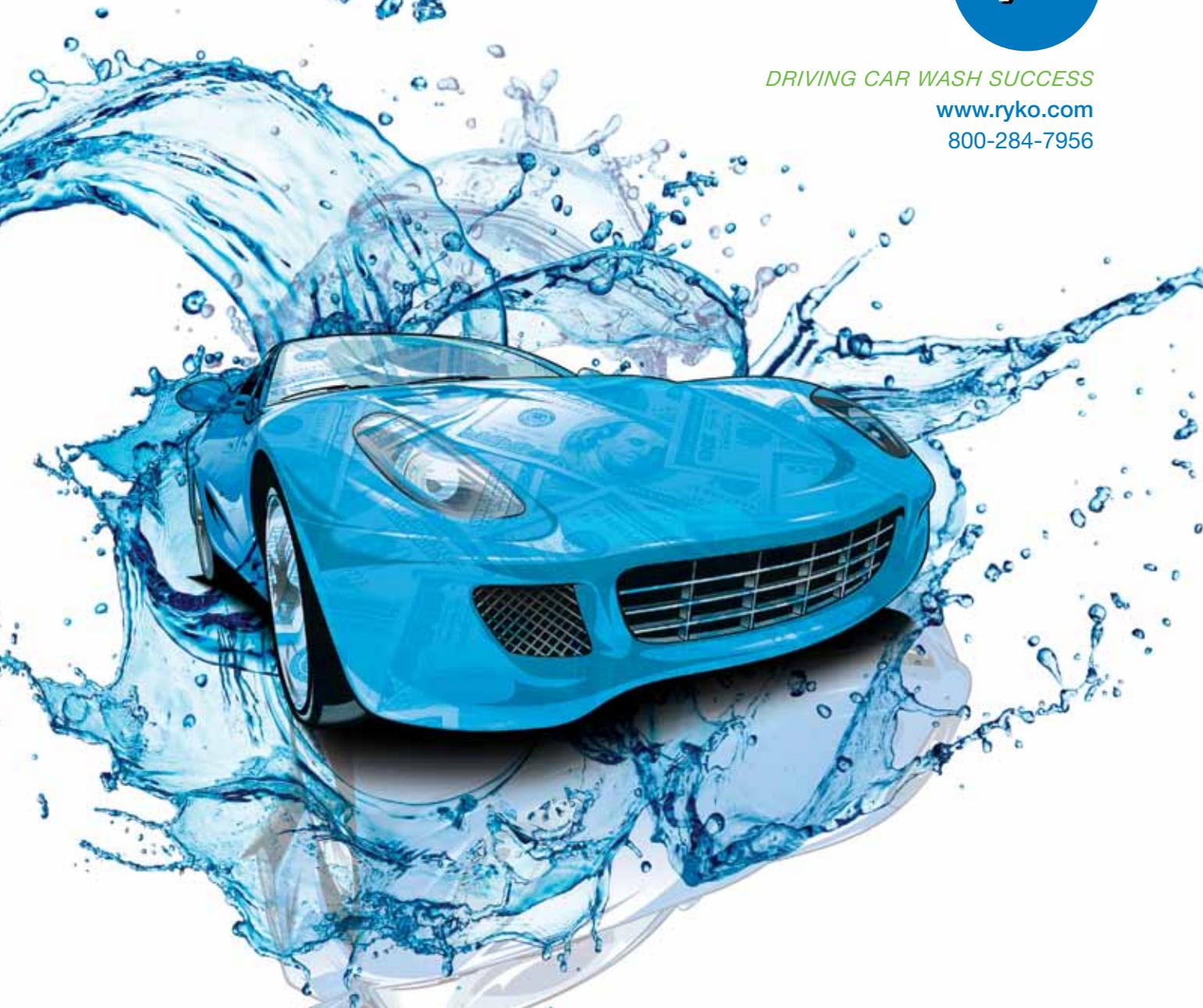
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exclusive Signature Club. The view of the Atlantic City skyline is spectacular and the chance to catch up with fellow operators is one not to be missed. The event's food is exceptional as well and sponsored by ICS.

On Tuesday prior to the Keynote you can take part in an Early Bird Panel Discussion with breakfast. This seminar is an open forum where all topics concerning carwashing are discussed by a panel of knowledgeable operators. It runs from 7:30 am – 9:00 am.

The next seminar at 9:15 will address the issue of Sudden Unintended Acceleration, "What You Need to Know to Keep Your Customers and Employees Safe." Mike Benmoschè with Mang Insurance will speak on the important topic.

Immediately following the keynote is the luncheon and award's program from noon – 1:15 pm.

The show floor then opens and runs until 6:30 pm with 60,000 square feet of exhibit space and 280 exhibitors. It is the largest regional show floor and packed with equipment and innovation.

Wednesday education kicks off at 7:30 am with a Round Table Early Bird Discussion with breakfast. This program will feature tables with specific topics led by industry experts. Some of the topics include marketing, labor and technology, flex service, maintenance and safety, to name only a few. It's a great forum to get one-on-one

SPECIAL THANKS TO SHOW SPONSORS

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discussions going on specific segments of the industry.

The show's last seminar is "Successful Adaptions" beginning at 9:15 am. This seminar will speak to the double whammy (bad weather and bad economy) that has impacted the industry. Our panel includes operators who think "outside the box." They will discuss how they have been able to keep their businesses strong and profitable. These innovators will share what has worked and what hasn't, and how they have taken advantage of opportunities to improve their bottom lines. It's a must-see!

Exhibits then run from 10:30 am – 2:30 pm. ■

For registration information visit
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Men And Women Goals: The Major Differences

Setting goals is an important prerequisite for success. But the way you set your goals, and pursue them, can be determined by many factors. One of them, according to a recent study by Leadership IQ, may be your gender.

The survey, in which 2,506 women and 2,184 men participated, led to these conclusions:

- ❖ **Women are more emotionally connected to their goals than men.** That makes them more likely to hang on when the going gets tough.
- ❖ **Men visualize their goals better than women.** This gives them greater direction and focus.
- ❖ **Women are more likely to procrastinate.** Females tend to feel less urgency about accomplishing their goals, which can undermine their efforts.
- ❖ **Women tend to set harder goals.** Men are less likely to challenge themselves and step out of their comfort zones.

Each individual is unique when it comes to setting and achieving goals, of course, but we can all stand to check our blind spots from time to time. ■

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Tire Shiners and Snow Blinders

By Doug Rieck

It was a great summer at the Jersey Shore. Perhaps a little too hot on some days, but mostly the sun was shining. In fact, the weather seemed reminiscent of the '60s and '70s. That makes me nervous, though, because as a carwasher I expect the worst of the weather. Living on an island on the Jersey coast also has reinforced my mistrust of nice weather. Regardless of that, July was an awesome month with acceptable washing. There were no high volumes, but just being open seven days a week is a pleasure, never mind anything else.

Shine On Tire Shine Machine

A tire shine applicator is a necessity for a conveyor. I have been using one in my express wash for more than five years, and have developed a love-hate relationship with it. The concept is great, and the service is very popular, but I have several issues with tire shine machines. The two big issues are tire sling (those little speckles behind the wheel wells) and the chemical cost per car. But the concept of automating tire dressing to a push-button service is such a winner it is worth the aggravation.

What I want is some sort of add-on PLC controller that can control the tire shine product pumps. I think that the quantity of tire shine chemical being applied needs to be better controlled. It doesn't make sense that if three cars in a row are getting tire shine that the pumps need to run for all three cars equally. At Car Care World Expo I found several vendors on the show floor with aftermarket add-on kits which had PLC controllers used for this purpose. I made my choice and ordered one at the show. It finally arrived in early June and I installed it promptly. After two months of use the results have been very favorable.

The first immediate result was an almost total elimination of sling on the car. That problem is gone. The second long-term goal was to reduce per car chemistry cost. After almost two months, and a full drum of tire dressing, my cost has been reduced by nearly 40 percent and that is with using a name brand product and delivering a shiny tire. The cost was calculated by using a 55-gallon drum, noting the dates it went into service and the relay counts from my tunnel controller. It looks like I will recover my investment in the tire shine controller in about eight months. I feel much happier about the tire shine applicator now and believe that the quality of the application has improved. It is worth investigating. There were several vendors at the show with these controllers and some of the newer equipment comes with the PLC's installed.

Are You Snowblind, Too?

One of my problems as a carwash owner is that often I get snowblind. Either I am at the primary wash all day or I am in a hurry rushing to get to one of the two in-bay stores. When I do that, typically, I have a mission in mind and al-

locate just enough time but I am pushing to get everything done. A perfect example being last week when after I had left one location my wife phoned me and said that she had just driven by that store and saw that the grass was very high around the retention pond (in fact, it looked terrible). The rest of the grass was fine and had just been cut. I saw it and even made a mental note to do something about it. Yet, until her call I did not do anything. Obviously, I texted the lawn service and got a callback and solved the problem.

In running a business we get involved with so many details and so much data that we periodically miss stuff. In reality, a lot of stuff. We see it, but we don't see it. In effect, we are snowblind. Just think for a minute about the first couple of days after you return from vacation. Can't you always find more stuff at the wash that needs correcting?

Customer perception is everything in our business. If a customer comes in for one wash and finds a bad foamer in the tunnel, that may be acceptable. But when he comes back and sees the same problem we have a different problem. It gives him cause to question the quality and value of our service.

The second part of this issue is taking action. Just knowing that you have a problem is not sufficient. Do something today. Yes, do it, now. There may be a perfect solution for the problem that will take several weeks, but start on it today. Sometimes being just good enough is fine and in fact better because it is done now. Mind you, I'm not condoning sloppy workmanship or the fast and dirty approach, just that sometimes overbuilt or overdone is not needed.

For example, my express wash is an older location with hydraulic drives for all brushes, except for the newest piece of equipment (by the way, the new electric-drive brushes are great). I have a lot of old, overhead schedule 80 black iron pipe and of course all the normal synflex tubing and one wire hydraulic hose. Every two or three years, despite my best efforts to rust control, a steel hydraulic fitting will rust away shooting out hydraulic oil. Without fail, it will get on several cars and then spread throughout the carwash. Last week on a busy 300 car day (would have been anyway!) a hose fitting rusted to nothing and a leak was born. The result was that I had to close at 2:30 pm, had three crew members plus myself cleaning oil from two sets of wraparounds, a mitter and top brush. Not fun. I have done this before. The easy part was changing the hose, 10 minutes tops. We reopened at 5 pm, for a half hour. I know what all who are reading this are thinking, "Dummy, you are so right."

Check Out These Products

Last fall I spent a fair amount of time researching switching my wash over to water-based hydraulic fluids. My concern had been the age of my lines and powerpacks. A carwash friend with several washes built about the time of mine

shared his good experiences in shifting over to the new water-based fluids. Thanks, Mike! What did I do though, nothing. And that is my point. This was a change that I wanted to make and should have, but did not do it yet. Enough said.

While I have hydraulics in mind, I'll mention a spray product from CRC called "Heavy Duty Corrosion Inhibitor." I've used it on most of my steel JIC hydraulic hose fittings for years. It sprays on and forms a waxy film that helps reduce the rusting of these fittings in our nasty, corrosive carwash environment. It needs to be reapplied every few years. There is another similar product called "Boeshield." It was developed by Boeing for the inside of airplane wings. Both are available in marine stores and have worked well for me, and if reapplied regularly, are a big help.

Be Safety Conscious

This month at the conveyor wash we just started requiring all employees while working guide on, or in the flex care area to wear a safety yellow vest. There was a fair amount of push back from the employees, but that was to be expected. The vests were very simple and inexpensive costing less than \$6 each. When fall and winter come we will look into a winter safety coat or vest. I'm thinking of a custom one with the Magic Wash Logo. About an hour ago, I was looking out the window, at a self service bay, with two guys doing clean up, one had on a vest and the other just had his normal Magic Wash Tee shirt (vests are not required yet for bay clean up). There was a tremendous dif-

ference in visibility between the two. I don't think that the vests are a magic shield, but our customers driving cars on property can see where humans are much more easily. Our carwash insurance agent was supportive of the idea, and helpful in implementing it. The idea came to me from my regular trips to the local WA WA gas and convenience store. All of their gas associates wear safety vests.

NRCC Draws Near

Don't forget about the Northeast Regional Carwash Convention (NRCC) coming up October 3-5 at the Taj Mahal in Atlantic City. Last year the change back to the boardwalk and the Taj was wonderful and very well received. The keynote speaker this year is the nationally-known meteorologist Joe Bastardi. Joe is one of the top Hurricane Forecasters in the country and has appeared many times on national television including The O'Reilly Factor, Fox News Live and ABC World News. Joe's program should be educational, entertaining and one in which carwashers can finally ask a weather person why the Five-Day Forecasts are never right. To register and learn more visit nrccsow.com or call 800/868-8590 today. See you there! ■

Doug Rieck operates Magic Wash and is a past president of the Car Wash Operators of New Jersey. He also sits on the NRCC board of directors and was the 2010 NRCC Hall of Fame Award recipient. You can reach him at 609/597-SUDS or dougriec@gmail.com.



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Get Back to Basics

Building Brand Loyalty Doesn't Have to Cost a Fortune

By Sara Park

Let's be realistic, smart phones and QR codes (quick response matrix barcodes) are pretty exciting and they will most likely be how we market in the future. The reality, however, is that today many of those things are speculative and just not easy to use at this time. The expense required to upgrade software, scanners, and other hardware adds up fast. For many businesses these expenses aren't even an option. So, what can you do to increase car counts and keep your marketing expenses low? You can get back to basics.

First, think about everything that you print. Items such as ticket books and greeter tickets are a great place to start. These are items that you already have and you already pay for, but are you using them to increase your business? Do these items include coupons or descriptions of other services that you offer?

I recently pulled a promotional report and was surprised at how well these items performed when compared to other more mainstream marketing such as direct mail and newspaper insertions. If you can increase your business and customer loyalty by using what you already have, what's to lose? Here are just a few key areas to reevaluate.

Ticket Books – We've all seen carwash ticket books. They come in different sizes, shapes and colors. The one thing I don't often see is people using the ticket book to promote future business. The inside front cover, inside back cover, and the back cover are prime real estate to market to your most loyal customers. The customer who buys a book is more likely to purchase additional services. So, why not add a detail coupon, or advertise your unlimited plan on the blank pages of your ticket book? You've got to pay to have them printed anyway. Why not capitalize on the open space and advertise? In most cases, the additional printing will cost you little or nothing.

Greeter Tickets or Detail Evaluation Forms – Some companies have a form that is filled out when the customer enters their establishment. This form lists the services the customer requested or shows what detail services you suggest for the customer. If you look at that form, do you have any blank space? On the back of a form that recommends needed detail services, do

you include a description of each detail service and maybe a detail coupon? Customers may not purchase an upgraded service during that initial visit, but if you advertise additional services, they may come back again and upgrade to a more expensive service. Often, this takes the business away from your competitor and adds more money to your bottom line. Printing a double-sided form is simple and cost effective.

Customer Comment Cards – Comment cards come in all forms. Some are printed and may be hung from a rear view mirror. Others may be processed online. With a printed item, always look for that blank area or open real estate where you can add some additional advertising. This may mean that you have to reduce the size of some less important items to add something new. If you are adding a section that reflects on your bottom line, it might be worth the time and energy to redesign that old comment card. If you have an online customer survey, make sure you advertise the web address on the printed card.

When customers use an online customer survey, you know about customer service issues faster and you can address things in a more timely fashion. You can also email the customer back and address their concerns. Not to mention you don't have to pay for the postage paid stamp to have the card returned to you via mail. If you are using online customer surveys, do you automatically email the customer to thank them for taking the time to complete the survey? If a customer cares enough to take the time to share their experience, you may want to offer them a special discount that no one else receives. If the customer is angry and states they will not return, you probably don't want to send them a thank you email with a coupon they might not use. Instead, send a follow-up email letting them know that you will be contacting them to respond to them personally.



Blowers – I know this does sound odd, but blowers and large equipment are great places to put low-cost advertising in a carwash tunnel. Vinyl decals or magnets are affordable and effective ways to inform customers of new products or services. You could post a sign that says, “Are your wheels shiny? We can help.” The next time the customer might buy your top package to have shiny wheels. Just remember to keep these messages short and sweet. Highlight one or two key items you would like your customers to know about. If you use magnets, you can change your message often. Customers will be looking to see what new message you have posted.

Windows – Do you use your window space wisely? Most of us post our hours on an exterior window. However, including your website or a relevant message such as, “Are you an unlimited club member” can go a long way in growing your business. Be careful not to crowd your window space, but add tasteful reminders where you have the space.

We have a number of windows that are in front of equipment. From the outside the customer only sees the metal of industrial size equipment. From the inside the windows don't add much light to the tunnel. We placed large signs on corrugated plastic that advertise our current sales items. It's a great way to advertise to those customers who are waiting in line and it tidies up the look of the building at the same time.

Countertops – This seems like the simplest idea. In fact, we just started to use these about five years ago. Today, we never go a day without posters on our countertops. Every time we have a sale we create a new poster to put on our countertops. The poster is always under glass and it sits right next to the cash register. The cashiers use the poster to highlight our latest specials or seasonally-relevant services. For example, we might highlight our detail services after a long winter. During the holiday season we always include a picture of each gift item that we sell. We give a brief description of each item along with the current price. It's hard to believe that we ever went without these.

Lastly, I would encourage you to look at everything you offer. If you see that a coupon or an advertisement isn't performing well, change it. Improving small things like text size, color, or graphics can really make a positive difference. If that still doesn't work then replace it with something that generates more interest.

Even if you have a large marketing budget and more customers than you know what to do with, there are always little places that can be improved. Sadly, though, most of us are not in that situation. Just take a walk through your location and try to see things as a customer might. Look for open real estate that you can use to promote your services. Attention to detail and advertising the right services in the right place will keep customers coming back to you and not to your competitor. Building brand loyalty doesn't have to cost a fortune.



Sara Park is marketing manager with Hoffman Development Corporation in Albany, NY. You can reach Sara at spark@hoffman-development.com.

Doug Rieck

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Cotton's Crazy Year Bodes Well For Carwashers

By Valerie Sweeney

What a crazy year it's been for cotton. The good news is that for the first time in about a year, we didn't receive a price increase when we ordered our most recent containers of towels. The bad news is that the price didn't go down either. So, towel prices are at least starting to stabilize, but don't expect towel prices to fluctuate anytime soon. (Unless you haven't ordered in the last 4-6 months ... your towel price has probably gone up since you're last order).

For those of you who are flexible, closeouts still seem to be available. Towel vendors are also trying to help out the end user by bringing in some lower cost alternatives just to be able to provide their customers with choices. Lower cost towel options could be slightly smaller 15" x 25" towels, or lighter weight towels. Also, towels that are rejected by the large retail chain stores tend to make it to the carwash market, and may be supplied at attractive pricing.

Microfiber, since it is not made out of cotton, has seen little price fluctuations in the past year. Microfiber has become a staple at many carwashes that used to use terry. It is very absorbent, lint free, and extremely versatile. There are microfiber cloths to fit any budget, since you can buy different sizes or weights.

So, what it comes down to is selecting the towel that best fits your needs and budget.

Lint Free Terry Body Towels

Lint free terry towels are still a great option for carwashes. They have a low pile, and are made on special looms, which produce a towel that has very little lint. Most lint free towels in the carwash market are good quality, and should last many washings.

Regular Terry Body Towels

Regular terry towels are available in a variety of thicknesses, sizes, and colors. These are still the number one selling body towel for carwashes. These towels can range from 2.5 pounds per dozen up to 5.5 pounds per dozen for a hand towel size (15" x 25" up to 16" x 30"). There are still many seconds and closeouts available in this style towel. To save money, consider using slightly lighter weight towels or be more flexible when selecting a color.

Microfiber Towels

Microfiber is now the choice towel of many carwashes. In many instances, it is either the same price as terry, or cheaper. Since there are many sizes and weights of microfiber, you should be able to find the towel that fits in your price range. If you are looking for longevity, stick with a nicer qual-

ity microfiber. Just be sure to never wash or dry in high heat. You will ruin the towels!

There are many personal factors that go into selecting the right towel for your carwash. You obviously want to select the style that is the easiest and most effective for your crew to work with in order to produce a streak free, clean vehicle. ■



Valerie Sweeney

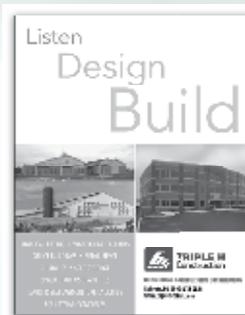
Valerie Sweeney is a towel consultant with ERC Wiping Products. You can reach her at 800/225-8473 or at erc@ercwipe.com.

If you have a towel question for Valerie, email her at: erc@ercwipe.com

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Dear Venus and Mars,

If you could change one thing you've done in business what would it be?



Linda Feriod

Venus Says

I am not really sure what we could have done differently in business to be ready for the tough economic times we find ourselves in today. Talking to operators it seems that they are very frustrated and they have cut back on each and every expense they possibly can, but they are still having a hard time making a profit. Some operators have

gone from full serve to flex service to save on labor, repaired or updated equipment to save on operational costs and some have been fortunate enough to have refinanced their debt to reduce monthly payments. One operator even said to me that he wishes he could change the physical location of his property because due to traffic pattern changes it is no longer an "A" site.

With each conversation I had with operators about this topic we all agree on one thing — we need the House, Senate and President to worry about us instead of their political agendas. We all witnessed weeks of grandstanding by our elected officials and the end result was that they came to a consensus, but at what expense? We all watch the stock market take a roller coaster ride and our bond grade plummet. One broker paid to have an advertisement banner fly over Manhattan saying, "Thanks for the down grade. You all should be fired." This was not directed to Standard & Poor but at Washington. She would have preferred to fly it over Washington, but air space controls would not allow it. I couldn't agree with her more and so do my fellow carwashers. We are all frustrated.

I know this is way off the question, but it seems that all of us (carwash operators and the rest of the hard working people of the United States) are extremely frustrated that we have been in this recession for the last three to four years and we are not seeing any improvement. Carwash operators are working hard to keep their doors open and their employees employed on a very tight budget. We should expect the same from our elected officials. ■



Paul Vallario

Mars Says

Being in business for so many years and thinking back about all the mistakes I have made and things I would change makes this a difficult question for me to answer. To narrow it down to one thing is tough. Even after 25 years in the same business, I still learn something new every day.

The biggest challenge for me in the carwash business is managing labor. Operating hand carwashes as I do, the labor aspect is tremendous. We are constantly dealing with scheduling issues to try and minimize overtime and other labor expenses. It seems as if we either have too big of a crew or too few. Being a small operation with only two locations we do not have a human resources department. As a result, all employee issues and concerns fall to management.

If I could go back in time and change one thing I think it would be that I would not have gotten involved in such a labor-intensive business. I love the carwash business, and would definitely not change that, but I would just choose a less labor-dependent aspect of the carwash industry to focus on. As time goes on, I can definitely see a change in my future. Although I cannot go back in time, it is never too late to make a change.

I see myself in 10 years downsizing my labor force and increasing the number of locations that I operate. The cost of labor is only going to rise in the years to come. A switch from dependence on labor to dependence on technology is definitely in the cards for me. ■

Ask Venus & Mars
a Question at
mediasolutions@nycap.rr.com

Venus and Mars, aka Linda Feriod and Paul Vallario, are carwash industry veterans. Linda has worked in her family's carwashing business for 18 years. She has also been the President of the Penn/Del Carwash Association and has managed the Car Wash Operators of New Jersey. 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.

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TV Commercials You CAN Afford!

By Perry Powell

Recently, we had the opportunity to apply our neuro-marketing skills (a new field of marketing that studies consumers' sensorimotor, cognitive and affective response to marketing stimuli) to two television commercials for an existing client. The first has begun to air and we have already had positive feedback. Many of you may think that television advertising is not an affordable option for your wash, but you might be surprised at how easy, and cost effective, it can be.

The community where this wash is located has a population, as of 2008, of 27,158 and a university with approximately 20,000 students. The community has mildly supported this wash and the university students polled did not seem to know the wash existed.

We negotiated a bartered deal with the community's local cable television provider to market the wash. In exchange for taking care of the company's fleet of cars for six months, we received two locally-produced and filmed 30-second commercials and 1384 commercials run through all time slots.

We had two target groups we wanted to hit. The first group is soccer moms. To reach them we are running commercials on channels such as Fox News, The Weather Channel, Lifetime, TLC, HGTV and A&E, among others. Our second target was students at the university so we selected to run our commercials on channels such as MTV, FX, ESPN and The History Channel.

The first commercial was scripted initially by the cable company's staff, then we polished it and applied neuro-mar-

keting. The soccer mom commercial was shot first and took two edits to give us our finished product. The new commercial has been scripted and edited and will be shot shortly and will begin to air just before the university starts its fall semester.

It is too early to gauge the results of the first commercial and any impact it may have on car count. We will talk more about that as time goes along. For now, though, here is what we know. The first day the spot ran, a lady came to the wash and purchased the top wash package and an oil change. She stated that she had seen the commercial and the children it featured that morning. She also stated that she had never been to the facility.

The ad costs were cents on the dollar due to the barter exchange we received. In a time when we are challenged by a poor economy, it helps if we can turn the work we do into dollars which give us exposure and brand new customers.

The commercial content was rendered as comedic stories which speak indirectly about the services we wished to highlight. We also made certain that the language did not make claims or project unrealistic expectations. For example, we used a dirty car not a muddy truck.

The commercial which targeted soccer moms was a story of the mom with three kids putting the family van through a range of paces while the mom expresses frustration. The message is clear. This carwash is the solution to your frustration.

Commercial two involves an older, wiser fraternity mem-

What Is Neuromarketing?

Neuromarketing is the application of neuroscience to marketing. Neuromarketing includes the direct use of brain imaging, scanning, or other brain activity measurement technology to measure a subject's response to specific products, packaging, advertising, or other marketing elements. In some cases, the brain responses measured by these techniques may not be consciously perceived by the subject; hence, this data may be more revealing than self-reporting on surveys, in focus groups, etc.

More generally, neuromarketing also includes the use of neuroscience research in marketing. For example, using fMRI or other techniques, researchers may find that a particular stimulus causes a consistent response in the brain of test subjects, and that this response is correlated with a desired behavior (e.g., trying something new). A marketing campaign that specifically incorporates that stimulus hop-

ing to create that behavior can be said to incorporate neuromarketing, even though no physical testing of subjects was done for that campaign.

One of the challenges is that in some respects, ALL marketing is neuromarketing, since marketing campaigns are almost always trying to produce some kind of brain activity that will lead to a desired behavior (e.g., buying a product). That's not a particularly useful way to look at neuromarketing, though, in the same way that saying "everything is chemistry" (since all living and nonliving things are made up of molecules) is true but not helpful. Hence, we exclude marketing efforts that don't specifically incorporate neuroscience research – either through new tests or by using the data from past work. ■

Source: Roger Dooley, the primary author at Neuromarketing, and founder of Dooley Direct LLC, a marketing consultancy.

ber explaining to a young pledge the fallacies of a dirty car.

The language in both commercials has been washed through the filter of neuro-marketing, to make sure that the wording drives the messages into the brain of the consumers where they will continue to reside.

Utilizing all the tools available to a wash will help increase car counts, which may be otherwise negatively affected by this economic climate.

Inexpensive and effective; what more could you ask for in this economy? ■

Perry Powell works with carwash owners to assist in creating the correct image with the public including the placement of science based signs, neuro-marketing menus, neuro-marketing sales presentations, business model changes and conducting hearings before cities. He can be reached at 817/307-6484, perry@perrypowell.com or www.perrypowell.com.



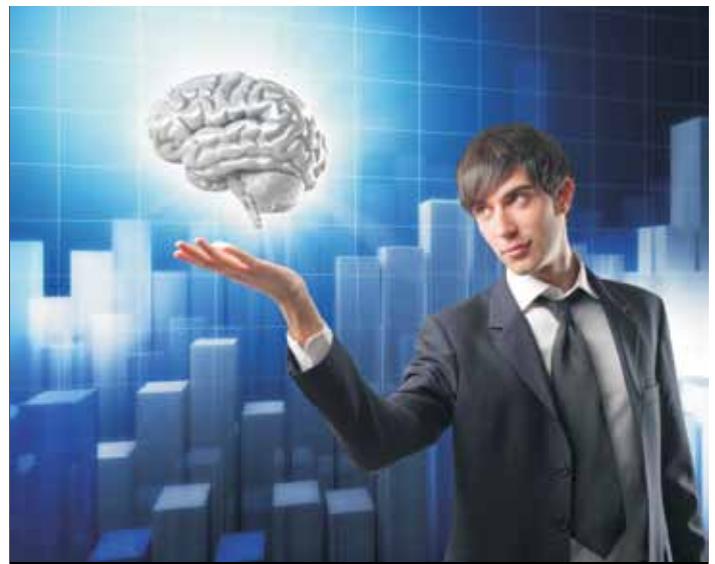
Perry Powell

Got A Problem?

Ask Your Employees To Help Solve It

Don't make your job harder than it needs to be by solving every problem on your own. Bring your people together to help. Not only will you save time with this approach, but you'll also show your employees that their opinions matter – a surefire way to inspire them is to keep suggesting ideas. Here are some rules for team problem solving:

- ❖ **Allow preparation time.** Give adequate notice of your problem-solving session so team members can think about what you're trying to accomplish.
- ❖ **Describe the problem.** Defining the problem lets everyone know how you see the situation. You may have to come to agreement on what constitutes the problem, but that is time well spent – even if you have to schedule another meeting.
- ❖ **Appeal to their self-interest.** What is “in it” for each of the team members? Different viewpoints will throw different perspectives on the problem and help produce a solution everyone can live with.
- ❖ **Stay focused.** You are gathered for a single purpose – to solve the problem. Don't let tangential discussions steal the momentum away from pursuing your goals.
- ❖ **Give everyone an equal opportunity to be heard.** Don't dominate the discussion. Listen to everyone, and expect the same courtesy from the rest of the team. Be open to all ideas.
- ❖ **Take action.** Implement the solution as soon as possible. Timely action will show your team that the system works. ■



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Pit Dirt 101: Don't Get Stuck In The Mud

By Gary Sokoloski

As we are about to enter our busy season, one of the questions you should be asking yourself is, "When was the last time the pits were cleaned out?" All too often, during the slower summer and fall months, operators forget about all of last year's sand, salt and dirt that was washed off of vehicles and left in the underground storage tanks. All of that mud needs to be removed to make room for this year's new dirt. Do not wait until there is water running out of your bay or you experience an equipment failure due to raising water levels in the conveyor trench before you get your pits cleaned out.

There are several different styles of in-bay trenches, collection pits and conveyor trenches. Being familiar with the style of collection system at your wash will help identify when they need cleaning and what is the best way to handle the disposal of the waste.

The following are some common set-ups for collection tanks and trenches.

Self-serve bays typically have one center pit that is located in the middle of the bay. These are usually square or rectangle and store both solid and liquid waste. When a vehicle is in the bay it parks over the pit which helps to prevent customers walking over the grating covering the pit.

Any material washed off the car will enter the pit and the solids will settle to the bottom of the pit. The excess water will run out into the sewer system. Self serves have a low water flow rate so it is necessary to have the floors routinely washed down to clean the floor and wash any surface dirt into the pit. The pit dimensions and volume of cars washed will determine the frequency of having to clean out the solids from the bay.

In-bay automatics will either use the same type of pit as a self-serve or will have what is called a center trench drain. This type of drain is similar to a gutter on a house or building. It runs most of the length of the bay and is narrow and shallow so that the water flow going through it will wash any solids out of the trench and deposit them into a settling tank or oil water separating tank that will have to be monitored and pumped out as needed depending on wash volume and washing conditions. Some of these bays also have an entrance or exit trench as well to prevent water from running out of the bay where it could freeze or run off into parking lots and roadways.

Conveyor tunnels use the trench the conveyor is located in to double as the dirt collection system. These trenches will run from the entrance to the exit of the wash. Depending on the style they will either have a center pit that needs regular emptying similar to a self-serve, or they may have a center point that will take any debris out to another holding tank similar to the in-bay system to be cleaned out when it fills up. In either case, it is important to clean out the entire conveyor trench to maintain the integrity of the conveyor and any con-

trol equipment attached to it.

When there is a reclamation system at a wash it is extremely important to keep the collection tanks well maintained. With any water re-use or recycling system any extra solids in the water or pits will make it harder to produce clean water. In most systems, there will be a set of settling tanks that will filter and clean the water. The first is the main collection tank and should be cleaned out on a periodic basis. The entire system should also be emptied on a yearly basis to ensure proper operation and the tanks and equipment inspected for any defects. In most cases, it is recommended to clean out these tanks in the early to mid-summer to remove all the solids before they become stagnant and begin to smell. Consult your manufacturer for specifics to your system.

With any water disposal system make sure to monitor the solid levels in the storage tanks and clean them out before a backup or clogged drains cause unnecessary loss of business and cost due to an emergency clean out. ■

Gary Sokoloski can be reached at 207/375-4593 Office, 774/248-0171 Cell, and at gscarwash@gmail.com.



Gary Sokoloski

The Power Of Appreciation

A university professor began reflecting on the people who'd had a positive impact on his life. In particular, he remembered a schoolteacher who'd gone out of her way to instill in him a love of poetry. He hadn't seen or spoken to her in many years, but he located her address and sent her a letter of thanks. A short time later, he received the following reply.

My Dear Willie,

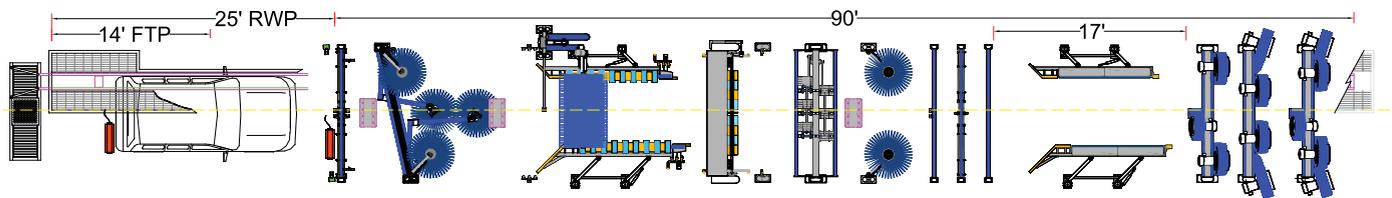
I cannot tell you how much your note meant to me. I am in my eighties living alone in a small room, cooking my own meals, lonely, and, like the last leaf of autumn, lingering behind. You will be interested to know that I taught school for 50 years and yours is the first note of appreciation I ever received. It came on a blue-cold morning, and it cheered me as nothing has in many years.

The teacher's note brought the professor to tears – and then he began searching for others who shaped his life, just to say thanks. ■



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Are You Powered by Positivity?

By JoAnna Brandi

There's a quiet revolution going on in business today and its poster child is Tony Hsieh, the CEO of Zappos. While a quiet type himself, he's built an evangelical following in his own culture, and outside of it, teaching others how to use happiness as a business model.

Tony's culture is built on the foundation that happy employees – with a transcending vision to make “WOW” a verb and be the best at customer service – create happy customers and happy customers tell their friends. It's a simple concept, but what makes it even more potent is how Tony has embraced the concepts in the new field of Positive Psychology and put them to work.

Since 1998, millions of dollars have poured into the field of psychology for the research of well being and happiness. The findings are stunning – proving what so many entrepreneurs knew instinctively to be true. Positive Psychology is validating that when leaders show up in a positive mood, when they are optimistic, employees are more likely to be in a positive mood themselves. Emotions are contagious and good leaders know which ones they want to spread around when they want their customers to be happy!

When leaders increase the “positive capacity” of a company, success is not far behind. Researchers tell us that positive emotions actually make us smarter, healthier and more socially adept. I'd say, “More of this please,” to that idea.

When people are having fun at work and have a chance to do what they do best and are acknowledged and recog-

nized for that, they are more productive, more creative and build deeper, stronger relationships that last. When the focus is continually on creating value, customers come back and bring friends.

The PIGs Just Likes to Have Fun

Nowhere is that more evident than at the New Pig Corporation. Created in the spirit of fun and the passionate pursuit of a “better way,” the Partners in Grime (get it? P.I.G?) who started the company wanted to create passionately happy customers from the start.

They developed a Pig-a-log (their award winning catalog), grabbed the 1-800-HOT-HOGS phone number and changed the name of their street to One Pork Avenue and set out to create a staff that was smart, lighthearted and customer-obsessed. Their “Vow to WOW” initiative years ago turned into a way of life and the “Piggers” make customers feel like part of the family. (Ever notice that the word culture and cult sound remarkably alike?)

Their positive upbeat outlook is part of their disciplined hiring process that helps them keep their culture pure by weeding out those who wouldn't contribute to the high achievement, continuous improvement and hilariously fun culture. They understand well what the magic is and measure on the dimensions that matter to their growth and their customer's delight.

It's not unusual to be asked during an interview, “Will you oink for me?” If the participant squeals with delight at the prospect, they pass that part of the interview with flying colors. Positivity powers their every process and fuels their purpose.

Waste Pro's Distinguishable Difference

At fast growing 10-year-old Waste Pro USA, CEO John Jennings is making sure that the “Waste Pro Way” shows through in everything they do. When rapid growth began to threaten the values of this company, one beloved by employees and customers alike, he stepped back and started asking the hard questions.

Is our culture as great as it used to be? Are we teaching all our leaders the very positive principles that fueled our success? Does everyone know what our values are and how we live them? Do all of our employees feel supported and cared about? What do we need to do to continue to offer a “Distinguishable Difference” to all our customers?

He set in place a plan to identify the core values that had been the bedrock of their success and make sure that leaders at all levels knew how to demonstrate them and teach them. He's using the science of Positive Psychology to give all those leaders tools to create better customer and employee experi-

Continued on page 32...

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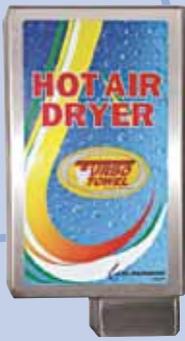
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Keith Lutz

PRESIDENT'S COLUMN

Well, they took us down to the wire, but the Pennsylvania General Assembly passed a state budget for the 2011/2012 fiscal year, signed by Governor Corbett, only minutes before the official budget deadline. For the first time in eight years the budget was completed on time AND it was the first in almost 20 years to carry an actual decrease in spending (4.1 percent reduction,) from the previous year's budget. It is about time Pennsylvania reign in its spending to actually reflect the true condition of the state's economy, instead of charging ahead with blinders on and spending money we don't have.

We have all had to tighten our belts whether in our personal spending or business spending or both - prioritize the "wants" from the "needs" - and there is no reason state government shouldn't be doing the same since they are spending our money!

More good news from the new budget is that there were no new or increased state taxes. Further, the budget resumes the phase out of the Capital Stock and Franchise Tax and contains additional tax cuts and tax credits for businesses. I know some business groups are complaining about cuts within the state's economic development agency, but truly, very few businesses within our industry were beneficiaries of services or funds there. We served more as benefactors for these programs, so I am more than happy that the state has decided to let me simply keep my money and determine how I want to spend it to make my business successful. If the government wants to do something to help small business, they should reign in the growing mountain of regulations as well as the ever-growing layers of bureaucracy and red tape that cost us more money and time than we can begin to quantify. Honestly, if the government would get their hands out of our pockets, and their ever-increasing regulators out of our stores, I think they would be surprised at just how well we could do while benefiting the Commonwealth's bottom-line as successful businesses paying taxes.

So, now that we have that aspect of our business operations squared away we can get back to washing cars. Take advantage of all of the social media outlets out there as a marketing avenue for your business. With schools back in session, have you taken advantage of CAPs non-profit fund-raising program? It is a "canned" program available for members to implement at their businesses. We have materials, lists and program guidelines to help you facilitate a successful program for your carwash. Give us a call, this is a great member benefit. As always, our door is open. This association is yours and we try to reflect that in our member services, benefits and activities. If there is something new or different you would like to see, please call our office at 717/648-0159, we're here for you. Happy Washing!

Keith Lutz, President
Car Wash Association of Pennsylvania

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Are You Powered by Positivity?

...continued from page 28.

ences. His own happy employees = happy customers philosophy has served him well, and the evidence-based tools now available to support that make teaching what came instinctively to him more systematic and scalable.

That's good news for a company growing rapidly. His leaders are enthusiastically using the tools and are seeing – as you would guess – positive results. Increased involvement, increased engagement, increased productivity, more creativity, less stress, and more fun are some of the results reported so far.

John recognizes that he has a special, unique culture that requires nurturing to keep vibrant and he knows that when you have employees that feel acknowledged, proud, confident, valued, wanted, needed, challenged and recognized they will go out of their way to take what I call "Exquisite" care of customers and communities. That's his "Distinguishable" difference. His #1 value is Passionate Customer and Community Service and it's powered by the devotion and positivity of his people.

What about YOU? Are you powered by positivity? Are your training and development efforts with your staff focused on their strengths and how to build them? Are you looking for things to appreciate and acknowledge every day? Are you helping people understand that in order to create Positive Customer Experiences they must first be positive in their outlook as well? Let's always remember – no one wants to do business with a grump. What are you doing to nurture a culture that is positive, focused and fun?

Are YOU powered by positivity? ■

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@customerarecoach.com or visit www.ReturnOnHappiness.com.



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Todd Whitehouse

PRESIDENT'S COLUMN

Today's forecast: "Cloudy With a Chance of Meatballs." This children's book by Judi and Ron Barrett describes a grandfather's story told to his grandchildren about where a town receives food and drink from the skies instead of your typical weather. We can read this book and realize that we as small business owners in these difficult economic times should also expect the unexpected. The way that we deal with these uncertain times is all up to each individual.

The common factor in each one of our business associations is assemblage. Our carwash association is comprised of individuals who are passionate about our industry and looking for the best possible solutions to some of the foreseen and unforeseen issues that we face. These individuals volunteer their time and energy for everyone reading this article. We have dealt with some uncertain times in the 25 years the association has been around, and we should all expect we will see some difficult times in the future, as well. Thanks to our past associates for their leadership and efforts. It's reassuring to know that we have this assemblage of volunteers for the benefit of all in facing our future challenges together.

*I'm asking for **you** to support our industry by becoming a member of our association at www.wewashctcars.com and providing a soapbox for our future volunteers to keep our association strong.*

Remember the story I mentioned above. In the end, the people adapted their lives to the changing times (weather) and helped to make a difficult situation better for everyone. Thanks for your support and we look forward to seeing you at our upcoming events.

Todd Whitehouse
CCA President



Look for Golf Photos In
our Winter Issue!

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- Anthony Setaro
- Joe Tracy

*Deceased

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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CCA Awards 2011 Scholarship Winners

The Connecticut Carwash Association (CCA) has announced that Emily Detz of Columbia, PA, and Michael Cullen of Newington, CT, are the 2011 recipients of the Kenneth M. Gustafson Sr. Scholarship award.

Detz just graduated from Columbia Jr./Sr. High School with a 4.0 GPA and a ranking of second her in her class. She has been active in the National Honor Society, Student Council and as a student athlete. She will be attending Penn State's Division of Undergraduate Studies in University Park, PA. She is considering a major in International Business and Finance. Detz is affiliated with Kleen-Rite Corporation in Columbia, PA.

Cullen has completed his studies at Manchester Community College in Manchester, CT, and has been accepted into the College of Liberal Arts & Sciences at the University of Connecticut – Greater Hartford Campus. He plans to major in Political Science. Cullen has been an employee of Mr. Sparkle Car Washes in the greater Hartford market for more than a year.

“Both candidates demonstrated a true passion for learning,” said Paul Ferruolo, CCA Scholarship Chairperson. “They are very deserving of the award.”

The Kenneth M. Gustafson Sr. Scholarship is awarded to encourage the pursuit of post-secondary education for those associated with the carwash industry. The CCA awards two \$1,000.00 scholarships each year. To date, the Association has awarded \$16,000 in scholarships.

For more information visit www.wewashtcars.com.

Sales Tax Update

Please be aware that the graphic photo in the June 28 *Hartford Courant* that showed the sales tax on carwashes being imposed on July 1 was WRONG AND INACCURATELY INCLUDED IN THE NEWSPAPER.

CCA Lobbyist, P.J. Cimini, confirmed with Department of Revenue Services that the tax WILL NOT BE REIMPOSED. He also confirmed with the Editor of the *Hartford Courant* and the reporter who wrote the story that it was a MISTAKE AND SHOULD NOT HAVE BEEN INCLUDED IN THE PIECE.

The reporter also stressed that the graphic was mistakenly included in the article and that they would be running a correction.

It's a Boy!!!



The CCA would like to congratulate Immediate Past President Joe Tracy and his wife Julie on the birth of their second child, Matthew Joseph Tracy, born June 27, weighed in at 8 pounds, 6 ounces and 20½ inches long. Big sister, Alexa is excited to show her brother the carwash ropes.

CCA CALENDAR

THURSDAY, DECEMBER 1

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Despite Association Victory, Paid Sick Leave Mandate Hurts Industry

By P.J. Cimini

The Connecticut Carwash industry and the entire Connecticut business community faced many challenges in the 2011 legislative session. The most significant of these for our industry was the proposal to impose a new 6.375 percent sales tax on carwashes in Connecticut. Efforts to impose a new sales tax on carwash services have been stopped thanks to an outpouring of effort by Connecticut carwash operators, their employees and their customers. Initially proposed as part of an effort to erase a \$3.5 billion deficit, the new carwash sales tax would have imposed a new 6.35 percent sales tax on all carwashing services including coin-op, automatic, full-service and detailing work.

The CCA and carwash operators quickly organized and implemented a coordinated and sustained plan of attack that included direct lobbying of the leadership of the General Assembly and members of the key legislative Committees, as well as activating and involving suppliers, employees and customers.

We will continue to work vigilantly to protect this

important policy for our industry. It's likely to come back again at some time soon as attempts to review many of the options that were not included come back into the policy debate.

In addition, the new two-year state spending and tax package which the administration and lawmakers continue to deal with in a Special Session after a proposed state employee wage and benefits concessions package failed. It is currently up for a re-vote following the Governor's layoff notices to more than 5,000 state employees necessary to balance the budget. If the state employee unions do approve the concession deal, it is anticipated that many of the layoff notices will be rescinded.

This year, while legislators passed some harmful measures, many others were stopped. The Governor will call lawmakers back into session this fall to focus on job creation.

We continue to look forward to working with the administration, and leaders in both parties, to better help them understand the carwash industry in Connecticut, and to help shape an agenda that will address carwash and other business concerns and get Connecticut back on track.

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Paid Sick Leave Mandate a Blow to Carwashes

This year, in addition to the sales tax issue, lawmakers passed a nearly \$2 billion tax hike – biggest in Connecticut history – which significantly hurts small and mid-size businesses counted on to drive economic growth. They also made Connecticut the first state in the nation to mandate paid sick leave on certain businesses, regardless of whether they can afford it or not.

The new administration and Democratic-controlled legislature did little to reform state government. Instead, their budget increases spending and raises taxes more than originally proposed, and relies on union concessions not yet ratified by state employees.

Lawmakers also did not move forward with a healthcare proposal that would have created a large state bureaucracy to administer health insurance under a public option.

Connecticut will become the only state in the nation to mandate paid sick leave – a dubious “first” for a state that's in last place in the U.S. for job growth.

While other states are trying to improve their business climates, the paid sick leave mandate (SB 913) that gained final approval in the House is a major setback to many Connecticut employers struggling to stay competitive and create jobs. National media attention has already focused on the mandate that goes into effect on Jan. 1, 2012, and much of it is focusing on the obvious damage



it will cause the state's economy. This only underscores the need for policymakers, especially during the fall special session on jobs, to redouble their efforts in improving Connecticut's image as a place to do business.

Democratic lawmakers were lobbied heavily by the administration to approve SB 913. Votes were very close and debates lengthy in both the Senate and House.

The Senate vote was 18-17, with five Democrats joining Republicans (with one exception) in voting against it. In the final vote in the House, 16 Democrats joined Republicans in opposing the bill. With Connecticut's economy still in turmoil, mandatory paid sick leave will not be a help. ■



P.J. Cimini

P.J. Cimini, Esq. is the CCA's lobbyist and a partner in Capitol Strategies Group, LLC, in Hartford. You can reach P.J. at 860/293-2581 or at pj@csqct.com.

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Babies, Eye Candy and Copper Mines

By Cookie Anthony

Are these two guys, Alan Tracy and Al Anthony, celebrating Alan's new grandson Matthew Joseph, who weighed in at 8 lbs. 6 oz. (CCA Immediate Past President Joe Tracy and his wife Julie are the proud parents of two children now) or are they reminiscing about the first time they organized the Connecticut



Alan Tracy and Al Anthony celebrate the recent birth of Tracy's grandson, Matthew.

Carwash Association (CCA) and stopped the sales tax on carwashes? Both items, new grandchild and no sales tax, are worthy of celebration!

A Little Eye Candy

How many of you could wear the same size clothes you wore 50 years ago? Do I hear you pulling in your tummy? Lil Sands not only fits into the dress she had on 50 years ago, but she also wore it to her 50th high school reunion! Amazing.

Recently, Lil met an artist/sculptor who created a "man" for her. She uses the sculpture to attract attention at her New York wash. Lil decorates the artwork on the "man" to reflect different holidays. So far, she's done Memorial Day, Father's Day and the 4th of July. The sign holds wash specials and holiday themes as well. If you like her sculpture you can reach her at 5951 Gulf of Mexico Dr., Longboat Key, FL 34228 for more information.



Long-time carwasher Lil Sands shows off her innovative sculpture used to promote her wash and her fabulous figure!



On the Road Again

If you check our odometer you'll find we've added another 9,000 miles since my last column. This time we drove across the US via the southern route and returned through the center of the country.

We kept changing our route to avoid mud slides in California, raging fires in New Mexico, floods in Mississippi and tornadoes in Virginia, but ... we saw grand sites.

One of my favorite sites was the Bingham Canyon Mine southwest of Salt Lake City, UT. There are two manmade objects that can be seen from outer space. This copper mine is one of

them. This mine has been in production since 1906, and has resulted in the creation of a pit over .75 miles deep, 2.5 miles wide and covering 1,900 acres. It's the largest manmade open pit mine in the world. More than 16 million tons of copper has been excavated from this mine.

The ore carrying trucks have gigantic tires that cost about \$50,000 each. I did think how would you like to have to Armor All® that tire!



That's one HUGE tire as Cookie Anthony demonstrates on her recent cross-country trek with husband Al.

Needless to say, with all that driving we washed our car many times along the way. In Reno, NV, we went to Terrible Herbst's Car Wash. I thought what a "terrible" name, but they gave a great wash. It was \$5 for an exterior with lots of soap, brushes, a good prep, about 10 blower nozzles and two men towel drying in addition. It was a bargain!



The Terrible Herbst wash chain in Las Vegas puts out one wonderful wash.



The Crater Car Wash in Medford, OR, seems to be missing its roof!

design feature.

They also gave free vacuums with cleaning supplies.

In Omaha, NE, we went passed Warren Buffet's house. We also saw a sign at a carwash there that read, "Dirty Cars Stop Here."



The wash supplies complimentary cleaning supplies at its vac islands.

For this trip we drove a diesel car. We had the oil changed in Monterey, CA. Along with the oil and filter they gave us a free carwash at the Mercedes dealership. I heard one customer complain it was the second weekend he had tried to get his car cleaned and they were too busy. For us, Murphy's Law went into effect. Just down the road near Fisherman's Wharf a seagull sprayed the entire roof, side windows, trunk and Al, who had his window open! You wouldn't believe that one bird could have so much coverage capacity. Guess it had to do with speed and forward motion of flight. It took three carwashes in two states, California and Oregon, to get the bird residue or is that "do-do" off.

The Crater Car Wash on Rt. 62 in Medford, OR, had an interesting architectural design. The building looked huge but from the side angle you could see no roof. I thought it a clever

In Davenport, IA, a sign said, "We Know Clean."

A computerized sign we passed said, "Closed For The Day. See You Tomorrow."

Al did try to sell our car along the way, but the price wasn't enough so we drove home. My derriere has calluses and the next road trip for me will be around the corner. All in all, it was worth it to see the world's largest tree, the General Sherman, and eat among vineyards not to mention see a few carwashes along our path!



Cookie Anthony is a former CCA Vice President and carwash operator.

Cookie Anthony

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Gerry Barton

PRESIDENT'S COLUMN

As I am writing this it is the beginning of August and the summer has been hot with very little rain. We have had a number of 90 degree days in a row in July and it is my observation that people either go to the beach, the mountains or stay in the house when it is that hot. Traffic in and around our wash has been very quiet.

Another interesting observation is that people love to complain about the weather. In the summer, they complain about the heat and in the winter they can't wait for summer to get here. Go figure.

We had another great golf outing in June. It was a beautiful day, the course was in great shape and everyone had a great time. We raised \$5,000 for the Children's Specialized Hospital of New Jersey (childrens-specialized.org). It is a great organization and we are glad to be able to raise the amount of money we do for them. Thanks to the committee for all their hard work.

As President of the Car Wash Operators of New Jersey (CWONI) I get a chance to speak to a number of operators on a regular basis. Everyone will agree that over the last several years business has been challenging to say the least. But if you compare the carwash business to other small businesses it does have its pluses. We get paid when we do the work. We do not have to chase people who owe us money. While there have been a number of new washes that opened before the recession hit, it is not as bad as other industries. We do have cycles that we can look forward to such as snow, ice, salt, pollen and bug season. I just wish they would come sooner – and stay longer.

Gerry Barton
CWONI President

OFFICERS

Gerry Barton, president

Marlton Classic Car Wash
Marlton, NJ 08730
(856) 988-7212

Michael Conte, vice-president

Marlton Classic Car Wash
Marlton, NJ 08730
(856) 988-7212

Al Villani, treasurer

Supreme Car Wash
800 Raymond Blvd.
Newark, NJ 07105
(973) 466-9085

Suzanne Stansbury, executive director

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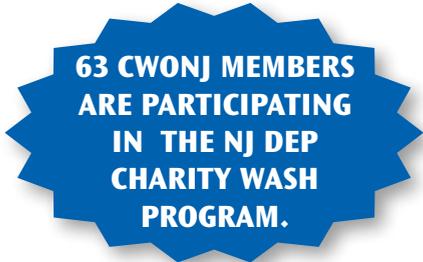
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Mike Prudente	

*deceased

CWONJ.COM



CWONJ Board Visits Children's Specialized Hospital



In May the Car Wash Operators of New Jersey (CWONJ) board held its board meeting at the Children's Specialized Hospital, the country's largest pediatric rehabilitation facility with locations throughout New Jersey, at its flagship site in New Brunswick. The group was also treated to a tour of the state-of-the-art facility by the hospital's Special Gifts Officer, Suzanne Brown. For the last seven years the CWONJ has been raising money toward the hospital's effort at its annual golf outing. To date the CWONJ has raised \$32,000 for Children's Specialized Hospital.

The association's relationship with the hospital was sparked by Roger Keil who was then with Causeway Ford.

Keil asked Magic Wash's Carolyn Coates if she thought the association would have any interest in supporting the hospital. Coates took the offer to then CWONJ President Jeff Gheysens and a relationship was forged.

Children's provides rehabilitation care for children affected by traumatic brain injury, spinal cord dysfunction and injury, premature birth, autism, developmental delays and life-changing illnesses from ages two to 21. It served more than 17,500 children this year with nine sites in New Jersey. Its services are available to those outside New Jersey as well

[For more information visit childrens-specialized.org.](http://childrens-specialized.org)

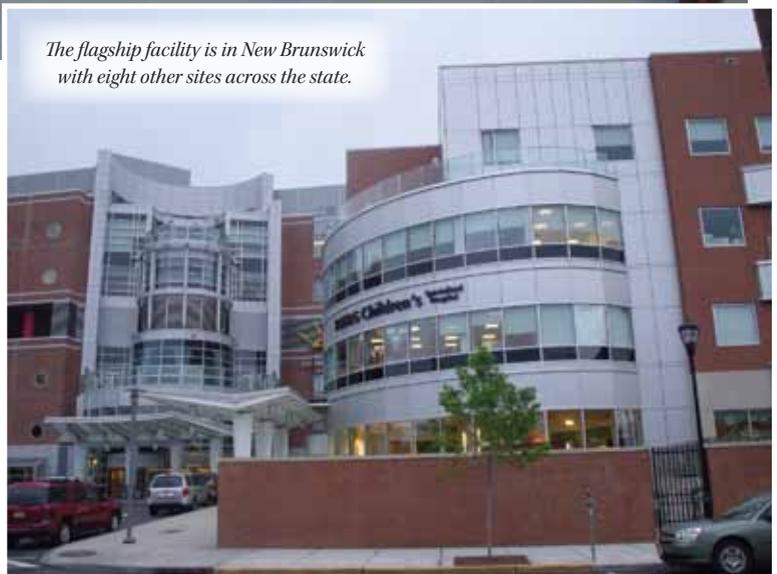


The CWONJ board and Children's Specialized Hospital Special Gifts Officer, Suzanne Brown. (L to R) Mario Mendoza, Al Villani, Frank DiNapoli, Dick Boudakian, George Ribeiro, Mike Prudente, Doug Rieck, Suzanne Brown, Mike Conte, Scott Freund, Stu Markowitz and Doug Karvelas.

In 2011 Children's Specialized served more than 17,500 children between the ages of two and 21.



The flagship facility is in New Brunswick with eight other sites across the state.



Shore Clean Car Wash Has Much to Be Thankful For

By Alan M. Petrillo

Shore Clean Car Wash of Mamora, NJ, recently celebrated an expansion with the addition of a Valvoline lube and oil service to its Shore Clean Express Auto Detail Center.

But that wasn't the only celebration. A big part of the happiness in Mamora was the fact that owner Chuck Baker had recuperated from a series of illnesses that left physicians predicting he only had a three percent chance to live.

Nearly two years ago, Baker contracted swine flu, but

didn't know it because he was taking medication for a loss of hearing, which left his immune system low and disguised the swine flu symptoms. After Baker contracted pneumonia on top of the swine flu, he collapsed and was taken to a local emergency room. He immediately was transferred to a hospital in Philadelphia, where he went into septic shock.

Spending two weeks in a coma and three weeks in the hospital, Baker fought through the three percent odds and made a comeback after he was administered an experimental medicine that turned his health around.



A colorful fascade keeps things light and fun at the wash.



This attractive wash packs a big punch with its multiple profit centers.



Shore Clean features an unlimited wash option for \$39.95.



Regina Baker, co-owner, and Philadelphia City Councilman Frank Rizzo, Jr. are all smiles.



"It really was a miracle that I made it," Baker said. "But I was a long time coming back – it took about 190 days. And it was difficult to get back to work because I sometimes have trouble breathing from scar tissue on my lungs."

But the celebration of opening the new lube and oil service was a major event for Baker.

Shore Clean Car Wash is a 60-foot exterior tunnel that Baker built 16 years ago. Two years after that, he built a two-bay detail center behind the wash that performs both full and express detailing.

The two-bay lube and oil center with a customer waiting area was built recently after Baker demolished three self-service wash bays that had been on the property.

"We were the first in this township with an automatic carwash, the first with a detail center and the first express oil change," Baker pointed out.

Baker promotes the businesses as a one-stop shop where customers can get all their automotive needs fulfilled at one time.

"We do a lot of different marketing – coupons, billboards, Yellow Pages and television commercials, but we've found that while they all contribute to work together, word of mouth is best," Baker noted.

Baker said he gives a free carwash, vacuum and topping off of fluids for every oil change a customer purchases. Coupons range from five percent off an oil change, to \$5 off an oil change and a free carwash on Sundays, and 10 percent off a detailing if the customer is getting an oil change.

"People are keeping vehicles longer and taking care of them," he said, "which is one of the reasons why we opened the lube and oil change facility."

Shore Clean Car Wash and Shore Clean Express work with an array of area charities, giving out discounts, free carwashes and free oil changes to churches, parent teacher associations, health organizations, schools and children's sports groups.

"Customer service is very important to me," Baker pointed out. "We're in a town of about 12,000 people, so I rely on providing personal service to our customers. We run a very clean and presentable facility and try to get on a first name basis with all our customers. We want to give them a great job at a great price with great service so they won't want to go anywhere else." ■

Alan M. Petrillo is a Tucson, AZ, freelance writer and contributing editor of Northeast Carwasher. He also is the author of the historical mystery, Full Moon, and several books on historical military firearms.

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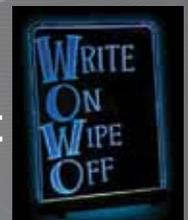
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Wild June Leads Up To November Elections

By Patrick Stewart

In the final days of the fiscal year, New Jersey balances its budget and gets an extension on the Unemployment Insurance law. Every year it seems that NJ lawmakers wait until the last minute to balance the state budget as NJ's fiscal year ends on June 30. This year was no different as Democratic lawmakers sent their budget to the Governor only to see him carve out programs that in his opinion didn't make financial sense.

The Senate vote was 24-16 and the Assembly vote was 46-32. The proposal called for spending \$30.6 billion, nearly \$1 billion more than the budget proposal submitted to the Legislature by Governor Christie in February. The Democratic plan restored funding for education, boosted tax relief to the working poor and eliminated steep cuts to Medicaid called for in the Governor's proposal. The Democrats' proposal also included additional funds for police and fire departments in certain cities, provides \$7.5 million for women's health centers, expanded the senior property tax freeze program and restored funding for the Urban Enterprise Program.

Calling the budget passed by the Legislature "unconstitutional" Governor Christie used his line-item veto power to lower spending by \$900 million; making the budget he

signed a \$29.7 million budget. The Governor deleted additional funding for the senior and disabled property tax freeze (\$61 million), municipal public safety aid grants (\$50 million), nursing home recipients for medical assistance (\$25 million), tuition aid grants (\$21 million), legal services (\$5 million) and family planning services (\$7.5 million).

In separate legislation, Christie also vetoed the millionaire's tax and the accompanying school funding bill that allocated those funds into the education system statewide.

On Wednesday, June 29, a bi-partisan bill dealing with the Unemployment Insurance fund reached the Governor's desk. This legislation helps solidify the Unemployment Insurance Fund and reduces the mandated unemployment insurance tax rates that will be imposed on employers during fiscal years 2012 and 2013. Modify, for all years after FY 2011, the UI trust fund reserve ratios which set employer UI tax rates in such a manner that larger reserves are required in the UI trust fund than under the current law before employer UI taxes are reduced.

Employer tax liability will be cut from \$300 per worker to \$100 per employee on average, generating a savings of \$450 million for New Jersey businesses. The law implements rec-

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Tim Weigel (left), and **George Kelly**
Owners — NYACK Car Wash
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ommendations made by the Governor's UI Task Force and was supported by groups such as the New Jersey AFL-CIO, the New Jersey Business & Industry Association and the New Jersey Chamber of Commerce.

The legislation would phase in the scheduled UI employer tax increases over the next three years. Specifically, the bill would shift the employer tax column from "C" to "D" in FY 2012, from "D" to "E" in FY 2013, and from "E" to "E+10 percent" in FY 2014. Column "A" contains the lowest tax rates, while column E+10 contains the highest. If the Legislature fails to act, current law would shift the UI employer tax rates from column "C" to "E+10 percent" on July 1 because the UI Trust Fund is carrying a negative balance.

The Governor signed this bill on June 30. ■

Patrick A. Stewart is a lobbyist with Public Strategies Impact. You can reach him at 609/393-7799 or email him at pstewart@njpsi.com.



Patrick A. Stewart

CWONJ Groupon™ A Success

The Car Wash Operators of New Jersey (CWONJ) broke into Groupon™ recently with success, according to Scott Freund, the program's organizer. "We had good success with our first Groupon™," Freund said. "Groupon™ was also pleased with our showing."

Groupon™ (daily deals on the best stuff to do, see, eat and enjoy) afforded the 10 participants the opportunity to market to more than 362,000 subscribers in New Jersey. "Those operators who participated sold 1,900 coupons," said Freund. "Roxbury Car Wash in Ledgewood sold 275 coupons from the promotion."

How Groupon™ Works

Groupon™ subscribers receive one new offer a day via email. It can be a discounted massage, tickets to the theatre, rock climbing and now carwashing, detailing and lube services. On the day the carwash Groupon™ emailed, the offer of those who participated was the only offer Groupon™ subscribers received.

The incentive, or offer, gives the subscriber a kick in the pants to try out the service. It can bring new customers into your wash. "We could certainly try this again," said Freund. "Possibly closer to the end of the year." ■

CWONJ CALENDAR

NOVEMBER 8

General Membership Meeting

Exploring Groupon and Other Social Media Concepts with MA Operator Adam Korngold

Crowne Plaza, Monroe Township

New Location!!

cwonj.com

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CWONJ Golf Outing Has Raised More Than \$32,000 For Children's Specialized Hospital

The Car Wash Operators of New Jersey's (CWONJ) 11th Annual Golf Outing raised \$5,000 for The Children's Specialized Hospital, during its event at Suburban Country Club, June 13. Children's Specialized Hospital is the country's largest pediatric rehabilitation facility with locations throughout New Jersey. Suzanne Brown, the hospital's Special Gifts Officer, spoke to the group about the hospital's mission as did Pat O'Hanlon, a patient's mother who is now an ambassador for the hospital. "The work this hospital does for children is amazing," said Scott Freund, event co-chairperson. "We feel thankful to be able to make a small contribution to their great efforts."

Children's Specialized Hospital serves children affected by brain injury, spinal cord dysfunction and injury, premature birth, autism, developmental delays and life-changing illnesses from ages two to 21. Children's Specialized has nine sites in New Jersey and treats more than 16,000 children each year from all over the country. The CWONJ has been raising money for the hospital since 2004 and to date has raised \$32,555.

In addition to 18 holes of golf on the regulation course designed by famed architect A. W. Tillinghast, the group enjoyed a buffet lunch and dinner as well as a lively raffle to raise money for the hospital. The winning foursome consisted of Scott Freund, Barry and Chris Hart and Pete DeFazio with a 58.

Other winners included, Team ZEP and Doug Karvelas with a 62 in second place. Pete DeFazio had

the longest drive-men and Sue McClure had the longest drive-women. Closest to the Pin on Hole #11 was Jeff Ruderman, and Closest to the Pin on Hole #16 was Ed Dunn. Each winner received a \$50 pro shop gift certificate. The winning foursome got a \$75 pro shop gift certificate. "We had a picturesque day," recounted Freund. "You could not have asked for better weather and our donation to the hospital really makes the day poignant."

Vendor support and attendee generosity, according to Freund, are key to the success of the event. "We could not pull off this event without the huge support we get from our vendor members," he said. "I'd really like to thank them and encourage our members to do business with these vendors."

These vendors include: Platinum Sponsors ICS and ZEP (buffet reception/hole); Gold Sponsors Prime Lube (cocktail



Smythe Volvo supplied the Hole In One car giveaway. Unfortunately, no one won it!



The CWONJ held its 11th Annual Golf Outing at the picturesque Suburban Golf Club in Union. It's easy to see why!



hour), Micrologic (hors d'oeuvres) and Simoniz USA (lunch sponsor); Silver Sponsors ZWash Systems and *Northeast Carwasher* magazine (hole in one/car give-a-way); Platinum Sponsors Beckerman (sponsor the pro/ladies longest drive/beverage cart), Stoner (men's longest drive) and Rosey's Tank Cleaning (closest to the pin #3/#16). Doug Karvelas and Broad Street Car Wash sponsored the lunch beverages.

Hole sponsors included American Water Co., Gerry Barton, Beckerman, Birdsall Engineering, The Conte Family, DiMaria Construction, DRB Systems, ERC Wiping Products, Erie Brush, Frank Millman, ICS, Kirikian Industries, Kleen-Rite, Mang Insurance, *Northeast Carwasher* magazine, Silogram, Steve Switzer, Tameric Car Wash Equipment, Wachovia, Washtech and ZEP. ■

Continued on pages 50-51 ...

The association's next event, "Exploring Groupon and Other Social Media Concepts with Adam Korngold," is slated for November 8 at the Crown Plaza in Monroe. For more information visit cwonj.com.



CWONJ Vice President Mike Conte manned the "Closest to the Pin" sponsored by Rosey's Tank Cleaning.



Bob Planer, CWONJ President Gerry Barton, Bob DeMarco and Mike Lewicki had a great day of golf.



George Ribeiro (second from right) and Joni Mitchell and their team tore up the links!

The Rainbow Carwash Team of Danielle and Glary Oberle, Denyse Brown and Ann Marie Sweeney strike a lovely pose on the course.



Golf Outing ... *continued from page 49.*

Team Freund took home the trophy again! Pictured are Pete Defazio, Barry and Chris Hart and Scott Freund.



You can always count on Doug Rieck and Gerry Muscio to help out during the event.

Despite getting a little work done, these golfers seem to be having a fabulous day.



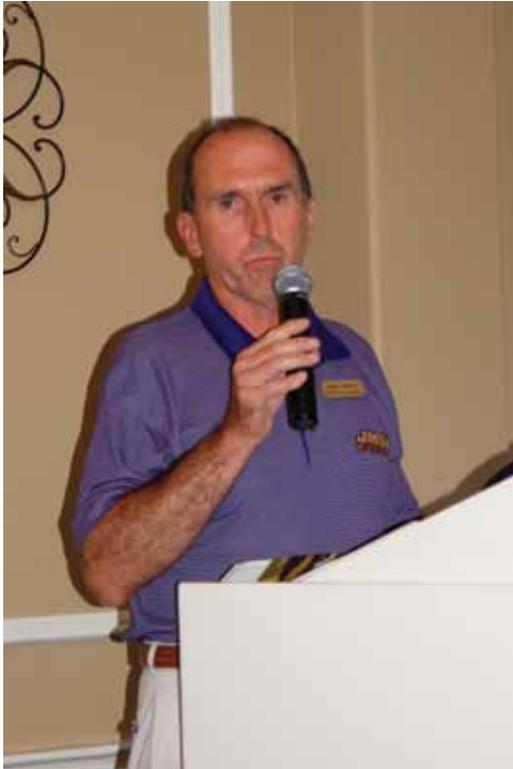
Golf enthusiast Dick Zodikoff made a return to the outing. It was GREAT to have him back!

Team Blue had a great day!



John Murachanian, Larry Herzenberg, Doug Karvelas and Eddie Dunn strike a handsome pose!





CWONJ President Gerry Barton led the membership meeting after a succulent buffet dinner.



CWONJ President Gerry Barton was able to present Pat O'Hanlon, Children's Ambassador, and Children's Special Gift Officer Suzanne Brown with a check for \$5,000 after the outing. Thanks to all who contributed and made this special donation a reality.



The membership was honored to hear from Children's Specialized Hospital Ambassador Pat O'Hanlon. Her son, Kenny, has been a patient at Children's for the last 20 years. O'Hanlon now promotes the great work done there through education and advocacy.





Exploring Groupon and Other Social Media Concepts with Adam Korngold



**UPDATE
ON THE
CWONJ Groupon
PROGRAM!**

Adam Korngold, owner of Waves Car Wash in West Roxbury, MA, was honored by the EPA with an Environmental Merit Award for his exceptional work and commitment to the environment. He is also the vice president of the New England Carwash Association and an NRCC board member.

Tuesday, November 8

7-10 PM

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- \$50 Member at door
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Take the New Jersey Turnpike (I-95) and get off at exit 8A. Bear left after the tollbooth toward Jamesburg-Monroe. Follow exit ramp. Make the first right into the Crowne Plaza Monroe parking lot.

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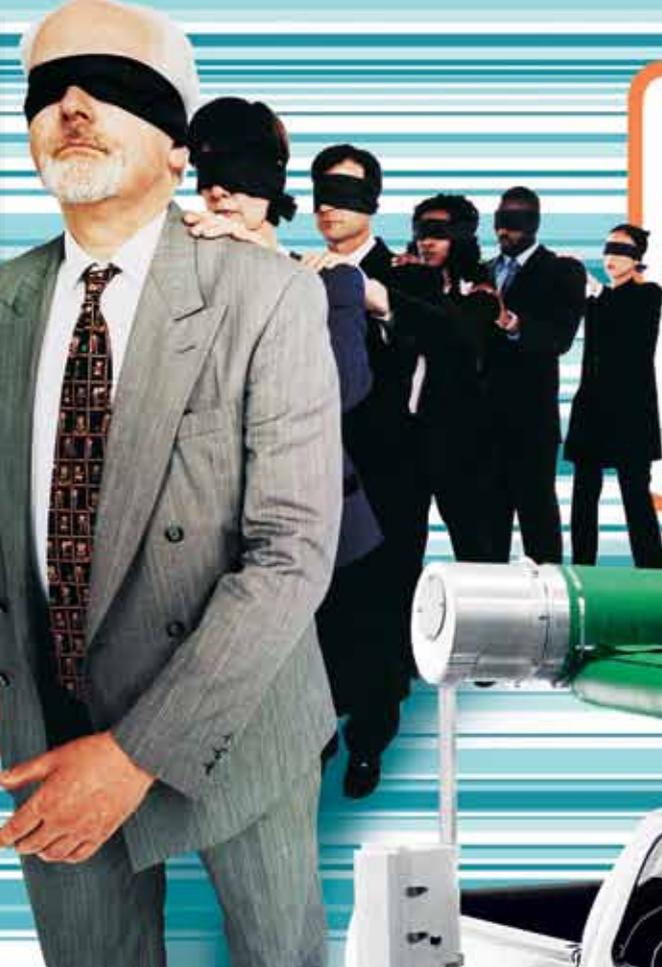
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Carwashers Choose Between Plow-It-Yourself and Contract Plowing

By Alan M. Petrillo

The winter of 2010-11 was an unusual year for the Northeast and East Coast, notable for the massive amounts of snow and number of heavy snowstorms that blanketed those areas.

Attendant with those snowstorms was the necessity to keep carwash operations open – the parking lots, entrance and exit lanes, and associated business spaces clear of snow. In a word – snowplowing.

Anecdotal evidence points to contract plowing being used by many carwash operators, but some owners have found that the do-it-yourself method of clearing snow can be softer on the pocketbook when it comes to snow removal costs.

Mike Conte, owner of Conte's Car Wash, a full-service carwash in Long Branch, NJ, has been doing his own snowplowing at his two carwashes for 24 years. Conte also owns the You Do It Carwash, an eight-bay self-service wash across the highway from his full serve.

"The full serve has been there for 49 years, so it's mostly blacktop from end to end, about an acre," Conte said. "We have about a half of an acre to plow at the self serve."

Conte uses two vehicles for plowing – a 3/4-ton Chevy Suburban, used mainly as a service truck, and a 3/4-ton Chevy Avalanche – both outfitted with Blizzard steel plows.

"The Blizzards are very dependable self-contained units," Conte said. "When you unhitch them at the end of the winter, all the equipment comes off the truck, so you don't have anything hanging off the front of the truck the rest of the year."

He noted that for carwash locations with tight spaces, he would recommend a Wrangler-style Jeep vehicle with a six-foot plow.

Conte said he made the move into doing his own snowplowing in 1985.

"At the time, we had three locations, and we got tired at being at the mercy of the snowplowing operators," he noted. "Often you had to wait until they could get to you. So when we opened our self-service that year, it kind of pushed us into it. We got started with one plow and added the second truck as we grew."

Conte said that only two times has he had to turn to commercial snow removal companies.

"In January 2011 we had a 30-inch snowstorm and had to wait for front-end loaders to come in and move the snow for us," he said. "That happened only one other time in all those years."

An advantage of doing your own snowplowing, Conte added, is that his driveways are on a state highway and "constantly getting plowed in by state plows, but when that



Remember the winter of 2011... make sure you are prepared for the plowing that could lie ahead this winter!

happens, we get out there and open them up and don't have to call back an outside plow."

Conte conceded there is an investment in the plow equipment and its maintenance, but believes that by taking care of the equipment, it will last a long time.

"You're not looking to make money snow plowing, but save it," he said. "You are doing it for your own convenience."

Rich Boudakian, an owner of Tameric Car Wash Equipment and Robin Hood Car Wash in Bloomfield, NJ, had been handling snow removal at the carwash with a snow blower and contract plowers until he purchased his first plow in August of 2010.

"The first snowstorm last December I was ready for, but we got hit so hard at my home 25 minutes south of my carwash that I couldn't get out of the house for two days and that's where I had the truck and plow," Boudakian said.

Eventually, a front-end loader opened up his driveway at home, but he had to use contract snow plowers to clear the carwash prior to getting out of his house.

Boudakian uses a Dodge Ram 1500 to carry his plow and used the rig, along with his snow blowers, to clear snow at the carwash after two other big storms this past winter.

"This year was an abnormal winter with too much snow," Boudakian observed. "Reasonable amounts of eight or 10 inches at a time is okay, but when you're dealing with three to four feet, it's a problem."

Boudakian pointed out that the plow was a \$5,000 investment that he made during the summer when he was able to save 30 percent on the cost before prices went up for the winter season.

"But you can't expect to recover your outlay in one year," he noted. "It's a multiple season return on your investment."

Doug Rieck, owner of Magic Wash in Manahawkin, NJ,



has used the same contract snow plower for 20 years at that wash. He also owns two other washes – each a five-bay self-serve with a single in-bay automatic – 15 minutes away in Waretown and 45 minutes away in Pemberton.

“In each case there’s a half acre worth of plowing and we’ve been using independent plowing contractors,” Rieck said. “Typically, it costs \$200 to plow the first three inches of snow and more for each additional inch. An additional hourly charge kicks in after about 8 inches.”

Rieck said for the past 10 to 15 years, his snow plowing costs at each location have been between \$1,000 and \$1,500 a year. In the 2010-11 winter, Rieck said he spent \$2,500 to plow the Waretown location and \$2,200 to plow Pemberton.

“Snow plowing costs have doubled and tripled in recent years because there are more big snowstorms,” he noted. “While it made sense to let a contract snowplower do it in the past, now it makes more sense to buy a plow and put it on the carwash pickup truck.”

Rieck is planning to do just that. He’s investigated the cost of a new plow and estimates it will take between \$4,200 to \$4,900 to buy and install a plow on his truck.

“If we get another winter like this last one, I’ll get the payback in a year,” Rieck noted. “If it’s a lighter snow year, the payback will come over three years. It makes sense to do this.” ■

Alan M. Petrillo is a Tucson, AZ, freelance writer and contributing editor of Northeast Carwasher. He also is the author of the historical mystery, Full Moon, and several books on historical military firearms.



Get Your Wash On the Web Today

The Car Wash Operators of New Jersey (CWONJ), at no cost to our members, can help you improve your business via the Internet. If you have not signed up to be listed on our website and link page, simply fill out the Website Information sheet on page 56 and fax it to us today. Any questions? Contact Suzanne Stansbury at 800/287-6604.

If you would like your carwash to have its own website, Joycemia will also provide web page services to members at a discounted rate.

Remember to check in weekly with our association web page at www.cwonj.com to learn more about upcoming meetings, events and issues. ■



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The Car Wash Operators of New Jersey (CWONJ) and the New Jersey Department of Environmental Protection (NJDEP) have created a partnership that will provide charities and non-profit organizations with an opportunity to hold fundraising carwashes at commercial carwash facilities. While charitable carwashes perform a valuable service to our communities, these activities can also result in unanticipated impacts to the State's water resources by discharging pollutants such as petroleum hydrocarbons, surfactants as well as nutrients and metals which can flow into a storm drain, eventually making its way to our rivers, lakes and streams.

The CWONJ and the Department are soliciting CWONJ members to join our partnership and provide charities and non-profit organizations with discounted carwash tickets (by 50 percent) that they can resell at face value. This is truly a situation where all parties benefit. Charities and non-profit organi-

zations can raise money for their causes, the Department accomplishes their goal of protecting water quality, and CWONJ members gain valuable exposure in the community. In addition, CWONJ members have the satisfaction of knowing that they are doing their part to protect the environment.

The first step is to become a participating carwash by completing and returning the application below. The CWONJ will then post your wash on our web site and that of the NJDEP's. The CWONJ also did a mass mailing to school and scout groups to encourage participation. Interested groups will then contact your carwash directly. Participating CWONJ members will receive a set of posters and a Certificate of Recognition from the NJDEP. The NJDEP will also publicize the effort through its outreach programs. ■

For additional information contact the CWONJ at 800/287-6604 or 518/280-4767 or visit www.cwonj.com.

CWONJ Mailing Address:

CWONJ, PO Box 230, REXFORD, NY 12148 • 800/287-6604 • PHONE/FAX: 518/280-4767
mediasolutions@nycap.rr.com

www

PUT YOUR WASH/BUSINESS ON THE CWONJ WEB SITE!

www

As an added value to our members we will be listing our member's carwash locations on our internet site at NO ADDITIONAL COST to members. Please, complete the form below by providing the information that you want posted on the Web site. (i.e. if you use your home phone number and don't want it posted on the Web site don't fill out that section). If you have multiple locations please copy this form and complete a form for each location you want listed. If you have any questions please call Suzanne Stansbury at (800) 287-6604, Fax (518) 280-4767 or send your information to: PO Box 230, Rexford, NY 12148.

Carwash Name _____

Physical Location _____

Telephone _____

E-mail _____

Owner or Contact Name _____

Type of carwash and services provided: *(please circle all that apply)*

- | | |
|------------------|-------------------|
| Full service | Detailing |
| Exterior | Gasoline |
| In-bay automatic | Lube Center |
| Self Service | Convenience Store |
| Express Wax | Other |

Are you a carwash manufacturer or supplier? (Give a brief description of the service(s) you provide.) _____

Yes, I give my permission to have my carwash location listed on the Car Wash Operators of New Jersey Web site.

Authorized Signature _____

Title _____

I also give my permission to have the CWONJ Web site linked to my Web site. My Web site address is:

IMPORTANT: *This registration must be returned or your carwash won't be listed and shown on the Web site as a member.*



Fundraising Car Wash Participation Form

Sponsored by the Car Wash Operators of New Jersey with support from the New Jersey Department of Environmental Protection

Thank you for your interest in participating in the CWONJ and NJDEP's partnership Fundraising Car Wash Program. Your efforts will help numerous charities and improve New Jersey's water quality. CWONJ will create a list of participating CWONJ members that will then be supplied to schools, religious organizations and other charities and non-profit organizations.

Participating CWONJ members provide charities and non-profit organizations with discounted car wash tickets (by 50 percent) that they can resell at face value instead of holding car wash fundraisers.

For more information about this program, please contact Doug Karvelas, Car Wash Operators of New Jersey, at (609)888-2568 or Bruce Friedman, New Jersey Department of Environmental Protection, at (609)633-7021. Additional information is also available at www.cleanwaternj.org.

Car Wash Facility Name: _____

Address: _____

City/State/Zip: _____ County: _____

Contact Person: _____ Title: _____

Phone: _____ E-mail: _____

Website (if applicable): _____



Please mail or fax this application to:

Broad Street Car Wash
2569 South Broad Street
Hamilton, NJ 08610
Fax: (609) 888-4405





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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.

PRESIDENT'S COLUMN

As I mentioned in my last column, our Richmond meeting was held on May 25. Our featured speaker was Mike Mountz, the founder of the Grace for Vets program. I have heard Mike speak on several occasions and every time it touches your heart to hear the passion and desire he has for his program and our industry. I feel it is worth saying again that we all need to recognize our Veterans.

Also at our May meeting, I had the honor of inducting our first member into the MCA Hall of Fame. Benson Rice, who was our founding President, was honored with this award. Benson served in many roles in the MCA, as well as being a veteran of the carwash industry working with his own father since 1955.

We also had an election of officers and I look forward to working with all our new board members.

Our September meeting is slated for the 23rd at the Farming Country Club in Charlottesville. We have planned a program that should be very interesting and aptly named, "Generational Perspectives on the Carwash Business." Giving this presentation will be three generations of the Bascom family who are long-time members of our association.

The Bascom's have been in multiple fields of the carwash industry (full serve, self serve, in-bay automatic and sales.) We will report on this meeting in the next issue of the magazine. It should be an exceptional presentation.

Next I would like to remind everyone to register early for the Northeast Regional Carwash Convention (NRCC). The show is October 3-5 and once again at the Trump Taj Mahal in Atlantic City. Personally, I have always gotten a lot of value out of this show, and I would like to see everyone try to make an attempt to attend. We have a great schedule of events, wonderful early bird and round table discussions, and of course, as always, a great exhibitor show floor. So, sign up early and look me up when you get there!

As always, I would like to thank all of the members of MCA for the effort they put forth in making this a great organization, and to Suzanne for such a great magazine and opportunity to make the connection with all of you.

I invite you to attend any of our meetings. Please see a listing of our dates and RSVP form on our webpage, www.mccarwash.org, or contact me at asm@shentel.net or 540/436-9122.



Mike Ashley
President Mid-Atlantic Car Wash Association

MCA Founder Benson Rice First Hall of Fame Recipient

Benson Rice was inducted into the MCA Hall of Fame by association President Mike Ashley.

The Mid-Atlantic Carwash Association (MCA) inducted Benson Rice as its first Hall of Fame recipient on May 25. Benson Rice is the founder and first president of the Mid-Atlantic Carwash Association. He founded the association in 1997, and served as president from 1997 until 1999.

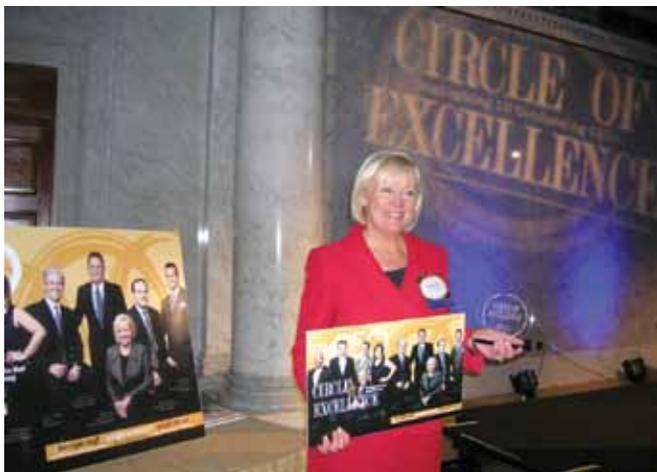
In 1955, his father started in the carwash industry. Rice worked in the family business part-time until 1970. He now operates five Whiz Car Washes in the Baltimore area.

Over the years, Rice has been a strong advocate for MCA members. He was instrumental in fighting the sales tax in Maryland and drought in Virginia.

The MCA will be inducting new Hall of Fame recipients each year, according to association Vice-President Dave Du-Goff. "We want to recognize people who have made substantial contributions to the carwash industry." ■



Piro Named to Smart CEO Circle of Excellence



Pam Piro, President and CEO of Unitec Electronics in Elkridge, MD, was named to the Smart CEO Circle of Excellence in May. She was one of 10 CEOs recognized for their leadership, acumen and accomplishments. Piro is the Mid-Atlantic Carwash Association's (MCA) Distributor Vice President and a long-time board member. ■

2011 MCA CALENDAR

NOVEMBER 2

Membership Meeting

Ellicott City, MD

Turf Valley Resort

(meeting, overnight accommodations)

2700 Turf Valley Road

Ellicott City, MD 21042

Room Reservations: 410-465-1500

Program - Lisa Lyons, owner/operator

Buggy Bath Carwashes, San Diego, CA

Reception - 6 p.m.

Dinner - 7 p.m.

No Charge to Operator Members

(up to two attendees)

Additional Guests and

Non-Member Operators - \$35

Vendors/Suppliers - \$65

Reserve online at www.mccarwash.org

*Call – 888/378-9209 for reservations
or if interested in tee-time for golf the next day.*

May Meeting Tours Richmond Washes



On May 25 the Mid-Atlantic Carwash Association (MCA) hosted a Richmond Carwash Tour and Membership Meeting. The bus left from the Embassy Suites at 2 pm for a four-hour tour of three area washes. The washes featured included Ye Olde Carwash, Splash 'n Dash and Car Pool Auto Wash. After the tour there was a reception followed by a dinner.

The event's speaker was Mike Mountz, owner of Cloister Carwash in Ephrata, PA. Mountz is the founder of Grace for Vets, a program that honors the military with a free wash on Veteran's Day. Mountz, an industry innovator, also spoke of his passion for the industry and how he has achieved success in carwashing.

Benson Rice, the MCA's first president, was also the first inductee in the MCA Hall of Fame at this meeting.

New officers for 2011-2012 were also elected by the membership.



Stuart Hammerschmidt of Shore Chemical and Richard Brandeaux with West River Products.



Jonathan Braun and Jim Weaver from WashTech catch up on during the May carwash tour.



MCA President Mike Ashley visits with Hyun Kim.



Mike Mountz was the featured speaker at the May meeting in Richmond. He is the founder of the Grace for Vets program.

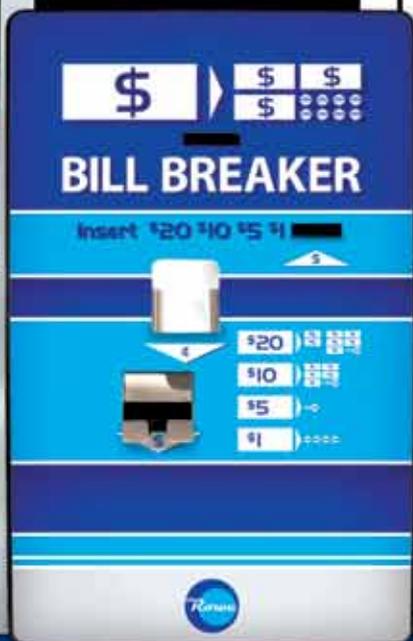
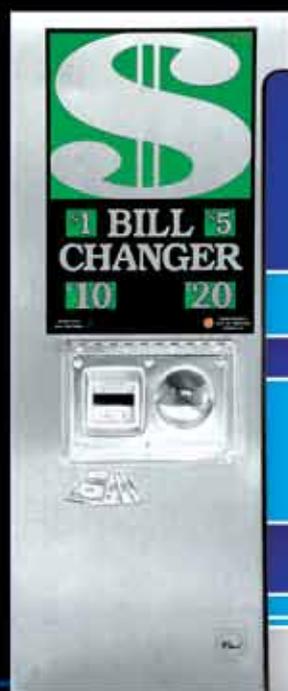


Dave West, Bob Heid, Scott Eichlin and Dave DuGoff show off their new MCA shirts.



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Ron Bousquet

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PRESIDENT'S COLUMN

I would like to start out by congratulating Jacob Slemmering from Soapy's Car Wash in Hudson, NH, for receiving the first NECA scholarship. Our scholarship committee had a very hard time selecting from all the candidates. I would like to thank John Murray, Peter Silk and Greg Thompson for reviewing all the applications and making a great choice. Thanks as well to all who applied. Don't forget that you can apply next year.

NECA has partnered with the International Carwash Association (ICA) and other regional associations in the Water Saver Program. This means that any NECA member who is not an ICA member can participate in this wonderful program now. The Water Saver Program reinforces what our industry has been proclaiming for many years; that the carwash industry is a good steward of water and also our environment. If you haven't had a chance to learn more about this program, visit our website or carwash.org for more information.

This year we have chosen the Parkinson Disease Foundation as our partner in our annual golf tournament. I would like to thank our sponsors who always come through for NECA to help make all our events so great. A special thanks to Auto Wash Maintenance and Trans-Mate Products for being our dinner sponsors, and New England Car Wash Equipment, Simoniz USA, Auto Wash Supply Corp., Ecolab Vehicle Care Division, ERC Wiping, Mang Insurance and everyone who helps our association.

Lastly, I just wanted to remind everyone that the place to be October 3-5 is the Trump Taj Mahal Hotel & Casino in Atlantic City for this year's Northeast Regional Carwash Convention (NRCC). For all of you who go you know how great this show has become. For those who haven't been or have not gone lately, you don't know what you are missing. This show is THE BEST regional carwash event around with outstanding education, networking and 60,000 square feet of exhibitor space. Come and be part of the future of our great industry. To register and learn more visit nrccshow.com. The NECA is this year's host association so let's show up in force for this outstanding event.

Ron Bousquet
NECA President

**Fall Meeting & Dinner
November 1
newenglandcarwash.org**

NECA Helps Promote Industry's Environmental Message

It's an all too well-kept secret that the carwash industry is an environmentally-concerned and responsible industry. Conveying this message to the general public is even more difficult than educating regulatory agencies but NECA is making headway.

We've reached out to the Department of Environmental Protection (DEP) and we're invited to make a presentation to their staff. We exhibited at Earth Fest, in partnership with the New England Water Works Association (NEWWA). NEWWA is the association for local water regulators. We developed Wash for a Cause as an easy-to-use fundraising alternative, available to all community and regional organizations, and all NECA member carwashes. We respond to blogs with information about how the industry is a good steward of water, its use and disposal.

NECA also has become part of The International Carwash Association™ WaterSavers® Alliance. As part of the Alliance, NECA members are eligible to participate in the WaterSavers program, the professional carwash industry's award-winning environmental promotion program. NECA members are encouraged to seek more information at www.icawatersavers.org or call 888/422-8422.



“Green” License Plates

Here's another example of our raised profile as a green industry. Recently, a representative of the Massachusetts Environmental Trust (MET) contacted NECA to help promote special license plates that fund environmental programs. This summer MET announced their newest grants for projects to protect and restore rivers, watersheds, and wildlife across the Commonwealth. Funding comes from the sale of the State's three environmentally-themed specialty license plates.

If you are able to display a colorful poster with images of the special plates at your carwash, please contact Sue Lanza at 617/626-1068 or Susan.Lanza@state.ma.us. We will also have posters available at our November 1 Meeting and Dinner.

Purchases of the Right Whale Tail, the Leaping Brook Trout, and the Blackstone Valley Mill plates will generate \$1 million in support of critical environmental initiatives in Amherst, Athol, Boston, Cheshire, Kingston, Plymouth, Pelham, Saugus and Wareham. To purchase your specialty

plate, visit your local Registry of Motor Vehicles or log on to www.mass.gov/rmv and select “order special plates.” Total first-time cost of your Environmental Specialty Plates is \$90: initial registration fee of \$50 plus a \$40 (\$28 is tax-deductible; \$12 is to manufacture the plate) special plate fee. The renewal fee is \$90 every two years (\$40 is tax-deductible).



We hope to build a mutually-beneficial alliance with MET which was established by the Massachusetts Legislature as a state trust in 1988, and is governed by a nine-member board of trustees appointed by the Executive Office of Energy and Environmental Affairs (EEA) Secretary. To learn more about the Massachusetts Environmental Trust, please visit www.mass.gov/eea/met. ■

Why Your Volume May Be Down 45% Since 2007

By Adam Korngold

I am fairly new to the industry, opening my carwash in 2006, and like all other carwash owners I am not washing the volume of cars that I would like to wash. I hear stories about how many more cars were washed 10 years ago compared to today all the time. I have heard many reasons for the decline, such as increased competition, the bad economy, changing buying habits, global warming, etc. I decided to find out if I could attribute the decline in volume to the great recession and higher fuel prices. Below I have outlined three reasons that can be attributed to a decrease in volume since 2007, when gas averaged only \$2.80 a gallon and our economy was only considered “bad.”

Economic Factors

Recently, a term has become popular for describing the current employment situation: underemployment. After a prolonged recession, people give up on the job of their dreams and settle for a job that provides consistent, albeit lower incomes. These people are no longer reported in the unemployment numbers, since they are employed, but their spending power is greatly diminished.

Unemployment and underemployment effects carwashes more than other businesses, I think, because carwashes generate income from all income classes. Businesses that generate revenue based on the size of the economy are less likely to feel the burden of underemployment. Underemployment and unemployment in 2011 is at 20 percent, compared to 8.8 percent in 2007.

If we now assume that 11.2 percent more of the population is making significantly less than four years ago, we can also assume that this population is no longer in our target market and not washing their cars. Yes, the underemployed still may wash their cars, but significantly less often than they did when they had a job that paid significantly more four years ago. I attribute the increase in underemployment to a decrease of 11.2 percent of carwash volume.

Higher Wash Prices

Many carwashes over the last three years have increased prices due to higher energy and chemical costs. The biggest increase in our expenses has been higher labor costs resulting from the federally mandated minimum wage increasing to \$7.25 in July 2009, over a 10 percent increase from the previous minimum wage. In Massachusetts, I have witnessed an increase in minimum wage from \$6.75 in 2006 to \$8.00 in 2011. Carwash owners have rightfully passed these costs on to their customers.

While this may be debatable, I argue that carwashes are price elastic with an elasticity greater than one. If a carwash



Waves' Adam Korngold.

increases its prices by 10 percent, which a lot of carwashes did over the last few years to counter increased costs, than the volume will drop by more than 10 percent. Price elastic businesses are businesses that the customer does not see as essential. While there is minimal inflation and most businesses have not increased prices, carwashes have seen higher inflation from higher labor prices and chemical costs and have been more likely to increase prices than other businesses. While not all carwashes have increased prices, a large enough percentage have which has significantly lowered wash volumes.

I have raised my prices by more than 10 percent, so let's assume a 10 percent average increase in prices for carwashes. Let's also assume that carwashes have an elasticity of 1.5. The increase in price increase of 10 percent can be attributed to a decline of 15 percent in car wash volume.

Increased Fuel Prices

Let's look at the remaining customers, who are both employed and working at the top of their pay grade and have not changed their carwash buying habits despite an increase of 10 percent in the price of a carwash. These people are spending less because of the higher costs of fuel which result in a lower personal discretionary spending. If a typical family with two cars is spending \$40 additional each week, they are spending an additional \$2,000 a year in increased fuel costs. If we look at government data since 2007, disposable income is actually increasing, people in general have more money to spend than in 2007. However, with the \$2,000 increase attributed just on gasoline, there is a psychological effect that people cannot budget additional money toward their vehicles for carwashes. Consumers are cutting back more on vehicle-related expenses



MA Town Bans Home Washing

According to a *Worcester Telegram* article, home carwashing has been banned in Westboro, MA, between the hours of 9am and 5pm, until further notice. The July 21 article said the city's Department of Public Works made this decision after the water levels in the Assabet River dropped below desirable levels.

New England Carwash Association (NECA) President Ron Bousquet believes this will only shed a positive light on the professional carwashing industry. "Professional carwashes are good stewards of our water and environment," said Bousquet. "We use less water and make sure our waste water is disposed of safely." ■

than other discretionary items. If we look at US new car and light truck sales data from 2007 to 2010, we see a drop from 16.1 million in 2007 to 11.6 million in 2010, a huge reduction.

There are many reasons two of the big three US automakers filed for bankruptcy. A significant reason was the sudden decrease in sales in 2008 from consumers deciding to hold off on car purchases. It is not coincidental that gas prices soaring directly resulted in decreased new car sales.

Consider that the new vehicle sales market is highly correlated with carwash volumes. The new vehicle sales market is down considerably and I believe it is because of higher fuel prices. Assume this reduction in vehicle expenditures for new cars is also related to the reduction in spending on carwashes. The direct effect of a reduction in personal vehicle expenditures applied to carwashes results in a 28 percent decrease since 2007.

How To Calculate Your Volume Decline

Based on the above calculations, a carwash operator who did not increase his price should have seen a decline in volume of 36 percent since 2007. To prevent double counting, we take $(1-.112) * (1-.28)$ to get a spending of only 64 percent of 2007 levels on carwashes, a 36 percent decrease.

Based on the above calculations, the carwash operator who did increase his price should see an addition decrease of 1.5 (percentage of price increase), which is an additional 15 percent reduction in volume for a carwash with a 10 percent price increase since 2007. To prevent double counting, we take our remaining sales of 64 percent of 2007 levels and reduce them by an additional 15 percent to get a 45.6 percent reduction in volume since 2007.

Of course, there are other factors attributable to the decrease in volume such as paints that are less resistant to dirt, cars that do not rust in their first 20 years, and changing buying habits, but we should save that for another article. ■

Adam Korngold owns Waves Car Wash in West Roxbury, MA. He is also the NECA vice president. You can reach Adam at adam@waveswash.com.

Agree or disagree with Adam's theories?
We'd love to hear from you at mediasolutions@nycap.rr.com.

2011 Table Top Revisited

For those who weren't able to attend this year's show and tour, we encourage you to take a look at the photos posted on the wall of the NECA Facebook page: www.facebook.com/Newenglandcarwash.

For those who did attend, see if your image was captured! ■

TREASURER'S REPORT New England Carwash Association

Period: January 2011-June 2011

Income

Interest Income	42
Meetings	20,440
Member Services	710
Membership	16,060
NRCC	14,930
Other Income	250

Total Income..... 52,432

Expenses

Advertising and Promotion.....	1170
Board Expenses	1328
Insurance	1438
Management Fee.....	17811
Meetings	14897
Member Services	2263
Membership	368
Office Expense	2210
Professional Expense.....	1525
Washforacause.com.....	8282

Total Expense..... 51292

Net Income..... 1,140

Cash Balances

Citizen's Bank CD 1.....	16592
Citizen's Bank Savings	84519
Citizens Checking.....	101504

Total Checking / Savings.....202615

NECA Golf Outing Fun, Charitable



By the time you read this issue, the 12th Annual NECA Golf Outing will be over but its effect will continue. A substantial portion of the proceeds, including 100 percent of the Mulligans, is being donated to the American Parkinson Disease Foundation, MA Chapter. Fifty percent of the raffle and the full amount for any donated live auction items will support the NECA Scholarship Fund.

The outing was held at the beautiful Indian Pond Golf Club in Kingston, MA, on September 12. It included an 11 am registration and lunch, noon shotgun start, putting contest and reception, dinner and awards.

The outing is made possible by the generosity of many. For the full list and details of who went home winners, please visit the recent event roundup on our web site: www.new-englandcarwash.org.

Major sponsors at this publication's deadline included ...

- Dinner:** Trans-Mate Products Inc. and Autowash Maintenance Co.
- Golf Carts:** Simoniz USA
- Lunch:** RI Chemical Corporation
- Leaderboard:** Ecolab Vehicle Care Division
- Registration Tent:** Car Fresheners Corporation
- Beverage Carts:** Autowash Supply Company Inc.
- Putting Contest:** New England Car Wash Equipment

In addition, the association received hole/tee and in-kind sponsorship support from Blendco Systems, DRB Systems, ERC Wiping Products, National Ticket Company, *Professional Carwashing & Detailing* magazine and Ryko Manufacturing. ■

For photos of the outing, visit the NECA Facebook page: www.facebook.com/Newenglandcarwash

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NECA Member Benefits Now Include Scholarship Award



The NECA Scholarship for the 2011-2012 school year has been awarded to Jake Siemering of Soapy's Car Wash in Hudson, NH. He will be attending the University of New Hampshire this fall. Jake's scholarship application and essay indicated strong academic achievement and community involvement, and a high probability of future personal achievement. The committee noted that he knows what he wants and he's going for it.



Jake Siemering

Our special thanks to the Scholarship Review Panel for a job well done. John Murray of Autobath of Cape Cod (Hyannis, MA) did a great job of heading up the review process with the able support of Greg Thompson of Bedford Car Wash (Bedford, Lexington & Sudbury, MA) and Peter Silk of Minute-Man Car Wash (Medford, MA).

The NECA Scholarship Review Panel reviewed the applications of five excellent candidates using an objective review and scoring form prepared by the NECA management. They had a conference call to discuss each candidate's attributes that resulted in a consensus for the primary and runner-up candidates. They also discussed how the scoring system worked and tried to assess other ways to rate candidates who have different career paths or background other than high-school-aged achievement. It was a difficult choice since all of the applicants, two of whom were non-traditional students, were impressive for their strength of character and achievements to date.

In the scholarship's first year, one

\$1,000 scholarship was awarded. In the future, we hope to offer more, and more generous, scholarships each year. Any employee, full- or part-time for at least one year, or direct family member of an employee of any NECA-member company may apply for a scholarship. The scholarships are funded by money raised at NECA's golf outing and dinners, but we welcome additional contributions.

NECA Connects

How well are you using your NECA network? Recently, Chuck Lundberg of member carwash Clean and Green in Marlboro, MA, inquired about how he could let members know about some tickets he couldn't use but would like to swap. We have two ways if you find yourself in a similar situation.

❖ Post what you'd like to sell, trade or give away what you no longer need or want on NECA's Member Marketplace. Current NECA members can advertise individual items on the association website Member Marketplace at no charge. Members may post one item at a time for a period of one month. Please contact us if you no longer want the item posted or if after a month, if you need to extend the posting for another month. Please Note: This service is not intended to advertise products or services in a supplier member's regular product line.

❖ To reach your audience more directly, you also can post ticket swaps on the NECA Facebook page. Not signed on to Facebook yet? It's easy to sign up and then become a NECA fan.

- Go to www.facebook.com, fill in the provided fields and click sign-up.
- You will be directed to your personal Facebook page where you may choose to post a profile picture, profile info about yourself and add friends.
- Search Facebook for "New England Car Wash Association."

- From there you can browse the page, start or participate in a discussion, and if you're a NECA supplier member, post about new products and services in the notes section.

For details of the many NECA membership benefits and privileges, visit www.newenglandcarwash.org and click on the NECA Member Services tab.

Wash for a Cause

We encourage all members to participate in Wash for a Cause. If you're not set up, go to www.facebook.com/newenglandcarwash.

If you have a Facebook page, click "like" after you register. Then, call the NECA office to order your Wash for a Cause sign. Participants will receive a free brochure starter kit in the mail.

Once you're signed up, it's easy to promote the program and ensure its success.

Display the custom Windmaster sign prominently.



Hand out brochures to customers who ask about donations and/or about holding a charity carwash.

Talk to groups that ask for donations.

Give names/contact information for potential participants to the NECA office (ex. check town lists, personal contacts).

Make presentations in schools in your community

Visit your town hall and post information. ■

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Kerner's Car Wash & Quick Lube Centers Celebrate Milestones

By Alan M. Petrillo

It takes a long time to wash 2 million cars and change 1 million quarts of oil, but Dave and Lorraine Koerner, owners of Kerner's Car Wash & Quick Lube Centers in Manchester, NH, reached those milestones earlier this year.

"We hit the 2 million mark on cars after 38 years," Dave Koerner said, "and it took more 60 and 70 hour work weeks than we care to remember."

Kerner's Car Wash & Quick Lube Centers is comprised of a 100-foot flex serve tunnel that offers soft cloth hand-wiped full service washing, five self-service carwash bays, one detail bay and a four-bay quick lube center at 66 S. Beech Street on Manchester's East side. An in-bay automatic and five self-service bays on 2nd Street on Manchester's West side; two in-bay automatics and four self-service bays in Franklin; an in-bay automatic, one self-serve bay and a four-bay quick lube in Merrimac; and an eight-bay quick lube center in Exeter round out the Kerner chain.

Koerner, who began his carwashing career in Manchester in 1973 as a part-time attendant in a tunnel carwash and gas station, said he always loved cars and trucks, making the idea of working at a carwash appealing.

"It gave me the chance to and see some fascinating vehicles," Koerner said. "Also, because of the mechanics of operating a self-serve carwash, I learned electrical, plumbing and welding, which I enjoy to this day."

Koerner climbed the carwash ladder to a management position and then to a partnership, eventually becoming the sole owner.

He noted that when he started the lube center 25 years ago, the concept of getting a fast, dependable oil change without an appointment was brand new.

"It was tricky getting customers to understand such a new concept, but once we did, they were really hooked

on the quality, affordability and speed of the service," Koerner pointed out. "We have customers who have been with us since we opened the lube center."

The 66 S. Beech Street location where Koerner has washed 2 million vehicles is next door to a McDonald's and on the second most-traveled road in the state, he noted. A huge mall lies two miles south of his location.

While Koerner doesn't discount his full-service wash because no one else in town offers it, he does discount all his other wash, detail and lube packages to attract customers. At the wash, he also offers a la carte items so people can pick and choose.

"We want to cater to everyone's needs," he said, "and it's been successful in a down economy."

Kerner's Car Wash & Quick Lube Centers also rely heavily on advertising to promote the businesses. Koerner has an annual contract with the *Manchester Union-Leader*, the state's largest daily newspaper where he runs coupons and appears on their website. He participates regularly in ValPak direct mailers; puts coupons and other specials on the back of register receipts at Stop and Shop, Shaw's and the Market Basket grocery chains; and does cross promotions with a pizza shop where the eatery hands out Koerner's \$5 off quick lube coupons and his Kerner's carwash menus.

Koerner said both the ValPak and register receipt promotions have been "fairly successful," and that he's tried radio ads, but they've not worked as well. He hasn't done any promotion on television because, "In New Hampshire



The family-owned business has been in operation for more than 30 years.

it covers the whole state, so it's not very localized, and it's very expensive."

Kerner's Car Wash & Quick Lube Centers have a number of fleet accounts, from utility companies, to large corporate customers, to police and government vehicles.

Koerner estimates that he will spend 100 percent more in advertising during 2011 than last year.

"You have to continually get your name out there," he said, "and we also want to promote new services that we have to offer. But we're still figuring out the best way to do that because advertising isn't an exact science, so we have to give it time to work." ■

Alan M. Petrillo is a Tucson, AZ, freelance writer and contributing editor of Northeast Carwasher. He also is the author of the historical mystery, Full Moon, and several books on historical military firearms.

**More photos
on page 72...**



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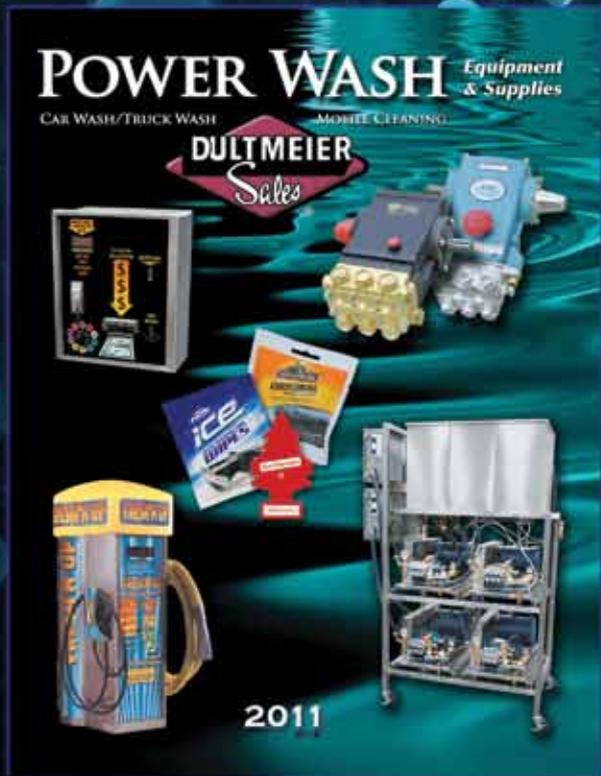
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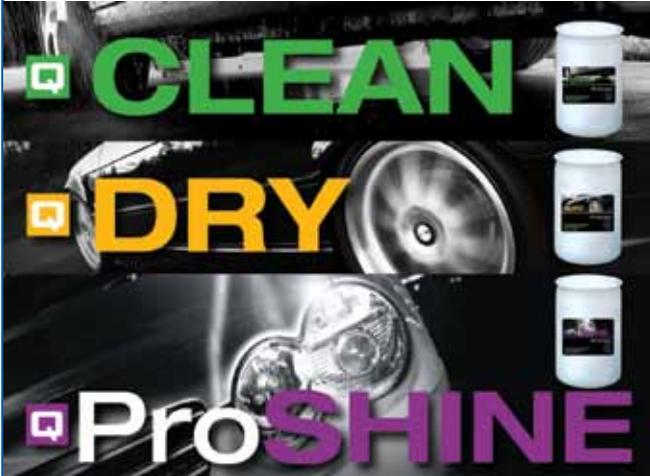
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- ❖ Have you created a hot link on your website to the NECA site using a NECA logo? Google rule: The more links, the more traffic.
- ❖ Is the NECA logo on your business cards? Just contact the office for a brief form that provides guidelines for use.
- ❖ Have you created your "Supplier Profile" on NECA's Facebook page yet?
- ❖ Would you like to be the subject of our member "Vendor Spotlight" in an upcoming issue of the quarterly NECA E-NEWS? ■

For a full description of opportunities for our industry partners/supplier members, go to: <http://www.newenglandcarwash.org/category/3370/opportunities-for-our-industry-partners-supplier-members.htm>



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Mark Kubarek

PRESIDENT'S COLUMN

What a change in the weather from all the spring rain to a drought most of the summer. June and July's dry, sunny weather was great for our summer volumes. It was a much-needed shot in the arm after a mediocre winter in my part of the state. Pollen when the trees and plants finally did bloom was the heaviest I have ever witnessed. Carwashers and allergists were smiling ear to ear. Its about time we had a weather pattern that was good for our business.

If you are reading this and are not a member of the association, I would ask you why. For a very little cost, you would be taped into years of experience in the carwash industry. Our last meeting and carwash tour had cutting-edge technology and ideas that could either make you or save you thousands of dollars. This comes at a very low cost. Remember; you can learn something new everyday. I do every time I meet with our association members. I learn new things and broaden my knowledge. It's a win-win for everyone.

Grace for Vets

The Grace For Vets program will again reward our servicemen/women on November 11 with a free carwash. If you participate in this outstanding program, thank you! If not, please visit www.graceforvets.org and sign up today. It's great promotion for your wash but more importantly, it's a great way to pay tribute to those who have served us well.

October Meeting

On October 19 we will visit several state-of-the-art washes in the Albany market. These facilities are outstanding examples of how you can and should run your washes. There will be lots of opportunities to meet the owners and learn about their business models. And, you can mix and mingle with fellow operators. For the member rate of \$40, you can't go wrong. The event will also include a lunch, dinner and speaker. Visit our website, www.nyscwa.com, to learn more. You can also register right on line!

22nd NRCC Approaches

The 22nd Northeast Regional Carwash Convention (NRCC) is just around the corner, October 3-5, at the Trump Taj Mahal in Atlantic City, NJ. The move from the Borgata to the Taj last year was the smartest thing the NRCC board could have done. It afforded operators the opportunity to bring more people to the show since the pricing was more affordable, and it created a show floor that all vendors could enjoy. There were no ancillary rooms for vendors; everyone was on the same huge show floor.

Education was first rate with a special seminar put on by Ritz Carlton. The opening night event was also well received in the Chairman Tower overlooking the Atlantic City skyline. If you have never experienced an NRCC you really need to attend this event. If you have been a loyal follower, hold onto your hat for this year's show. It will blow you away!

Mark Kubarek
NYSCWA President

I'd like to express the association's deepest loss with the passing of Past President Ken Knightes. Ken was a gentleman and scholar and a true friend to the association and industry. He will be missed.

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Insurance Is Not Like Ragu?

By Mike Benmoschè



Periodically, an old article is worth repeating. The following is one that I wrote a few years ago that is timeless.

Insurance is not like Ragu, it is not always in there! All too often, the response to questions regarding important coverages is to say that the proper protection is included in either the insurance policy or quote when it's not always the case.

One of the main reasons that this occurs is the common practice many insurance companies have in adding an endorsement known as extended coverages. The purpose of this is to offer an itemized listing of additional enhancements to the standard policy. The idea here is to entice buyers to select their quote with the promise of popular group coverage's, which if added individually, would cost substantially more. This can give you the illusion that this meets the needs of your insurance plan at a reduced price. The problem with this is that it can be misleading. Since most of these come in an outline form, the actual wording is omitted leaving the sometimes limited language undetectable. For example, one national insurance company provides business interruption insurance with an unlimited limit. This is commonly known as ALS or actual loss sustained coverage. One item to point out here is that this is limited to 12 months. If the wash takes more time to reopen, there would be no additional payments made for lost business income.

Another item to be aware of is that several of these forms limit the reimbursement for ordinary payroll to only 60 or 90 days. When elected, the standard business income policy provides this option without this limitation. The reason payroll is included is to make sure you have the financial resources to keep your good employees. This limitation may or may not be important to your insurance plan, but it is good to know about them before the claim occurs and you learn, the hard way, that you didn't have what you thought you did. Yet, when you see the endorsement and it reads actual loss sustained, you have the

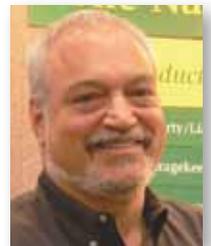
illusion that you will be paid the full claim without limitations. Also, several of these lost income enhancements have a 72-hour deductible. If you're a full-service wash and your loss occurs at the beginning of a sunny weekend, that deductible can be very costly.

Another example can be found in crime coverage. For instance, even though you may think you have protection in the event someone breaks in to your vacuums, some of the crime coverage enhancements include an exclusion for loss of monies from machines that do not have an automatic counting device.

The language is only part of the problem with these extensions, often the limits are very low and do not adequately provide the amounts necessary to pay enough to replace what was lost. For example, if you have ordinance or law coverage, some endorsements do not include damage to the undamaged portion of the building. They may only include a small limit for jurisdictions that may require rebuilding with more expensive changes to meet current codes. In this case, if you have damage to 51 percent of the building, you may still be on the hook for the remaining 49 percent. Employee dishonesty coverage is another popular enhancement thrown in but in many cases the limit is \$5,000 which could be grossly inadequate. Sign coverage is often included but also with very low limits, typically \$5,000. These are just a few examples of the low limits associated with some of the important insurance coverage's that you can't afford to be underinsured for.

In summary, not all extension of coverage endorsements is inadequate. Some do offer a more competitive way to package enhancements that should be a part of your insurance program. Just be aware of the limits and the language before the claim arises and you find yourselves short. ■

Mike Benmoschè is with Mang Insurance. You can reach him at 800/891-9274 or at mikebenmosche@manginsurance.com.



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NYSCWA Watch Angels Snag One From Mets at Citi Field



FLUSHING MEADOWS, NY – The New York State Car Wash Association (NYSCWA) filled three Empire Party Suites at Citi Field here, June 17, for its annual trip to the ballpark to cheer on the New York Mets. The Mets were not victorious, however, with a 4-3 defeat to the Los Angeles Angels. The venue, which seats 102, came in handy during a 20-minute rain delay and lent itself to much mingling among the nearly 80 attendees, according to Mike Benmosche, the event chairperson. “This is really a great event and one you should not miss,” said Benmosche. “The new stadium and the atmosphere in the suite lend itself to a perfect day at the ballpark.”

In addition to occupying three private Empire Party Suites, the group enjoyed a plethora of food and drink and got to watch the game with a birds-eye view of the spectacular stadium in an air-conditioned setting. “The event is really the brainchild of Mike Benmosche, our treasurer, and Stuart Rosenberg of Beverly Hills Hand Car Wash, said NYSCWA Executive Director Suzanne Stansbury. “We thank them so much for their hard work in making this family event such a success and something that our attendees look forward to annually.” According to Bob Rossini of Mark VII, who brought his two children, it was a day his kids will always remember. “They loved it and so did I!”

Event sponsors included Micrologic Associates, Simoniz USA, Mang Insurance and the *Northeast Carwasher* magazine.

Continued on page 80...

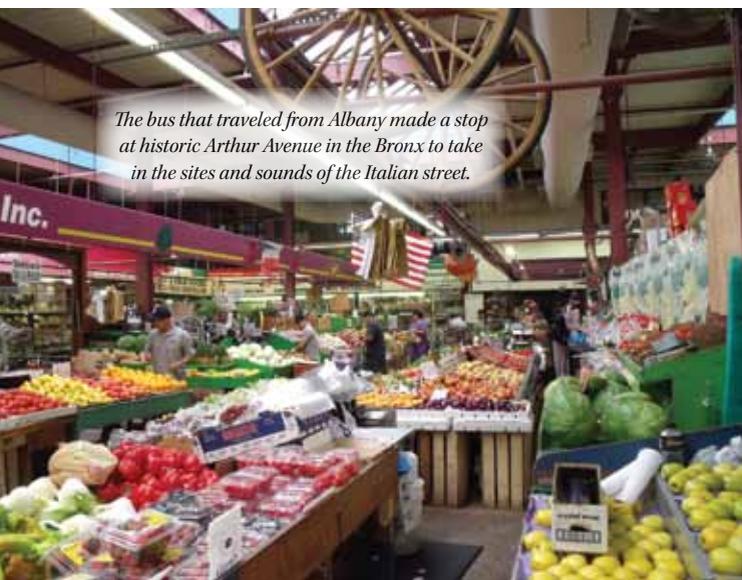
The association’s next event is October 19 in Albany and features a carwash tour and speaker. For more information visit nyscwa.com.



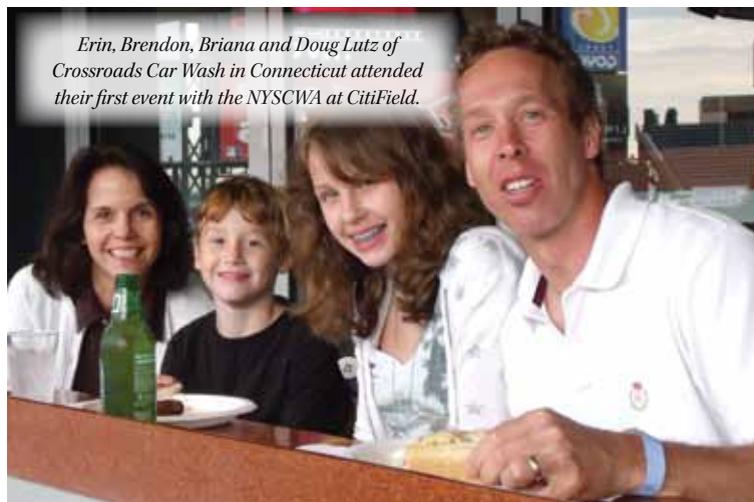
Despite a whole lot of rain, the game was not a washout, even though the Mets were not victorious.



Mang Insurance's Cheryl Rienneau and her son took a bite out of the event!

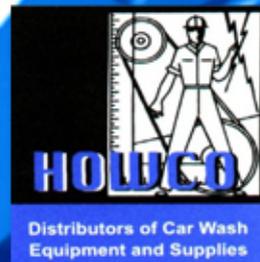


The bus that traveled from Albany made a stop at historic Arthur Avenue in the Bronx to take in the sites and sounds of the Italian street.



Erin, Brendon, Briana and Doug Lutz of Crossroads Car Wash in Connecticut attended their first event with the NYSCWA at CitiField.

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NYSWA Vice President Paul Vallario and his son enjoyed the game.



Northeast Carwasher Assistant Editor Bethany Dixon got to catch up with Mr. Met!



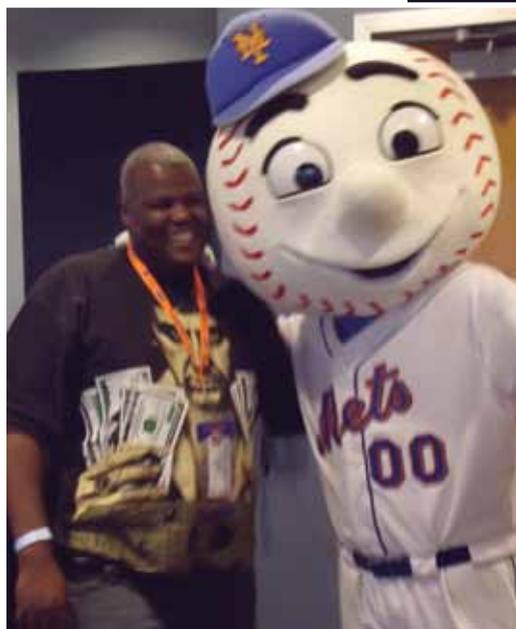
Foam & Wash's Scott Baright enjoyed a little snack between innings.



That Mr. Mets; he gets around!



Colonial Carwash's Mike Fusco stepped in for his dad and brought a team from the wash to the event.



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Three Member Washes Voted *The Best of the Capital Region*



The Albany *Times Union* recently announced that three New York State Car Wash Association-member washes are the “Best of the Capital Region.” Hoffman’s Car Wash, Colonial Car Wash and Glenmont Car Wash were the top three washes in the Capital region. The *Times Union* announces the “Best of the Capital Region” annually. The

winners are voted on by *Times Union* readers and staff.

Glenmont Car Wash owner Dennis O’Shaughnessy, Sr. said that the wash’s success comes from hands-on leadership. “We are a single owner/operator who believes in working with our employees,” he said. “We coach like a pro sports team, and we don’t hide just because we’re owners.” ■



Spur Innovative Ideas With These Unorthodox Techniques

If you haven’t heard any good ideas from your employees lately, it could be that you’re not asking for them. There are different ways to solicit innovative ideas.

Here are some creative approaches:

- ❖ **Look for bad ideas.** Hold a “dump the ideas” meeting or luncheon. The topic: “What should we stop doing so we have more time and energy for innovation?”
- ❖ **Designate a “blue sky day.”** Ask your team to build a model or make some kind of graphic representation of their wildest business-related ideas. For one day, display them in hallways or your break room. Include sticky note paper for people to share their thoughts and comments on each other’s ideas.
- ❖ **Hold a gift exchange of ideas.** Have people write down their trickiest problem and drop them all in a hat. Then have everyone pick a problem from the hat and try to solve it. Like a holiday grab bag, this can encourage people from different areas to get together and learn something about each other’s problems – and their hidden skills.

- ❖ **Form a dream team.** Select a small group of people to meet once a week. Their job: to generate, share, and discuss ideas for innovation. Have them meet on specific subjects to keep them focused.
- ❖ **Hold a story hour.** Ask everyone on your team to tell about a time when he or she solved a problem or helped develop an innovative idea. Try to identify the skills and principles everyone used so you can work on enhancing them on your own team.
- ❖ **Post topics and questions.** Hang a poster-size piece of paper with a problem or question at the top. Provide markers so people can write down their ideas on that particular topic.
- ❖ **Take a field trip.** Go to a museum, playground, zoo, park, or someplace like that. Ask everyone to come up with three business-related ideas inspired by the outing. ■

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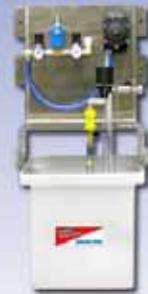
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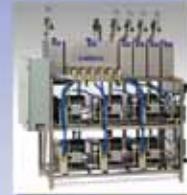
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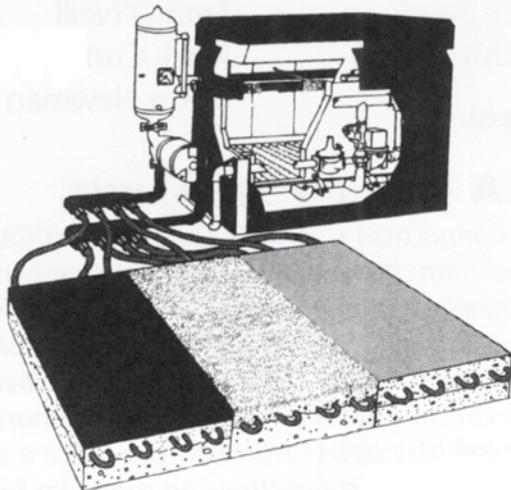
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Squirt's Welcomes A Younger Crowd

By Bethany Dixon



Glen Greco, owner of Squirts Car Wash in Schenectady, NY, wanted a kid-friendly wash. To do so he created the wash's mascot, "Squirts." The character was designed by a local illustrator, Tom Payne. The process of creating the character only took a few revisions. Payne and Greco discussed the character at length before they began the drawing process. "We plan to use him for all kinds of things like fundraisers," said Greco. "If the local High School football team wants to do a fundraiser we can draw him looking like their school team with a uniform on. Or for the Boys and Girls Club we could put their logo on his chest and so forth," he said.

Greco is new to the carwash industry, but not new to business. He has owned a shed business since 1995. It is located on the lot just next door. "We had this location with almost 16,000 cars going by and wanted to create a business that would work with the traffic count," explained Greco.

Having owned the shed business for going on 18 years, Greco was familiar with building materials. "We have a residential area behind us," he said. "When we went to the planning board, we wanted it (the wash) to fit in." Prior to meeting with the planning board, Greco spoke with the board. "The Planning board had put a few suggestions to us going into the meeting," he said. "We reacted very quickly with our Architect Michael Curcio Architects and made some changes like adding more green space, trees and plants. We didn't want a big brick building, we didn't want it to look industrial," he said.

The wash is not open 24 hours due to its location. Greco strategically placed the vacuum islands closer to an existing building to help buffer the noise and keep it from traveling to neighboring homes. The community has been very supportive throughout the design process, he said, and since the wash's opening.

Squirt's owner, Glen Greco, may be new to carwashing but his site demonstrates the research he put into the business before opening his doors.

But before opening a new wash, Greco did his research. "We drove through a lot of carwashes in the Capital District, whether the car needed it or not, just to see what [material] was used," he said.

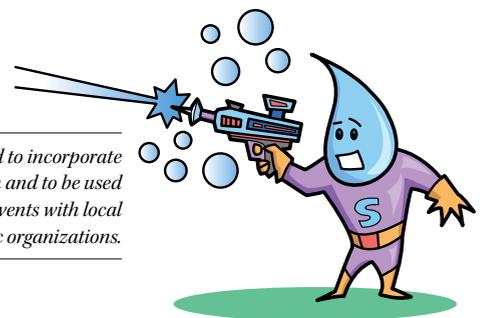
He also researched manufacturers before selecting one. "There are a lot of choices out there as far as all the different types of equipment," said Greco. "Some companies are more helpful than others."

He also did a bit of online research during the process of opening the wash. "...being my first wash I relied a lot on my equipment vendor. I have learned a tremendous amount over the past year and a half," Greco said.

While the shed business prepared him for many aspects of opening the new business, the wash and the shed business are two very different animals. "I find the similarities only



The new wash on Chrysler Avenue in Schenectady features four self-service bays and two in-bay automatics.



This logo was created to incorporate throughout the wash and to be used in fundraising events with local school and civic organizations.

The wash features two attractive vac islands.





The logo was also created with kids in mind.



The wash sits on a street with an approximate traffic count of 16,000.

being that I want the best experience for the customer without any hassles, and also that they are receiving something of value at a fair price." The shed business requires a lot more face-to-face time with customers."

Squirts is also trying to do its part to go "green." It is the first carwash in the Capital District to use all LED lighting, according to Greco, both inside and outside the wash. This should save the wash between \$500 and \$600 a month, and is more environmentally friendly. ■

Bethany Dixon is a junior at LeMoyné College in Syracuse, NY. She is also the Assistant Editor of the Northeast Carwasher.



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Enviro Auto Wash Takes 'Green' to the Roof

By Alan M. Petrillo

Imagine being known as the carwash with plants covering your roof. That's what David Yacobelli experiences every day.

Yacobelli wanted his newly-built Enviro Auto Wash LLC in Endwell, NY, to be a leader in the green movement through its example, so he incorporated as many green elements into the wash as possible, including a green roof.

The entire 2,000-square foot roof area of the carwash is covered with water-retaining sedum plants that thrive in direct sunlight, are drought tolerant, and lend a unique character to the facility. Sedum, a flowering plant commonly called stone-crops, has water-storing leaves and is known for its hardiness.

Enviro Auto Wash has two in-bay automatics, a vending machine area and two vacuum islands.

Yacobelli said the plant-covered roof was his answer to reducing the amount of storm water that would otherwise enter the municipal storm collection system.

"The sedum are soft plants with no spines and their roots intermingle to help bond the structure in place on the roof," he said. "They grow about eight inches tall, don't grow out of control and change colors throughout the seasons, then go dormant in the winter."

But having all that extra weight on top of the building meant the roof structure needed to be built extra strong.

"We used 2 x 10 construction in the roof, which is triple the size of typical roof trusses, in order to support the additional 100,000 pounds of dirt, cabling and plant material," Yacobelli said.

A system of stainless steel cabling runs from front to back on the pitched roof to stabilize the dirt and plants.

Enviro Auto Wash also uses a Bio Swale system along the west side of the carwash that collects and holds storm water in a 60-foot buried stone and fabric trench. The system slowly releases the water into the ground and filters any pollutants before they can reach local streams and rivers. Any overflow goes into municipal collection basins.

During the design of the carwash, Yacobelli chose earth-friendly building materials. The carwash uses modular block construction made with IS cement, which is a LEED-certified green product, he said. Recyclable steel panels cover the gable ends, and aluminum soffits and fascia wrap the ends of wooden roof trusses.

Inside the carwash, Yacobelli chose Weil-McLain boilers to heat the wash bays, consumer spaces and concrete aprons.

"These boilers are 96.4 percent efficient," Yacobelli pointed out. "Every percentage you gain over an existing boiler is an increase of 10 percent in efficiency, so I believe the Weil-McLain is between 50 and 60 percent more efficient than a 90 percent boiler."

Hot water for the wash bays is handled by two tankless on-demand water heaters.

"I can't imagine doing it any other way," Yacobelli noted. "We instantly have hot water and there's no water storage unit. It's the only way to go."

In-bay lighting is all LED, which Yacobelli characterized as "bright and well-lit."

In addition, the carwashing equipment is water and energy conscious, and Yacobelli uses variable frequency drive (VFD) motors to ensure low demand loads for the drying process.

Further, he uses natural renewable surfactants made of corn, coconut and vegetable oil bases to help reduce the environmental impact of the carwash's wetting agents and foamers.

The environmental aspect of the carwash has directly translated into business, Yacobelli believes.

"People are concerned about the environment," he said. "We spent a lot of time and resources creating an exciting roof and landscaping. There's nothing else like this around here and people comment favorably about it all the time."

Continued on page 88 ...



The roof of the wash is covered with water-retaining sedum plants that thrive in direct sunlight. These plants are also drought tolerant and lend a unique character to the facility.



The plantings around the wash also get their share of comments from customers who are impressed with the wash's "green" feel.

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Yacobelli also owns Tint Condition LLC, a three-bay full- and express-detailing center about a mile away from the carwash. When he opened Enviro Auto Wash in the spring of 2011, he did a live remote radio program from the carwash and a small amount of television advertising, promoting the new wash and cross-promoting the detailing business.

“The initial promotion worked well and brought in customers to both businesses,” Yacobelli observed.

Yacobelli said his carwash volumes are where he wants them to be at this point, and believes that the cross promotion with Tint Condition gives him an advantage over a nearby competitor.

“We have signage at each location promoting the other service,” Yacobelli said, “and in the future we’ll consider giving a discount on services at either business. But for now, we want to see what we can do in creating more carwash business on its own.”

Alan M. Petrillo is a Tucson, AZ, freelance writer and contributing editor of Northeast Carwasher. He also is the author of the historical mystery, Full Moon, and several books on historical military firearms.



The wash features earth-friendly building materials throughout including this modular block construction made with IS cement, which is LEED-certified.

Colorful and easy to read signage makes decision making a snap at the entrance to the wash.



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Preparing Your Landscape For Winter

By John Van Etten

The autumnal equinox signifies the coming of winter. Some of the signs are subtle – heavy morning dews, fog and an ever-increasing cool westerly breeze. The shortening of the length of daylight and a tinge of color that seemingly overnight turns into one of nature’s most glorious shows is produced when plants take their clue that winter is nearing. Plants stop their production of photosynthesis and secure these precious reserves in their root systems. With the downward flow of nutrients and produced sugars now in their roots, the leaves are cut off of their vital life support. The results are typically nothing less than spectacular as the chlorophyll (green pigment) dissipates and the true color of the leaves’ pigments comes through. The glucose that remains in the leaves gives way to the color beneath, carotene (oranges) and xanthophylls (yellows) become vibrant. Anthocyanin pigments and combinations of all of the above give way to many different colors and color combinations. Some plants turn just brown; these are the tannins or acids left in the leaves pigment.

Average frost dates will vary with region. In the Capital Region that is around Columbus Day. A week prior to that date we dig up plants that we want to save for the next season. These plants are considered tender and will not survive a frost. Some plants that we save we actually let the frost hit. Typically for us, those plants are canna lily, caladiums, dahlias and colocasias (elephant ears). These are all summer bulbs. The frost does not kill them, but moves the plants toward dormancy. We then dig them up, cut off the foliage and store the bulbs and tubers in a cool, dry place for the winter.

Why save plants? The summer bulbs can be costly to purchase and they can be propagated to make more for next year. They can also be easily stored in any cool, dry place un-

til March. They do not need sun or water.

Fall flowerbed cleanup can be done before the onset of frost as annuals (one season) start to slow down and stop producing flowers. Some annuals actually respond well to the cooler temperatures of autumn. The annuals that thrive in cooler temperatures are snapdragons, angelonias, petunias, dusty millers, salvias and ageratum. As long as they look good, we leave them in. Gradually, by the end of October, all the annuals are removed for the season. Earlier this year, I wrote an article on “Lessons Learned.” From that article you learned to email a photo list of plants and what the store’s staff needs to do with them as the season comes to an end. Clear, concise communication is important with your staff. (See inset list.)

I don’t recommend tilling your soil, but a topical application of compost is always beneficial. Now is the time to plant your spring bulbs like alliums (flowering onions), daffodils, narcissus, crocus, hyacinths, fritillary, tulips, etc. Don’t forget to fertilize your bulbs with bone meal or super phosphate!

Always mow your lawns until they stop growing. Don’t leave the grass long because snow and ice will mat it down and create opportunities for disease. Use a fall fertilizer. It will benefit the roots and give the turf a great start in the spring.

Perennials

Perennial plants are plants that come back every year. Most of these plants will need to be cut back later in the fall, usually after three or four frosts, or early to mid-November. These plants include grasses, flowers, ferns, hostas, and other herbaceous plants. The easiest way to do this is to use hedge shears and cut 2-3 inches above the ground. Grasses can be

cut back 6-8 inches. Woody perennials that don’t need to be cut back are Butterfly bush, Russian sage, Caryopteris, tree peony, lavenders and some sages. Once the ground is frozen, additional protection of evergreen branches can be laid on top. I like to use old Christmas trees for this. It is ok if there is snow on the bottom of the branches. These branches help to modify soil temperatures and protect against dramatic thawing and freezing.

Evergreens

Similar to their leafy counterparts, evergreens annually lose their leaves (needles). I will often

Fall Plant List Reminder

I send this out in September, before a frost, reminding managers and staff that these plants get cut back, not removed, like the bedding plants and other annuals.

-John Van Etten

black-eyed susans
hosta
sedum
astilibe
coral bells
Russian sage
iris
ferns

Shasta daisy
Japanese grass
festuca
zebra grass
reed grass
maiden grass
gooseneck loostrife



get calls from our customers complaining that their evergreens are turning brown.

This is just the one third of the foliage and it is replaced by new leaves or needles. As we edge closer to winter, we can provide evergreens some additional winter protection. Evergreens moderate their moisture through their leaves. Physiologically, evergreens have stomata's which are similar to our sweat pores. They help modify internal moisture. If we have a dry winter, no rain or snow and heavy winds, evergreens can actually dry out or become desiccated. We can prevent this by spraying trees and shrubs in late fall with an antidesiccant. Products on the market include Transfilm and Wilt Pruf. These are the two most common products. They are made up of either natural resins or synthetic latex materials. The spray encapsulates the leaves and stomas sealing in plant moisture. If the winter is not dry, it still benefits and protects the plants. It is always best to spray when temperatures are above 40 degrees Fahrenheit, and I like to spray the plants twice, at least a week apart. Sometimes people will install snow fencing or burlap as well to cut down the harsh effect of winter winds. This works well and is typically used in extreme cases as protection.

Winterizing your landscape now protects your investment and ensures the health and vigor of your plants. The more maintenance you do in the fall, the less you will need to do come spring. ■

John Van Edden, CGM, is the Landscape Manager for Hoffman Development based out of New York's Capital Region. John also runs a residential and commercial landscape division for Hoffman. He has a horticultural degree and is a nationally-certified grounds manager. John can be reached at jvanetten@hoffman-development.com.

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Total Income.....\$35,261.08

Expenses

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Meetings Expenses.....	7,137.61
Office Expenses.....	198.22
Postage Expense.....	267.42
Printing/Graphics.....	339.00
Professional Services fees.....	445.00
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Uncategorized Expense.....	0.00
Website Maintenance.....	475.00

Total Expenses.....\$26,220.29

Net Income.....\$9,040.79

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HSBC MONEY MARKET.....	\$40,922.91
NBT CHECKING ACCOUNT.....	\$29,205.11

TOTAL.....\$70,128.02

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By Ray Justice

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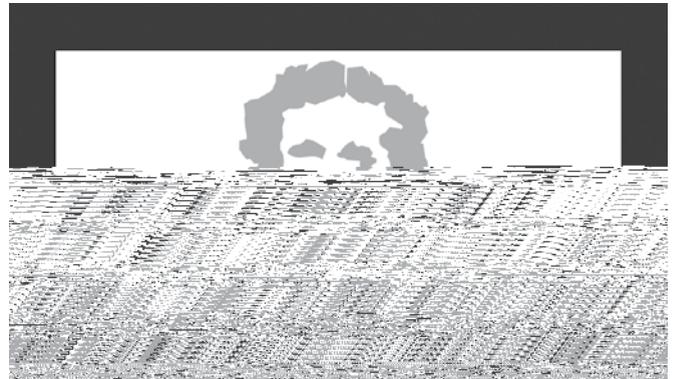
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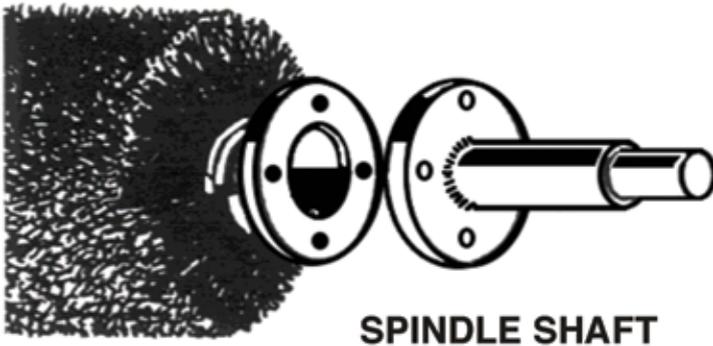
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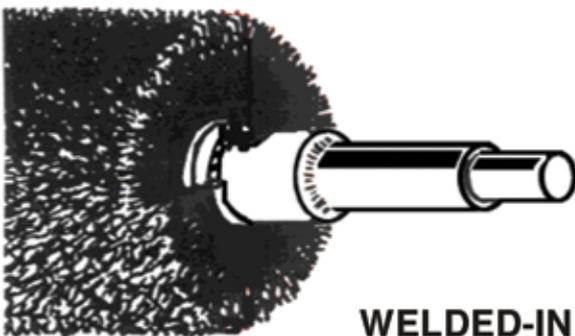
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