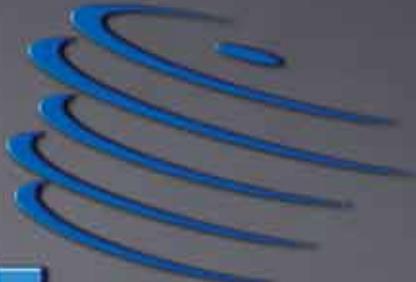


# northeast carwasher



## Carwash Operators Bullish on 2012

22<sup>ND</sup> NRCC  
Doesn't Disappoint!

Venus & Mars  
Talk Politics

What Happens When  
Signage & Architecture Meet

Keeping Out the Cold

College Park Plasters  
Its Logo Everywhere

Looking Back to  
Connect the Dots

Building Up Your  
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The Battle of the  
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Shining  
Star!



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on the  
ground...

and feet on the ground..



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# northeast carwasher

Winter 2012

Vol. 17 No. 1

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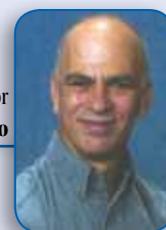


*On the cover: Today's operators are thinking out of the box and coming up with innovative ways to be bullish about carwashing in 2012.*

## northeast carwasher



Editor and Publisher  
**Suzanne L. Stansbury**



Contributing Editor  
**Alan M. Petrillo**



Art Director  
**Katherine Watson**



Assistant Editor  
**Bethany Dixon**

**Please direct advertising and editorial inquiries to:**  
Media Solutions, 2214 Budd Terrace, Niskayuna, NY 12309  
ph/f: 518.280.4767 • mediasolutions@nycap.rr.com  
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*A couple days before I really had to get this column done this photo came across my email. It completely motivated me into action.*

*The operator in the photo is beaming with pride as the Windmaster he is leaning into pays tribute to not only Veterans and military personnel, but his daughter, Kelly O'Shaughnessy Favorite, and his son-in-law Nick. These brave soldiers just returned from a tour of duty at Camp Leatherneck, a US Marine Corps base in Helmand, Afghanistan.*

*Many of you, in fact, more than 800 operators with 1700 locations, participated in Grace for Vets, the program that honors our servicemen and women with a FREE wash on Veterans Day, November 11. That number is a record for the program that is entering its eighth year and founded by Pennsylvania carwash innovator Mike Mountz of Cloister Car Washes. Mountz, a veteran himself, designed the program as a way to give back and honor those who serve our country. His passion for this cause has translated into participation from every state in the US as well as Canada, New Zealand and Australia. He and his staff have worked tirelessly to build up participation in this honorable event and the result is palpable.*

*For O'Shaughnessy, Sr., Grace for Vets is extremely personal. But for other operators, who may not have family who have served or are serving, the tribute is just as great. I have heard countless stories of servicemen and women driving into a wash in full dress uniform and beaming with pride as they state that they are eligible for the free wash, even though this program runs on the honor system. On this one day, stories are recounted and memories shared. Honoring those who serve or have served our country to protect our freedom is certainly the right thing to do.*

*Massachusetts operator Patti Kaplan knows this first hand. "The vets are so proud and grateful for a free wash," she said. "Many of them tell me they always come to our carwash and sometimes I think they do just because we give them one free wash a year. It is a humbling and rewarding experience for me and the entire staff. It is one of our favorite washing days of the year!"*

*A bonus to participating in this program is the positive light it sheds on our industry. O'Shaughnessy, Sr. and others use this day to market their patriotic spirit to the motoring public. He reached out to the local media via Facebook, and other means, and received a lot of positive press. He helped spread the word about the event and that professional carwash owners give back. That is advertising that money simply can't buy.*

*If you missed out on the 2011 event, but want to learn more, you can visit [graceforvets.org](http://graceforvets.org) and see just how to get involved next year. They provide you with marketing materials, press releases and guidance every step of the way.*

*This one-day event will make a huge difference in your life and that of your employees. As Mountz has said, "It's about giving back and in doing so you will be creating a customer for life."*

### Thank You!

*I just want to take a moment and thank the Northeast Regional Carwash Convention (NRCC) committee for honoring me in October with an induction into the NRCC Hall of Fame. My work on the NRCC committee over the last 20 years has been a highlight in my career. The passion and dedication of the board is unsurpassed. It's a true honor to help plan and execute this wonderful annual show. Thanks to all!*



*Suzanne Larkin Stansbury*

Suzanne Larkin Stansbury  
Editor/Publisher



Dennis O'Shaughnessy, Sr. proudly displays his wash's signage for the Grace for Vets event, November 11.



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SiteWatch automatically posts the messages and controls all Facebook related discounts.

All you need to do is have a Facebook page and be tracking customers on SiteWatch 2011 using vehicle stickers with barcodes, FastPass tags or license plates. It really is that simple.

**As more and more customers sign up for your Facebook club, the “viral buzz” about your wash will gain momentum. Soon the whole town will be talking about your carwash!**

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*You can use Social Circle Module to offer your customers and their Facebook friends a variety of special deals. For example, you can give customers a discount on a wash or a percent off their ARM® Monthly Pass fees if they become part of your Facebook Club. You can also make exclusive offers available to Facebook friends of your customers. After permission is granted, Facebook users click a link to access a barcode that they can print and take to your site to enroll in your club or take advantage of a special offer.*

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## Congratulations

I just read that you were inducted into the Northeast Regional Carwash Convention (NRCC) Hall of Fame! That is a long overdue honor for you since all you have ever done is make your professionalism contagious, preach the "gospel" of carwashing, stand up for what is right, and be continually loyal to your friends.

Good for you, Suzanne!

John Hansen

Owner, Advanced Car Wash Equipment LLC  
Hobe Sound, FL

### 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](mailto:mediasolutions@nycap.rr.com)

## New ICA Board Announced

The International Carwash Association (ICA) has announced its 2012 officers and they include several East Coast members including Pam Piro of Unitec Electronics, Elkridge, MD, Mark Curtis of Splash Car Washes in Stamford, CT, and Fred O'Neil of O'Neil Enterprises in Shelton, CT.

**Congratulations to all:** Jerry Miller, President; Pamela Piro, Vendor Vice President; Hank Richard, Vendor Vice President; Mark Curtis, Treasurer; John Pierce, Immediate Past President; **Operator Directors** – Fred O'Neil, O'Neil Enterprises, Shelton, CT; Richard Enning, Mister Wash, Dusseldorf, Germany; **Vendor Directors** – Stephen Wade, Oasis Car Wash Systems, Galena, KS; Warren Davis, Stinger Chemical, Houston, TX; Richard Belanger, Motor City Wash Works, Wixom, MI.

## WASH VOLUME INDEX

We have taken the pulse of five East Coast operators to see where their volumes are compared to last year (YTD October 2010 to October 2011). We had a high in upstate New York with +19 and a low on the Jersey shore with a -12.



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.

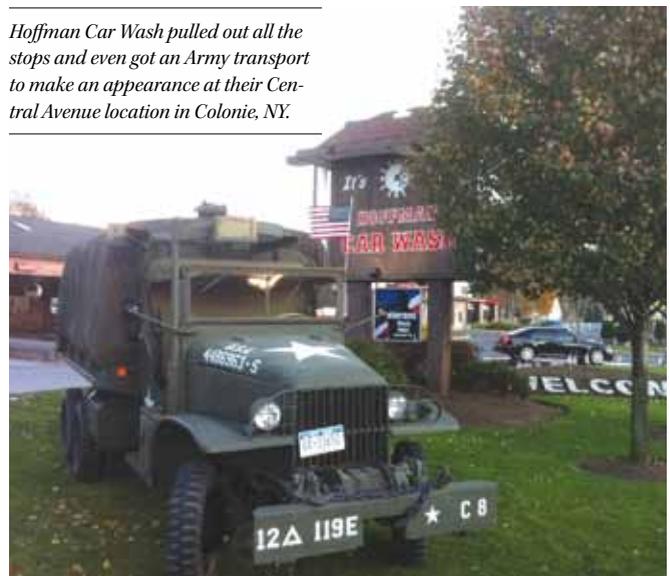
## 2011 Grace For Vets Breaks Record!!!!

This year's Grace For Vets program, that honors our servicemen and women with a FREE carwash on Veterans Day, saw a record participation number of more than 1700 locations and 800 companies on November 11! What an awesome tribute and show of carwash support for those who protect our freedom!!! Look for a complete wrapup in our Spring issue. ■

Dennis O'Shaughnessy, Sr. proudly displays his wash's signage for the Grace for Vets event, November 11.



Hoffman Car Wash pulled out all the stops and even got an Army transport to make an appearance at their Central Avenue location in Colonie, NY.





"The longer our contract goes, the better it gets!"

-Salim "Nino" Naous  
Lewiston, ME



"They do everything they say they will," says Nino Naous.

“There couldn't  
be a **better**  
partner”

Nino started with the land and Mutual Oil at his side. "They've been with me all the way," he says. "With their help, we have a very successful operation."

Now, Nino is looking to the future and the expansion of his business. "With all the support Mutual gives me, I want them as my partner."

If you're looking for a partner you can count on, call Jon Shaer, Vice President, at 1-508-583-5777, ext. 109.

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**AMERICAN EQUIPMENT FINANCE JOINS ASCENTIUM CAPITAL LLC**

Ascentium Capital LLC, Kingwood, TX, announced the merger of American Equipment Finance and the appointment of Richard A. Baccaro as Executive Vice President of Sales and Marketing. Baccaro will be responsible for managing the sales operations of Ascentium Capital. As Senior Vice President of Sales, Len Baccaro will be responsible for direct originations in the petroleum, convenience Store, carwash and franchise industries. ■

For more information visit [www.AscentiumCapital.com](http://www.AscentiumCapital.com)

**D & S ADDS VA DISTRIBUTOR**

D & S Car Wash Equipment Company, High Ridge, MO, has selected J & B Consultants & Development Company as its northern, central and southeastern Virginia distributor. J & B currently operates Flagstop Car Wash & Quick Lube, a chain of washes with seven locations in the Richmond, VA, market.

Bob Schrum, president of Flagstop, and Jamie Nester, president of J & B have more than 50 years of car care business experience between them. The two formed J & B to diversify their business holdings and expand their product portfolio as distributors. ■

For more information visit [www.dscarwash.com](http://www.dscarwash.com)

**PDQ MAKES CHARITABLE DONATION TO THE TWIN TOWERS ORPHAN FUND**



**Vehicle Wash Systems**

**A DOVER COMPANY**

PDQ Manufacturing, Inc., De Pere, WI, the world's largest manufacturer of touch-free vehicle wash systems, made a donation to the Twin Towers Orphan Fund (TTOF). Founded on September 11, 2001, the mission of the TTOF is to help mitigate the damage caused by

the terrorist acts of September 11 by ensuring the children of the victims have as normal a life as possible.

"In honor of the 10th anniversary of the attacks on September 11, we are very proud to be making a donation to the Twin Towers Orphan Fund on behalf of our employees," said Becky Davies, PDQ's Human Resources Manager. "As an advocate and resource for the children of the victims, the TTOF really makes a difference in these children's lives. Not only does the Fund look after their physical well-being, but also provides these children a chance to further their education as well. Some, if not most of these children, would not have an opportunity for a higher education otherwise. And at PDQ, we are proud to be playing a part in this."

The TTOF provides long-term higher educational assistance and mental and physical healthcare to children who lost one or both parents in the World Trade Center, at the Pentagon, or onboard the four downed airliners. To do this, the TTOF provides tuition assistance, room and board support, books and supplies and other educational expenses to enrolled students at accredited two- and four-year colleges and universities. In addition, the TTOF provides reimbursements for approved and nationally-recognized health care insurance programs and supplemental long-term healthcare assistance. ■

For more information on the Twin Towers Orphans Fund visit [www.ttof.org](http://www.ttof.org). For more information visit [www.pdqinc.com](http://www.pdqinc.com)

**RYKO SOLUTIONS APPOINTS KELLY WADSWORTH VP HUMAN RESOURCES**

Ryko Solutions, Inc., Grimes, IA, North America's largest manufacturer of car wash equipment and a major provider of service support and chemicals to the industry, announces the appointment of Kelly Wadsworth as Vice President of Human Resources. Wadsworth will help implement the vision to build enduring performance, drive culture change and create a customer-centric environment for the company's more than 350 employees throughout the United States. He comes to Ryko

directly from Affiliates Management, a financial services firm based in Des Moines, where he was Vice President of Human Resources. Prior to that, Wadsworth had served in a series of human resources and operational development roles for companies in the steel manufacturing, integrated health care, and customer care industries.

"Kelly has been part of highly successful growth-oriented companies over the past 17 years. He is a senior level executive who has facilitated expansion and accelerated growth through innovative and strategic human resource practices. He will be a tremendous addition to the Ryko management team as we continue to successfully execute our growth strategy," explained Steven A. L'Heureux, Chief Executive Officer, Ryko Solutions, Inc. ■

For more information visit [www.ryko.com](http://www.ryko.com)

**RYKO CHANGES ITS NAME TO RYKO SOLUTIONS**

Signaling a directional shift toward strengthening its position as the total industry solutions provider building more profitability for carwash owners and operators, Ryko Manufacturing, Grimes, IA, has changed its name to Ryko Solutions, Inc., and launched a new brand identity program, including a new website [www.ryko.com](http://www.ryko.com). ■

For more information visit [www.ryko.com](http://www.ryko.com)

**MACNEIL APPOINTS NEW VP**

MacNeil Wash Systems, Barrie, Ontario, has appointed Wim Van Voorst to the position of vice president, operations and administration. Van Voorst is responsible for MacNeil's overall manufacturing and administrative operations, while focusing on quality assurance, customer service and production.



Van Voorst's background is in operational and financial leadership of privately-owned manufacturing businesses. He has worked for Colgate-Palmolive as well as small to mid-sized business sectors. ■

For more information visit [www.macneilwash.com](http://www.macneilwash.com)

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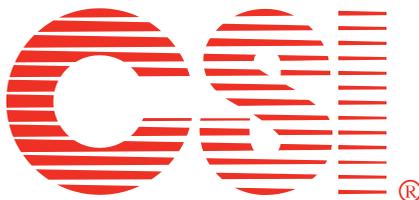
**Vehicle Wash Systems**

**A DOVER COMPANY**

PDQ Manufacturing, Inc., De Pere, WI, the world's largest manufacturer of touch-free vehicle wash systems and a long-time industry innovator, is proud to announce the launch of a social media program with active sites on YouTube, Facebook and LinkedIn. PDQ's social media presence will use these increasingly popular, cutting-edge platforms to enable its channel partners, end-users, employees and "fans" to keep up-to-date quickly and easily on the latest happenings at the company, including new product announcements, maintenance/how-to videos and equipment specials.

For more information visit [www.pdqinc.com](http://www.pdqinc.com)

**CLEANING SYSTEMS RECEIVES  
ISO 9001:2008 CERTIFICATION**



**Cleaning Systems, Inc.**

Cleaning Systems, Inc. (CSI), DePere, WI, passed an external audit by Verisys Registrars that resulted in the continued registration of CSI's Quality Management System (QMS) to the ISO 9001: 2008 standard. The ISO 9000 family of standards represents an international consensus on good quality management practices. This certification further validates CSI as an industry leader worldwide. CSI's original approval for ISO certification was in October of 2001 and they have continued their certification annually

since then. They are also certified ISO 14001:2004 for their Environmental Management System.

CSI designs and manufactures cleaning and protection products and application systems for vehicles and industrial purposes. Their Lustra™ division provides to the car-wash industry and their DynaEdge® division provides to commercial transportation and industrial applications.

"We are so pleased to have again passed our Quality Management System audit and continue our certification", said Dave Krause, CEO of Cleaning Systems, Inc. "Our entire company is committed to meeting quality objectives and it shows as we continually improve our products and processes," he said. Each employee at CSI is asked to sign a commitment poster that depicts key quality and environmental initiatives for the company.

For more information  
visit [www.CleaningSystemsInc.com](http://www.CleaningSystemsInc.com)

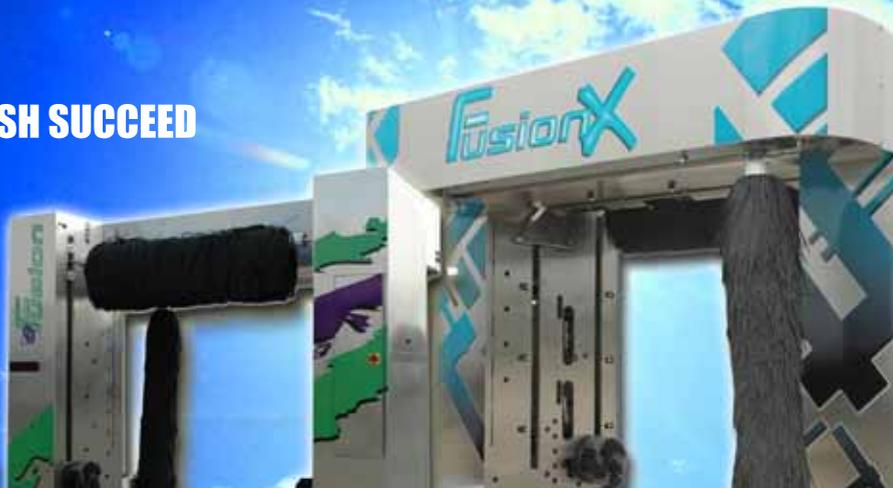


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# Carwash Operators Offer Positive Outlook for 2012

By Alan M. Petrillo

The year 2011 had a little bit of everything in store for carwash operators, and in some cases too much of one thing. The winter brought back-to-back-to-back snowstorms to many states, layering the white stuff good and deep and not allowing much time for people to get their cars cleaned.

If it wasn't snowing, then it usually was raining. Floods ravaged a wide swath of states that normally don't see flooding. Hurricane Irene put in an appearance that many wish she hadn't. And then there was the 5.8-magnitude earthquake centered near Mineral, VA.

Carwash operators in the Northeast and Mid-Atlantic states agree that simply keeping their businesses on an even footing and getting through the year was a challenge, but many of them are looking forward to a better year for business in 2012.

Mark Kubarek, owner of K&S Car Wash in Auburn, NY, said, "They're predicting an old-fashioned winter for us, with snow on the ground from November through March. That would be a traditional upstate winter for central New York."

The Old Farmer's Almanac is calling for near normal temperatures this winter, but with above-normal snowfall. It predicts the snowiest periods will be mid-December, mid- and late January and late February.

"If I could control the weather," Kubarek said, "it would snow on Monday, then get sunny and above freezing until the next Monday. There would be a lot of salt on the roads too."

Kubarek, who operates a 90-foot exterior-only tunnel, two in-bay automatics and four self-service bays, said he reduced labor costs in 2011 because he wasn't washing as many cars, but those reduced costs will help the business get through 2012 better.

"You have to keep an eye on everything in your business

– chemical costs, not wasting water and keeping the equipment working well," Kubarek pointed out.

Ron Bousquet, owner of four Randy's Car Wash locations in Medford, MA, and three other Boston suburbs, said it's important for a carwash to offer something different for customers in order to attract their attention and keep them returning.

"Late in 2010, we started "Super Tuesday" at our washes where we give a discounted wash for \$4.99 instead of the normal \$9," Bousquet said. "We found that our volume went up so much that Tuesday is now our busiest day of the week. We check around the area and see other carwashes with no lines of cars, but we have lines on Tuesdays."

Bousquet also has been selling a lot of express passes to his customers – \$29.99 on a credit card for a month of unlimited washes. If a customer wants an annual pass, they pay for it in cash.

"The express passes do okay for us, but we should have made it a one-year commitment," he noted.

For 2012, Bousquet said operators should make sure their equipment is in good working order to be prepared to wash a lot of cars. "That's something we're all hoping to do," he said.

He also noted that promotions like the charity wash program sponsored by the New England Carwash Association (NECA) ([www.washforacause.com](http://www.washforacause.com)) can help drive business to carwashes. Through the program, a charity can sign up to participate and alert people that they can get a carwash for a \$10 donation, with half the money going to the charity and half to the carwash.

Scott Freund, owner of Pro Wash in Union, NJ, a full-service 150-foot tunnel wash with two bays of quick lube and a two-bay detail center, said controlling expenses and making some pricing changes is how he is addressing the move into 2012.

"We made some menu changes in both our wash and oil change where we actually raised prices by bundling different services to create more attractive packages for our customers," Freund said. "We also got aggressive with our coupon book, bundling packages at four different times of year – Mother's Day, Father's Day, Back to School and Christmas – to create greater value."

Freund noted there is "a lot of struggling going on with carwashers in our area. I'm aware of some bank foreclosures in carwashes in our market, even for some mature carwashes that had been successful."

He added, "When seasoned carwash veterans who are on top of things are struggling, you have to be concerned."

Freund believes that when the economy is down, a carwash operator should spend more money on marketing and make it a bigger part of the budget. He's increased his marketing budget in 2011 and plans on continuing at that level in 2012.



Pro Wash owner Scott Freund in New Jersey has done a number of things to head into 2012. One includes refurbishing his lobby area.



*Pro Wash is taking on 2012 with gusto. In addition to some pricing changes, the wash has gotten some visual upgrades as well as new lighting.*



*This Hoffman Car Wash in Latham, NY, got a literal facelift and looks at least 30 years younger as a result!*

How people perceive a carwash is important too, Freund maintained. He upgraded his wash's lighting to T5 and T8 bulbs where possible and installed high-efficiency fluorescents elsewhere. Freund also upgraded and added waste oil heaters in the wash and lube facility, and had another heater overhauled to give it better efficiency and save money. The facility's waiting area, lobby and hallways also were refurbished this past year.

"If people like what they see, there's perception transfer," Freund said, "where they consider that we know what we're doing on the wash side of things, even though they don't understand the technical issues. But clean, bright hallways, a well-merchandised lobby area, and uniformed, friendly attendants – these things they understand."

Mark Curtis of Splash, which has 17 full-service carwash locations in Connecticut and New York, believes that because people are making less money, their perception of buying has changed.

"You have to show them value," Curtis said. "If they're going to wash their car less, lube less and keep their car longer, we have to show them what they can do to maintain its value, appearance and running operation. If they're not spending money on a new car, we can get them to spend it on making their old car look new."

What Curtis did at Splash was to identify those services that customers perceive as truly valuable services. For instance, with people going for extended intervals before oil changes, selling a synthetic oil that lasts longer is a perceived value to customers, even though it costs more, because it protects longer, he said.

Curtis said that offering detailing, reconditioning, headlight restoration and paintless dent repair are other examples of valued services.

"We need to make people aware of these services and

convince them that they are the best things for their car to gain a benefit," he added.

Curtis noted that in his market he's aware of about a dozen carwashes that have either closed, gone through a bank-related foreclosure or eviction, or some other type of unanticipated transfer.

"I know of four that have shut down and not reopened," he said.

Curtis said the best advice he has for operators in 2012 is to deliver a high-quality service, no matter what kind of carwash you run.

"Make the customer feel their hard-earned money spent with you was worth it," he observed. "Then promote the heck out of that and let people know there's a value proposition that makes your wash worth their time and money."

Ron Slone, president of Hoffman Car Wash in Albany, NY, said that while his 19 carwash and 10 Jiffy Lube locations had a good year in 2011, he's looking forward to an improved 2012.

"We saw a lot of growth in our unlimited washes and carwash books," Slone said. "There's a tendency for people to wash more frequently when they buy them."

Continued investment in existing locations is an important part of retaining customers and attracting new ones, Slone noted.

"We put a new roof and facade on our Latham store, renovated lounges at four other washes, and are continually putting in new equipment at various locations," he said. "We're doing the projects that we feel have the greatest impact on customers, from the appearance of the facilities to improvements for customers."

Hoffman Car Wash hired an outside training firm in

*Continued on page 14...*

## Positive Outlook for 2012 ... continued from page 13.

2011 to provide sales and customer service training for carwash and lube staff employees.

"How our staff interacted with customers was an area we felt we could improve in," Slone said. "We've been doing this training about seven months and our employee response has been positive. We're looking to expand the program in 2012 because it helps us do a better job and grow our business."

Paul Vallario, owner of Westbury

Personal Touch in Westbury, NY, said his market was on track to have its wettest year ever recorded in 2011, but that he's looking forward to a more traditional kind of weather pattern for 2012.

"We've been doing a lot of wholesale detailing, which helps on rainy days," Vallario said, "and our unlimited carwash plans, which we started a few years ago, help get us some revenue even when we're closed."

Vallario said he's always done a lot

of advertising and marketing of the carwash and doesn't believe in cutting back in those areas when times are tough.

"We do mostly direct mail promotions," he said, "and send out email blasts at least once a month. The nice thing about email is that you can run 'cloudy day specials' right away, which you can't do with direct mail."

Vallario also promotes Westbury Personal Touch – two full-service hand washes with three detailing bays – through Facebook.

"It's nice, but we don't get much of a response from it," he said. "We have about 100 fans for each of our two locations and whatever we send on email, we advertise on Facebook. It may be a thing of the future, but hasn't done that much for us yet."

Vallario advised that keeping a carwash up-to-date, with new signage and looking as clean as possible are ways to attract business.

"Keep your quality up and charge accordingly," he said. "Don't lower prices when times are tough."

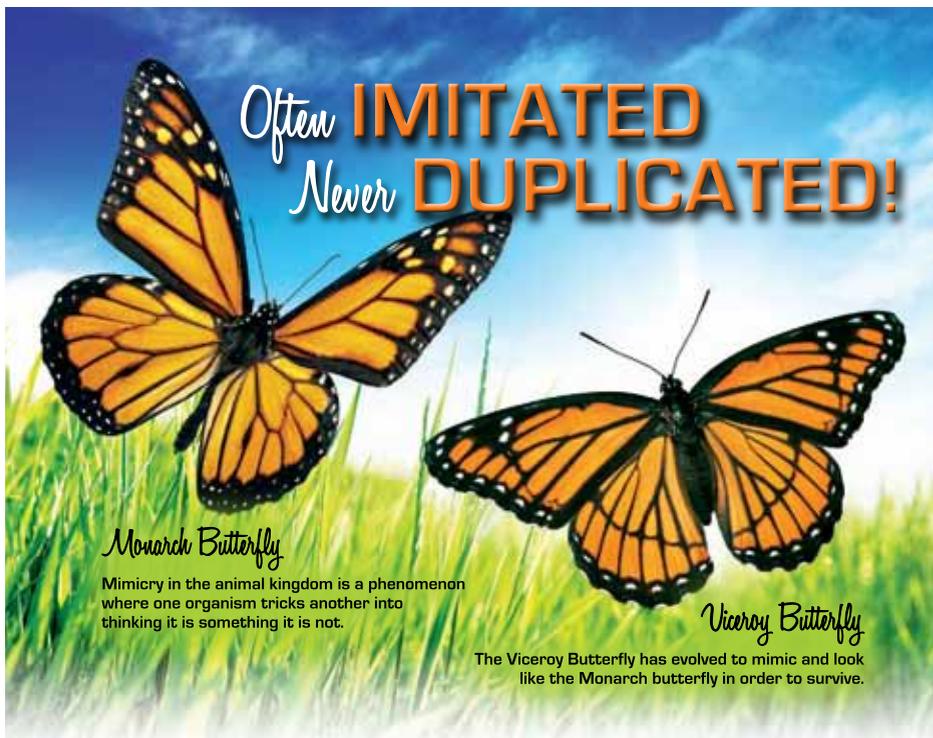
Chris Zona, owner of Posh Wash in Hanover, MA, a 135-foot exterior tunnel wash, plans to pay more attention to marketing his wash in 2012.

"While we always welcome new business, we constantly strive to increase the frequency of our existing customers," Zona said. "Can you imagine if each individual customer that came through your wash last year, came in one more time than they did?"

Zona noted he's been using social media marketing for a while.

"Our average customer may be just a little older," he said, "but if we can capture these (younger) customers now, in the years to come I'm sure we can make communicating in their online social circles more profitable for us."

Zona said he's constantly investing in his employees. "Spending time and giving them the tools to do a great job is essential to building a great team and reducing turnover," he said. ■



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*Alan M. Pettilo is a Tucson, AZ, freelance writer and contributing editor of Northeast Carwasher.*

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# Despite Depressed Economy, Weather Woes, 22<sup>nd</sup> NRCC Doesn't Disappoint!

Atlantic City, NJ – The 22nd Northeast Regional Carwash Convention (NRCC), October 3-5, at the Trump Taj Mahal here beat the odds again with a stellar show and educational programming. “Even though it has done nothing but rain on the East Coast the last few months, we were able to secure 250 booths (60,000 square feet of exhibit space) and provide our vendors with some real quality buyers,” said Julie Stanton, NRCC show facilitator. “Our attendee numbers were down somewhat, but considering the economy and the weather, we were very pleased with the show this year.”

Leo Zona, president of ZWash Systems in Norwell, MA, had nothing but praise for the regional. “It’s the Greatest Show on Earth!” he said. “Again, our committee of volunteers and directors created yet another “Big Top” event. I applaud all those who spend many hours creating and planning, as well as all the operators, manufacturers and distributors who bring it to life,” Zona stated.

Show Chairperson, Ron Bousquet of Randy’s Car Wash in Medford, MA, agreed. “This year’s show was awesome,” he

said. “I’d like to thank all the board members for all their help in making it a success. I’d also like to thank Julie Stanton, our show facilitator, who puts her heart and soul into this show. It couldn’t happen without her!”

Highlights of the show included a number of great programs such as “Market Your Wash Like a Pro” presented by Sonny’s Carwash College, a traditional Early Bird Panel Discussion, a “Sudden Unintended Acceleration” presentation and a keynote by Accuweatherman Joe Bastardi who has appeared on Fox News Live, ABC World News, The O’Reilly Factor and CBS’ The Early Show. Bastardi shared his thoughts on global warming and weather forecasting in a colorful, passionate keynote.

The event’s Welcoming Reception again graced the 49th Floor of the Taj Tower in the high roller Signature Suite with breathtaking views of the Atlantic City skyline. The event, sponsored by ICS of Wind Gap, PA, is a great opportunity to kick off the show and catch up with fellow operators in an intimate setting. “We love to sponsor this event because it is a great way to bring operators and vendors together,” said ICS’ Brian Bath.

Two awards were presented on Tuesday, October 4, by show Committee Chairman Bousquet, during the Awards Luncheon held in the Rain Forest Room. Bousquet, who is president of the New England Carwash Association, this year’s host, honored Wave’s Car Wash owner Adam Korngold for his innovative operation and green initiatives



*This year’s show floor featured 250 exhibits.*



*Ron Bousquet and Doug Rieck inducted Suzanne Stansbury into the 2011 NRCC Hall of Fame.*

with the NRCC Most Distinguished Person Award. Korngold is the NECA vice president. He was recently honored by the U.S. Environmental Protection Agency with its Environmental Merit Award for his exceptional work and commitment to the environment in 2010.

Suzanne Stansbury, the Executive Director for the New York State, New Jersey and Connecticut Carwash Associations and editor/publisher of the *Northeast Carwasher* magazine was inducted into the NRCC Hall of Fame. Bousquet, and last year's recipient, Doug Rieck of Magic Wash in Manahawkin, NJ, presented her with the honor for her dedication and passion for the industry and the associations she represents. She began her career in carwashing working for *Professional Carwashing & Detailing* magazine and served on the board of directors for the International Carwash Association from 1998-2001.

She has been an NRCC board member since the early '90s. Bousquet was the first NRCC Hall of Fame inductee in 2008.

This year's show floor, which was open from 1:30-6:30 pm on October 4 and from 10:30 am - 2:30 pm on October 5 showcased 250 booths, according to Stanton. The following vendors should be acknowledged for their support and sponsorship of this year's 22nd NRCC. These include: Show Sponsor Qual-Chem; Show Media Sponsor *Professional Carwashing & Detailing* magazine; Welcoming Reception sponsor ICS; Show Bags/Lanyard Sponsor Micrologic Associates;

Luncheon Sponsor Erie Brush & Mfg. Corp.; Refreshment Sponsor Simoniz USA, Inc.; Popcorn Sponsor Mang Insurance; Event Ticket Sponsor National Ticket; Snack Station Sponsor Ultimatech Car Wash Equipment; Pen Sponsor Kleen-Rite Corp.; Bottled Water Sponsor Ardex Labs; Breakfast Sponsor Blendco Systems; Seminar Sponsors Belanger Inc., MacNeil Wash Systems and Hands-On Alley exhibitors Ardex Labs, Cat Pumps-High Pressure Pumps & Systems, Jobe Industries Inc., Simoniz USA Inc., DRB Systems Inc., Vacutech and Rowe. ■

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**The 2012 show is slated for October 1-3 at the Trump Taj Mahal in Atlantic City. For exhibitor information contact Julie Stanton at 800/868-8590 or visit [nrccshow.com](http://nrccshow.com).**

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*Continued on page 18...*



*ICA Treasurer Mark Curtis updates the crowd on ICA's WaterSaver Program and their new magazine.*



*NECA President and Show Chairperson Ron Bousquet with Keynote Speaker Joe Bastardi.*



*Ron Bousquet and the 2011 NRCC Most Distinguished Person recipient Adam Korngold.*



The three-day event included much high-quality educational programming.



Mark Curtis and Ron Bousquet get a moment to catch up.



Ron Bousquet and CWONJ incoming President Al Villani smile brightly!



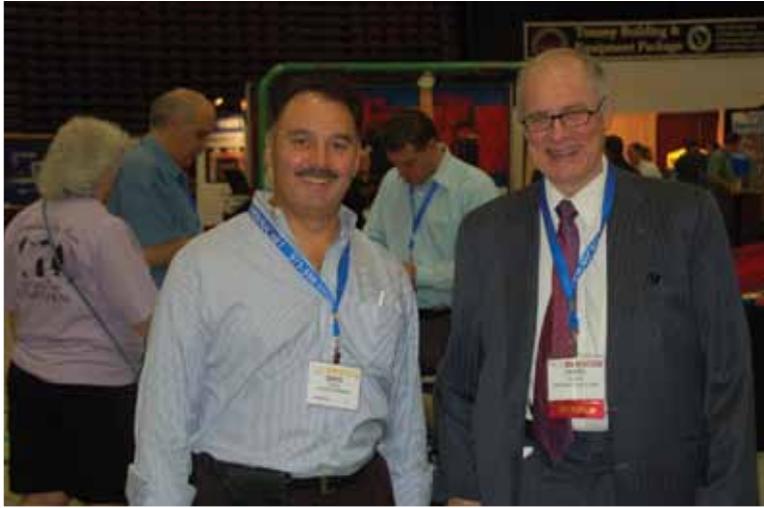
Panel discussions such as this one were highlights of the educational programming as operators got to share their hands-on knowledge and experience.



The CAR Products booth saw a lot of activity during the show.



ICS's Otto Rusch and Tameric Carwash Equipment's Rich Boudakian.



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*Dave Fusco and Dan Pecora  
take a moment to catch up.*

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*NYSCWA's Mike Benmosch, CWONJ's Doug Rieck and  
NYSCWA incoming President Walt Hartl.*

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*Wounded warrior Ron Manning and Tony Setaro from the CCA.*

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*Stu Levy, Gary Baright, Doug Kleeschulte and Tim and Paula  
Jones take a break from the show to grant us a photo.*

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# Shedding Some Light on Lighting

By Doug Rieck

Winter is here. When I had some downtime before winter hit I focused on improving the nighttime visibility at my washes. To be more specific, I made each of the washes an oasis of bright light at night. At each of my stores I operate a self-service carwash, so nighttime business is part of the package. I must light the lot so customers can wash and vac and feel safe. But I think nighttime visibility is important regardless of your carwash type. It helps your business stand out and be noticed. Just look at it as additional marketing. This is most effective during the dark months of November through February. A lot of road traffic happens between 4 pm and 7 pm with people returning from work and holiday shopping. While they may just be passing by, if your wash is well lit it will get noticed. If dark, they will never see it.

Last year at my primary location, an express conveyor, I installed about 120 feet of the LED rope lighting across the front of the self-service bays and Laundromat. The installation was simple and it looked great. About 10 years ago, I used the older style incandescent rope lights around the roof towers on the self serve. It looked good, but in a muted fashion. The old rope light lasted about seven years before burning out. The new LED rope light uses much less electric and promises a much

longer life. The first two are important, but what is sensational is the look caused by the color temperature. It is slightly blue and really stands out. Used properly, LED rope light is about as subtle as a stick poked in the eye. In other words, it looks great and improves your nighttime eye candy appeal.

This September, during the gloom, we managed to find the energy to put up LED rope lighting at my Waretown store. The rope light was put up on the largest roof tower, and along the street side roofline. This was an easy one-and-a-half-day job.

My current push is to finish installing it at my third location. This is harder because the building requires about a 250-foot run and the roof is a metal Mansard. The first step in installing the rope light is to install sections of clear plastic track. This way there is a laser straight line of light. Each track section is three feet in length. Drilling a screw hole every foot is a pain, but once the job is complete the rope light is simply snapped into the track.

While I am talking about lighting, the current gold standard for bay lighting and general outdoor lighting is rapidly shifting from LED to the new T5 and other small tube fluorescent lighting. I am sure that in another 10+ years LED will finally bend the initial price curve, but for most of us it



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is not there yet. When I first got into the self-service business, the standard was 8-foot T12 HO strip lights. Then these were displaced by the new 175-watt metal halide wall packs. Today, you can get better light with a longer, flatter light life output curve with the new T5 fixtures and bulbs. These new bulbs also use less electric. Instead of the old, oil filled large hot ballasts there are tiny electronic ballasts. My favorite is the 8-foot long, outdoor sealed fixture with four 4-foot long T5 tubes. This also comes in a 4-foot version with two 4-foot long T5 tubes. I use both and both are awesome. Where you really want wall-pak fixtures it is possible to find a variety using both internally ballasted spiral bulbs and externally ballasted. There really is no standard size or type yet. I have a self ballasted 105-watt spiral bulb with a Mogul base that I want to try in an existing fixture. One of the neat things is that it has a color temperature of 5000 K.

New federal energy standards require that all new metal halide fixtures use pulse start bulbs and ballasts. These are significantly better for energy usage and output curve than the old probe start metal halide bulbs. These would be my current pick for large, outdoor flood fixtures. Unfortunately, in order to use the new pulse start bulbs you must change wiring and replace the ballast. In other words, you need a new fixture. That is why in most cases if you want to switch to a more energy-efficient light you must just replace the fixture. In most cases, I would opt for fluorescent over metal halide.

One of the things to look for in any purchase is the color temperature of the light. Ideally, it should be more than 4000

degrees kelvin and possibly even 5000. This makes a brighter slightly bluer looking natural light. The color temperature of an old-fashioned incandescent warm white bulb is 2700 K.

In the last issue of the *Northeast Carwasher*, Adam Korgold had a wonderful article on the decline of car counts. I agree with his points and would like to add that two factors influence and add upward and downward velocity to car counts. The first being long-range weather patterns, as discussed by weathercaster Joe Bastardi, the keynote speaker at the Northeast Regional Carwash Convention. The second being the rise of the smart phone. Both have impacted us with the home screen "Weatherbug" five-day forecast.

In particular, I liked his discussion on the price elasticity of our base carwash price. This is regrettably a very valid point. Read this article online at [northeastcarwasher.com](http://northeastcarwasher.com) in the Fall 2011 issue.

Carwashing is still a great and fun industry and does have a future. This future is still evolving as our world changes. What we need to do is make our choices and change accordingly. We as owners and managers need to change and adapt as needed. Whenever you think that change is hard, look at what happens to those who do not change. ■

*Doug Rieck operates Magic Wash and is a past president of the Car Wash Operators of New Jersey. He also sits on the CWONJ and NRCC boards of directors. You can reach him at 609/597-SUDS or [dougrieck@gmail.com](mailto:dougrieck@gmail.com).*



Doug Rieck



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# When Will It End?

By John H. Hansen

Of course, "It" is the unbelievable string of bad washing weather and the horrible condition of the nation's economy. Those of us who have been in this industry for many years may not remember any previous bad times that lasted as long as this seemingly forever episode. Those of us who are relatively new to this great business will most likely never see conditions such as these for another 40 years.

## Today

Consumers do not have the spare income to wash their cars at our carwashes as they have in previous years. Those folks who do have a job, and some leftover change each month, are "squirreling" that money away because of the uncertain future and not knowing if their job will be there tomorrow.

Established full-service, exterior, self-service, and in-bay automatic carwash operators with minimal, or no, debt service are getting by with volumes that are stagnant, or less than each of the previous few years. Operators relatively new to our industry with a heavy debt service are facing the same problems as the "old timers" plus the added overhead burden. Today's survival as a carwash owner requires hard work AND smart work!

Working harder includes doing routine maintenance yourself instead of paying an employee to perform that work. You must watch the use of cleaning and waxing solutions so that the customer gets a clean and dry car, but you are not pouring excess solutions down the drain. It may even include major equipment.

Working smarter will require you to spend time with your customers. Make certain they are pleased with your service. Learn your customers' names, be appreciative of their business, and give them good car care advice. Your honesty and professional quality service will be returned with their loyalty. Working smarter also includes, among other things, developing a local marketing program.

Loyalty is a quality difficult to find in today's business world. However, if you have created loyal business dealings with a local tech service company and chemical supplier, now is the time to cement those relationships. Loyalty is a two-way street. If you feel you have been treated fairly, and honestly, by your suppliers you should return those "favors." When times are really tough, and you can't find a certain part, or you do not have the knowledge to repair a piece of equipment, your loyal relationship with your service company will pay off. If you run out of pre-soak on a busy Saturday morning, a loyal relationship with your supplier will most likely result in that special Saturday morning delivery for you.

The "loyalty" relationship I have a problem with today is with our banks. All of us have nurtured close contact and good relationships with our bankers over the years out of necessity and good business practices. However, in today's business climate it seems the longer you have been loyal to your bank the

less they want to know you. Established carwash operators with many years of profitable operation and clean financial "sheets," find their bankers won't even listen to them for equipment or property improvement loans. This banking policy certainly does not help small business pull this country out of the financial hole it is in.

The saying "nothing happens until you sell something" is especially accurate in helping to describe today's carwashing industry. Allow your mind to run with the following facts. A few hundred regular carwash consumers visiting a few carwashes on a regular basis each month will generate paychecks for dozens of carwash employees.

Provide work for employees of a chemical compounding company, a small parts manufacturer, a carwash equipment manufacturer, a metal supply warehouse, a steel or aluminum factory, an electric motor manufacturer, etc. I think you get the point. Your carwash customers, by coming to you regularly because of your superb service, create incomes for dozens of companies and, perhaps, thousands of working people scattered around the country.

Consumers can help to be the beginning of the end of this economic morass once they have a few extra dollars to spend on car washing.

## Tomorrow

Bad weather will continue to confound us in the future. Unfortunately, we have absolutely no control over it. Get used to it, plan on it, and execute Plan B when it happens!

Whenever this major economic recession ends our industry will bear little resemblance to its past.

We have no clue when this cellar dweller business disaster will end, and neither do the alleged experts. We do know change is beginning to happen.

Consumers want more for their dollar. Pressures will come to carwash operators to provide the services approaching that of a full-service carwash at the price of an exterior. There may be fewer self-serve bays which will be filled by detail centers.

Rollover wash equipment at self-serve carwashes will give way to short express conveyerized tunnels to fill the revenue void.

Local distributors and technical service companies will survive only with superb and knowledgeable service capabilities and diverse product lines. The days of single manufacturer local suppliers will be a thing of the past.

Carwash equipment manufacturers will be fewer in number. Famous companies that have served us well will be gone from the roster. The surviving manufacturers will be forced to offer less innovation and less customization.

When will it end? Take that question to your banker if they are still in business. ■

*John H. Hansen is a principal owner in Advanced Car Wash Equipment, LLC, and has thoroughly enjoyed more than 40 years in the carwash industry. He can be reached at [advancedwash@comcast.net](mailto:advancedwash@comcast.net).*



John H. Hansen

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*Dear Venus and Mars,  
If you were the President of the United States,  
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Linda Feriod

## Venus Says

I would work on jobs and increasing the amount of cash that hard-working Americans could spend to keep the economy growing.

I do believe that we should be trying to be environmentally friendly however, I would delay it for a few years because we really can't afford it now. I would create jobs by only using US oil. We have plenty of oil in the United States, but we need pipelines and wells to make it available to us. This would create jobs. If you don't believe me take a look at North Dakota where employment is increasing while the rest of the county is seeing increasing unemployment. I would eliminate the use of foreign oil completely. This would drive the price down. If oil was reduced to \$2.50 a gallon that would give a lot of Americans additional cash to spend on other items. I would also make sure a portion of the price of our oil would be spent on making the US more environmentally friendly within 10 years.

I would also repair and improve our infrastructure. It should go out to bid to private companies so that they would be competitive. We have so many roads, bridges and rails that need major repairs that would create a lot of jobs. More jobs – more money in the economy.

Employers need a reason to take the risk of hiring new employees. They should receive a tax credit for any new positions to encourage hiring additional employees instead of just increasing hours or workload for current employee.

I would address the student loan debt. We have allowed the biggest injustice to our children. Students are signing loan papers and they do not have any understanding as to what their payments will be after graduation. They believe Sallie Mae is a government agency instead of being the predatory lender that it is. Sallie Mae, with the help of lobbyists, has become the only debt that cannot be rolled into a bankruptcy. That gave them a position of strength so they have

*Continued on page 27...*



Paul Vallario

## Mars Says

Politics has never been a strong suit of mine so answering this question is quite difficult. I don't know why anyone would want the job of President of The United States today. It just seems that getting anything accomplished is impossible. There is too much bipartisan baloney going on and most politicians seem to be more concerned with their own agendas than the people they represent.

As a small business owner my whole life, I would have to say that if I ever became President I would certainly want to make a lot of changes to the laws that govern small business. Year after year it gets more costly and less desirable to own a small business. There needs to be more incentives for operating a business in this country. Unemployment is at all time highs in parts of the country, but the incentives for companies to hire just aren't great enough to put a dent in the problem.

As far as health insurance goes, it is just ridiculous that the cost goes up 15 percent or more year after year. I don't know whose fault it is, though, the president or the insurance companies. But whoever is at fault, something certainly needs to be done with that because it is just not going to be affordable soon. Good health care is something that everyone should be able to afford.

I also never understood the whole income tax scale, which is based on your income. I would make income taxes a fixed percentage of your income. I don't understand why someone should have to pay a greater percentage just because he/she earned more money. A fixed percentage income tax, I think, would be the fairest plan of any.

Our military make huge sacrifices to protect us and this country. I don't think that they receive enough benefits for their duty. Although this probably won't do much to get us out of the mess that we are in, I think better compensating them would be one of my priorities.

All in all, I will never be President nor would I want that job. I don't know what the answers are, but hopefully someone will figure them all out soon.

*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.*

**If you have a question for Venus & Mars please send it to:  
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# The Battle of the Books

By Sara Park

When it comes to carwashes, ticket book sales are important. In many places they are critical to your success. Many operators would like to replace the book with the gift card; however, the book still remains strong and holds its value in the carwash world. The book isn't likely to be replaced by the gift card, but there are some new and interesting ideas when it comes to ticket books.



*Ticket books still reign supreme for many carwash customers.*

Ticket books help build brand loyalty. Hopefully, they ensure that your customer will come back again and enjoy the results of your carwash over another competitor. Ticket books tend to offer between three and five carwash tickets in each book. Many will argue which is the magic number. Consumers tend to worry about the sale price. I urge you to look at your tickets books and the pricing structure. I know many operators who start their base wash ticket book at around \$40 (with 5 tickets). What if you offered a book with three tickets for \$24.99? You just went from \$8 per wash to \$8.33 per wash. The customer sees the \$24.99 price as much more friendly and you just increased your price per ticket. Yes, some people say that this means you have to sell more. This isn't the answer for every operator, but in today's economy it's an exercise you can't afford not to consider.

Why does the ticket book still reign over the ever-popular gift card? It comes down to two simple facts. The first is that a ticket book can be divided into multiple pieces. A person may not feel as guilty spending the money on a ticket book if he rationalizes that he can gift one wash to his spouse and one wash to a friend or coworker. His anxiety level decreases because it's no longer a selfish purchase in his mind. Now he can share the item. It's kind of like getting to eat your cake and still sharing it with your loved ones. It's the best of both worlds.

The second reason is that people like the comfort of knowing what's in their wallet. How many times do you check your wallet to make sure you have cash or a credit card before making a purchase? How many of us have been caught at the register without a form of payment. It's darn right embarrassing! When something is stored on a gift card, you can't see the value hidden in that piece of plastic. When you are in line at an exterior carwash, you don't want to get stuck without enough money on your gift card. Don't get me wrong, gift cards are important. They are great for giving as gifts, but how many people actually recharge a gift card? How many people use it after that first use? How many people have miscellaneous gift cards floating around in their wallets with no idea of how much money each one has left on it?

## What's New?

So, now we get to talk about the fun stuff. What's new and interesting in the world of gift books? Just like many things today, the environment is a big issue. Wasting paper and resources is frowned upon. So what can we do as carwash operators to help with this? Of course we can use recycled paper, which costs a fortune (in most cases). We could also use less paper. After many years of working and reworking designs, I believe I finally have a viable answer.

Get rid of the tickets! Yes, get rid of the tickets. Find a way to put your tickets on your back cover. Perforate the back cover and print the tickets on the inside back cover. You

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can save more than 50 percent of the paper, which is very eco-friendly and much better on your pocket. You can also use your tickets to cross promote your businesses. For example: Buy two carwash tickets and get \$8 off your next \_\_\_\_ (you fill in the blank). Cross promoting on a carwash ticket is a fantastic idea. You might even want to consider selling the tickets at a discount just to increase your other business. It's a cost-effective way to distribute coupons or other offers.

These are just a few of the ideas that you may want to consider in 2012. If I've learned anything about carwash ticket books it's that each operator is extremely passionate about their ticket books. The pricing structure and design set each operator apart from the next. That item becomes a branded item that speaks volumes about the operator and their business. You may not want to shake things up, but it's worth doing the math to see if you can get ahead a little bit more in 2012. ■



Sara Park

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

no desire to help our new graduates consolidate to fixed rate loans so they can afford their payments. Our young college graduates are drowning in student loan debt with interest rates 5 percent higher than current mortgage rates. This has prevented them from buying houses, cars, and other goods even if they have good jobs. For graduates who have not been fortunate enough to get jobs, their credit has been ruined and that will take them years to repair, not to mention the compounding interest.

The housing market also needs to come back before we see a better economy. The new guidelines allowing homeowners who have continued to pay their mortgages on time even though they are upside down in value to refinance to get a lower rate is a great start. I would also continue tax credits for home improvements such as new heating systems, windows, etc. to keep the construction industry working.

Last, but certainly not least, I would pass a law that would not allow a Senator or Representative to begin their next campaign until six months before an election. If we could get them to stop running for their next term six months after they get in office, maybe they would stop grandstanding on issues and agree to help us get out of this mess. I would also implement term limits. Maybe if they were not so busy trying to be reelected they would get to work and get something accomplished. ■

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# Building Up Your Towel Tool Box

By Valerie Sweeney

We often get asked, "What is the very best type of towel, or combination of towels, to use in my wash?" Your towels are important tools at your carwash. Just as you would reach into your toolbox at home to grab the appropriate tool, consider keeping a "towel tool box" on hand.

Many carwashes do use the same type of towel throughout their wash, but many will use different sizes, styles or colors for various tasks. Consider having the following towels as part of your towel toolbox.

## Terry Towels

Terry towels still remain the number one seller of all carwash towels. While some washes will use a larger towel, most carwashes use one that is approximately a hand towel size, 16" x 27". These towels are normally classified by their weight per dozen. Lighter weight styles are usually 2.5-3 pounds per dozen. Heavier weight towels are usually 3.5-4.5 pounds per dozen. There are benefits to having towels of different thickness at the wash. Thinner towels are good if you are using them in tight spots, like on a window or interiors. Thicker towels are better when you are drying the body since they can absorb more water. If you use a thinner towel for one application, and a thicker towel for another, consider color coding so your employees know which one to use.

## Microfiber

Microfiber is by far the most versatile of all carwash towels. Various sizes of microfiber towels are available, so using the right size for your application is important. Consider having a smaller 14" x 14" or 16" x 16" microfiber on hand for windows and interiors. Larger hand towel size microfiber, like 16" x 27", is better for drying the body of the car and is excellent for wax removal.

## Hucks

Huck/surgical towels still play an important role in the carwash industry. Many people still use them on the windows. Why would you still want to keep huck towels around when you use microfiber on the windows?

If you live in a colder climate, microfiber might give you some trouble on the coldest, iciest days. They work really well, but sometimes the moisture will freeze in the fibers of the towel if it is extremely cold. Cotton towels do not seem to become affected to the same degree.

## Rags

Whether you recycle your old body towels into cut-up rags, or if you purchase them, having a box of rags around will help prevent having any good towels ruined. Rags can be

used on the dirtiest parts of the vehicle, including cleaning wheel wells and doorjamb. Rags also come in handy for any maintenance issues that may arise, or even for cleaning your common areas.

Many carwashes already have a good towel system in place. You should always use whatever towels work best for your wash. If you run into certain situations where your regular towels don't exactly fit the job, consider keeping some back-up towels in that "tool box" of yours. ■



Valerie Sweeney

Valerie Sweeney is a towel consultant with ERC Wiping Products. You can reach her at 800/225-9473 or at [erc@ercwipe.com](mailto:erc@ercwipe.com).

If you have a towel question for Valerie, email her at: [erc@ercwipe.com](mailto:erc@ercwipe.com)

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# What Happens When Signage and Architecture Meet

By Perry Powell

Recently, I visited a client to discuss signage at his location. He disclosed that he would be spending a proposed \$100,000 to upgrade the architecture of his building. Signs would be extra! As I looked the building over and went through my normal routine street survey, I came to a different opinion. I asked the owner if he would allow me to offer an alternative to the \$100,000 facelift. He seemed set back a little that I thought I could accomplish turning what he called “a plain, drab building” into a masterpiece using signs alone.

I stated that I thought that the building was fine, but that it was missing the crowning jewel at the front of the building, and we could address the perceptions of the building with the correct sign design vision.

We also visited the existing pole sign in front of the wash, which was grandfathered, and could not be replaced. It was obvious that the sign had originally been a sign for a Sonic Drive Thru. This would take some creativity!

As the design phase began, the challenge was to envision

*Spending \$100,000 on a facelift for this wash wasn't necessary when signage and architecture met and this wash's owner realized that the right signage can make all the difference.*

*The wash's former signage was ineffective, dated and nothing special.*



the building completed with the crowning piece that would set it apart. By reaching outside the conventions of normal sign design, something truly unique and beautiful was created.

Recalling the old theater marquee signs and the canopies of bygone hotel entrances, a concept was created that brought art to architecture through the medium of the sign. Architectural purists and city planners have often seen the sign as marring the beauty of commercial architecture. Even architectural icon, Frank Lloyd Wright, used signage in a simply historic way in the commercial building designs that would become part of his legacy.

With care, a sign that is functional, complimentary to the building design and effectively beautiful can be crafted. Attention to detail was the word of the day. The construction followed a strict path of quality. The illumination of the building sign was all cost saving and virtually maintenance-free LED technology. Lightweight construction methods were also used to eliminate unnecessarily expensive, old-fashioned steel construction. Good engineering reduced the cost of materials. Passing energy, construction and maintenance savings on to the carwash owner makes the sign even more appealing.

The existing street sign, which because of grandfathering could not be changed in size, was repurposed. The antiquated manually changeable copy sign was replaced by a basic, albeit modern, electronic version. The new identification faces were formed with new graphics to offer a compliment to the transformative building sign while not competing with it.

The result is sign centric advertising. The whole of signs, architecture and color become one extraordinarily large and effective sign. This manner of using signs helps businesses beat otherwise difficult and overly restrictive sign codes.

Effective signs mean cars. Cars mean revenue. Revenue means a happy owner. Oh, by the way, the new signage was about 40 percent of the proposed architectural changes. The architectural proposal would have been in addition to any signage needs after the fact.

If your site looks tired, start with the sign, but don't rely on your own expertise. Call a professional! They might be able to see what you, as an owner, cannot. ■

*Perry Powell is a Commercial Sign, Image and Carwash Consultant. He works with business 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, appropriate business best practices and conducting hearings before cities. He can be reached at 817/307-6484, [perry@perrypowell.com](mailto:perry@perrypowell.com) or [www.perrypowell.com](http://www.perrypowell.com).*



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# Keeping Out The Cold

By Gary Sokoloski

Now that winter has set in and the cold air is blowing through every crack and crevice it can, take some time to seal up the places where cold air is coming in and consider adding a heater or two in the coldest areas of your building, tunnel and bays. Most of what needs to be done is not much more than you would do around your own house. Take the time to keep the warm air in and the cold air out. If you are not up to the task, many utility companies or private firms offer energy audits that will identify areas of concern and fix them as needed.

The first place to start would be any exterior door, be it an overhead garage door, an entrance door or equipment room door. Check the weather stripping around the outside of all the doors and replace any torn pieces and use caulking to seal up anywhere airflow is detected. This also includes the bottom of the door. If the sweep on the bottom is torn or not making good contact with the floor, replace it.

Now that any major air leaks have been stopped coming in through the exterior doors into the building, look at all the other penetrations coming in from the outside. These are most commonly found around where the utilities come into the building. There may be gaps around the electrical service entrance, Internet and phone conduits as well as any irrigation or other conduits leaving the building to the outside. These air gaps can be filled with regular caulking or use an expanding foam insulation to fill larger holes.

All too often we forget to look up. Inspect any of the pipes or conduits going through the ceiling or roof. Heat rises and any gaps will allow the heat from the building to rise and go outside. Look at the seals around any exhaust pipes for your heating system. Check around all plumbing vent pipes as well. It may be necessary to use steam or smoke to find these leaks. Typically, there will not be cold air coming into the building from the roof. You have to look a little harder for these air gaps. There is a more technical way to do this, but there are some low-tech methods that will work just as well. It can be as easy as using a steamer you would use to remove wallpaper or a portable humidifier. An incense stick or a can of fog works if you want to use smoke instead of steam. Always have safety in mind while checking any area with steam or smoke to be sure there are no combustion issues in the areas you are checking.

Finally, inspect any other equipment that is mounted through the walls of the building. These include bill changers, vending machines, meter boxes and all the other penetrations. Many times these machines are securely attached to the building, but are not very well sealed for air leaks. Make sure that any heaters installed inside these machines are working. If they do not have heaters, consider adding them. The metal the machines are made of conduct the cold. They also have the most openings to the outside air from the slots for inserting money, dispensing change and product.

Heaters in these machines will compensate for the openings and also keep the machine running more reliably.

Once you have either completed this yourself or contracted it to be done, look to find any cold spots in the building and try to equalize the temperature throughout the entire building. Many times this is possible by just getting more air circulation. It does not always mean that additional heaters are required. Adding circulation fans to transfer the heat from the hot areas typically near the furnace or boiler into the cold ones may be all that is needed. This will help the overall conditions inside the building and provide for a more comfortable work place.

Keeping out the cold can be a difficult task at times when the winter wind is blowing. Using some common sense and easy insulating ideas can help save fuel and money. Over time, these little improvements will pay for themselves. ■



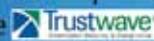
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# Looking Back to Connect the Dots

By JoAnna Brandi

It was nearly impossible to pass a newsstand without seeing a photo of Steve Jobs for weeks after his death. Magazines, papers and blogs alike were paying tribute to the man who taught us much about destiny, design and connecting the dots. (“You can’t connect the dots moving forward, you can only connect them looking backward.”)

I remember reading the commencement speech he made in 2005 at Stanford and went back to read again what he said, describing his own life and his own learning.

I was struck with his wisdom and the secrets to his success. He said, “Your time is limited, so don’t waste it living someone else’s life. Don’t be trapped by dogma - which is living with the results of other people’s thinking. Don’t let the noise of others’ opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.”

The way he lived his life was the way he lived in his business as well. So when I read Jim Blasingame’s blog entry about Steve and his unique business model, I knew I’d be passing it along to you.

There’s so much wisdom in Jim’s analysis here:

*“You probably didn’t know Steve Jobs, but he knew you. The iconic co-founder of Apple, too soon taken from us, knew what you wanted before you knew you wanted it. Let’s call that the Jobs Model: Desire follows solution.*

*To be sure, there have been others like Jobs. Indeed, the Jobs Model could be named for geniuses like Bell, Edison or Marconi. But, as Peter Meyer points out in *Creating and Dominating New Markets*, for every one of these successful visionaries, there are thousands who failed with a solution in search of a problem.*

*Their failure wasn’t because they weren’t entrepreneurial enough; they just used the wrong model. This will be on the test: For all but a tiny number of entrepreneurial geniuses, the Meyer Model - customer problem first, then solution - is the high-percentage play.*

*Understanding these odds, it’s easy to see that most of us should focus our entrepreneurial energy as Peter Meyer recommends, rather than try to be like Steve, Alexander, Thomas or Guglielmo. But here’s good news: You can follow the Meyer Model and still be like Steve.*

*Steve was an innovator. You are too, but to really be like Steve, you must never stop innovating. Steve was customer focused like you; it’s just that you ask customers what they*

*want first. Steve was on an uncompromising quest for excellence. Of all the things we know about Jobs that you should and can emulate, this has to be on top of the list - always seek excellence.*

*The world is a better place for the entrepreneurial energy of Steve Jobs. But that doesn’t make your efforts any less important. In the aggregate, more success and contribution has been achieved because entrepreneurs like you followed the Meyer Model: Ask what customers want, then create and deliver that.*

*Rest in peace, Steve Jobs; we’re glad you knew us.”*

When I read Jim’s post I immediately thought about what I call the “both/and” model. How can we ask our customers what they want, create and deliver that AND be insightful enough, intuitive enough to anticipate what they will need in the future - even before they know they need it?

Here’s a question I ask in my seminars. “What needs do your customers have now - that they don’t know about yet?”

There’s usually dead silence for a few minutes after I ask the question. Then I repeat it and watch for the signs on people’s faces that they “got” it.

“Well, you know...” And someone starts the conversation off and we find that most have some kind of intuitive sense of what their customers will need or want next.

What needs do your customers have - that they don’t know about yet? What will they crave, desire, need in the future?

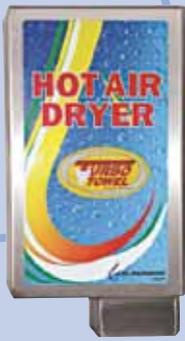
When I started my business 21 years ago few people had a need for learning about something called “CARE.” Service yes, CARE, no. My intuition caused me to take a great leap of faith and build a business based on the concept that emotions were a critical part of business and that those companies that could inspire CARE (not just service) would be the ones to grab market share that lasted and build loyalty that would bring referrals and positive word of mouth.

There were no Internet networks then, or Twitter or social media. Connecting the dots backwards - it was a good move! ■

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@customer-carecoach.com](mailto:Joanna@customer-carecoach.com) or visit [www.ReturnOnHappiness.com](http://www.ReturnOnHappiness.com).



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PRESIDENT'S COLUMN

Unpredictable weather is simply a fact of life for Pennsylvania carwash operators. We go into the carwash business knowing for all of those wonderful sunny days of summer, "Old Man Winter" is just waiting to reciprocate. Further, what the other six months bring are anyone's guess. While there is nothing we can do to control the weather, we can be in control of how our carwash is going to perform this winter washing season. As operators we need to make sure our facility equipment is functioning on par, and be prepared for when that winter weather breaks with a brief rise in temperature and glimpse of the sun that get owners "chomping at the bit" to wash away all of the salt and road grime that has been accumulating on their vehicles. These washing days can be some the industry's busiest days and the last thing we want to be dealing with is malfunctioning equipment that drives our customers off to our competitors.

So, have you winterized your carwash? We all know too well that carwash equipment isn't cheap, nor is maintenance, however, it is cheaper than having to replace equipment prematurely or losing profits on a prime washing day because you're scrambling to repair equipment you failed to maintain. Mother nature already gives us enough downtime, we need to use this time wisely to maintain our equipment.

Additionally, don't forget to make the seasonal adjustments to your wash operations. Washing cars in the winter is different than washing them in the summer. Different wash times, chemical adjustments and equipment adjustments should be incorporated into winter operations as in the end this will help with your bottom line. Don't be "a penny wise and a pound foolish." Invest the capital required to perform a full preventative maintenance examination on your facility and make sure you have all of the supplies and tools you're going to need this season to give you the peace of mind of knowing you are prepared for whatever mother nature brings this winter.

Membership Matters

CAP continues to recruit members to serve on the Association board. We recently welcomed Barry Enck from Loysville, PA. CAP has worked diligently to create a board that is conservative of your time. Board meetings are under an hour and are conducted via conference calls. Additionally, we have professional support that helps facilitate the ideas and plans of the board to minimize board members' time. Remember this Association is supposed to be representative of you and your vision for this industry. Your participation and contributions are essential.

Please mark your calendar now for Thursday, May 24, for the Car Wash Association's Annual Dinner and Tabletop show. The event will be held at the Hollywood Casinos in Grantville, PA. Attendees can once again enjoy a bird's eye view of the horse races that will be taking place throughout the evening while socializing with colleagues and industry professionals.

CAP's Annual Fall Golf Outing will take place again in October. Look for event details in CAP's next newsletter.

Lastly, remember that as you're drafting your 2012 budgets, there are a variety of programs available to CAP Members that can aid in improving your bottom line. If

Continued on page 38 ...



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### President's Column ... continued from page 36

*you haven't spoken with anyone about energy procurement yet, you are wasting money. Savings may initially look minimal, but as the market continues to open up in Pennsylvania the rates will only get more competitive as energy vendors fight for our business. This is only one of many programs offered to CAP members. Contact the CAP office at 717/648-0159 for more information. Don't forget to look for your 2012 membership renewals in the mail.*

*Keith Lutz, President  
Carwash Association of Pennsylvania*

## Grace for Vets Program Goes Inter-Continental

Grace for Vets, a united front of carwash operators dedicated to honoring veterans and those in military service, proudly welcomes the Australian Car Wash Association (ACWA) as a partner in its mission to give back to those who protect and serve.



Annually on November 11, carwash operators registered with Grace for Vets provide free carwashes to Veterans and service personnel to honor their sacrifices. In 2010, Grace for Vets participants donated 101,537 free washes at 1,253 locations across the country. With the addition of Australia's carwash operators to its ranks, Grace for Vets expands its already extensive network of participants in North America to include carwash companies on another continent. "The Australian Car Wash Association sees the Grace for Vets program as a unique way for our carwash operators to help honor service personnel and Veterans around the world. Presently, there is no other program of this kind in Australia on Veterans Day – or as we call it 'Remembrance Day,'" shared ACWA Chief Executive Charles Warren. "Australian Car Wash operators are more than happy to join with their colleagues in the USA and Canada to recognize and give back to our vets and current servicemen and women."

Visit the Grace for Vets' website at [www.graceforvets.org](http://www.graceforvets.org) for program and 2012 registration information. It's free to join, or send inquiries by email to [graceforvets@gmail.com](mailto:graceforvets@gmail.com), or call 717/733-7090.

### About Grace for Vets

Grace for Vets is a non-profit organization founded by Mike Mountz, CEO of Cloister Wash & Lube in Ephrata, PA. Since its inception in 1998, Grace for Vets has been honoring Veterans and service personnel for their courage and protection by providing them with free carwashes on November 11 each year. ■

**For more information, visit [www.graceforvets.org](http://www.graceforvets.org).**

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# Cloister Wash & Lube's York Location Gets Old-Time Makeover

By Alan M. Petrillo

Cloister Wash & Lube has taken a dual approach to the renovation and remodeling of its York, PA, full-service carwash – marrying new equipment and a refurbished physical plant with a trip down memory lane into what a country town looked and felt like in the 1930s and early 1940s.

“We’re a traditional full-service carwash where we vacuum at the beginning, send the cars through unattended, and take care of the windows and finishing touches at the end,” said Randy Fox, director of maintenance.

Inside the facility, Cloister has what it calls “Customerland,” or an area where customers, while waiting for their cars to be cleaned, can purchase Cloister gourmet coffee, candy and flowers, as well as gift cards, gift wrap, cleaning supplies and window cleaners, Fox pointed out. Each of Cloister’s four full-service locations (York, Ephrata, Lancaster and Reading, PA,) feature a “Customerland.”

But the York facility now goes a step farther by giving customers a unique opportunity to experience an old country town from the 1930s and ’40s while walking the hallway adjacent to the wash tunnel.

“Our owner, Mike Mountz, believes in reinvesting in the business, and has always tried to keep our facilities as clean and well organized as possible,” Fox said. “With the renovation at the York location, Mike felt it was a good opportunity to put together an additional experience for customers.”

A series of ceiling-high murals along the interior corridor first depict countryside, then gradually move into a country town, giving customers peeks into buildings and shops. Five different murals are set up to entice customers into the town, while others serve as backdrops for other attractions, such as boys and girls tree houses, hanging nine feet off the hallway floor. The murals show depictions of people and vehicles from the earlier era, as well as houses, modes of dress, a train station, and the facades of buildings.

The interior hallway also has six glass locations where customers can keep an eye on their vehicle as it goes through the wash, from the prep through the arches to the tire cleaner, the blowers and the exit.

While the concept and general vision

for the old country town murals came from Mountz, Fox said it was a team of three employees who were responsible for making them a reality. That team included Fox; Wayne Fetro, who painted the murals and was responsible for color selection and signage; and Lu Rohrer, who was responsible for decorating and the retail products display area.

“Mike had the vision of what he hopes it will look like, and the team of the three of us looked at the existing space we had and came up with a rough sketch of how we thought it should look when finished,” Fox said. “We tackled it section by section and consulted with Mike, getting as creative as we could and adding or subtracting things as needed. Mike was always around to help out and give us different ideas.”

Fox noted that the team tried to do a lot of the work off site, where possible, and bring the finished pieces into the carwash for installation.

“The carwash operated during the entire refurbishment,” Fox pointed out. “We did not close down a single day because of it. The renovation work that we did in the tunnel itself was done at night, so it didn’t affect daytime carwashing.”

*In the lobby, or “Customerland” as it’s called, a customer can get candy, flowers, a cup of joe or auto supplies. Its warm, inviting décor is welcoming.*



*Three individuals brought Mountz’s vision to reality. The extensive murals were painted by Wayne Fetro. He was also responsible for color selection and signage. Lu Rohrer was in charge of decorating and the retail products display area and rounding out the team was Cloister Director of Maintenance Randy Fox.*



Fox noted the murals were designed to make the car-wash customer's experience as interesting as possible, and to have them bring their friends to the facility to see the murals, perhaps making new customers.

"The bathrooms are quite unusual," Fox said. "The men's room has an outhouse feel to it, where the water closet is enclosed by fencing and a wooden roof, with a sliding wooden handle on the door. Murals inside the bathroom depict looking over a fence into the countryside."

The men's room faucet has a water sensor hidden in an old oilcan that serves as a spout, splashing out onto an aluminum plate sink. The sink sits on an old water barrel, which has a rain downspout joining it to the wall so it appears the downspout drains into the barrel.

The ladies' room is done in a late Victorian style fashion, with books, old hanging hooks and feminine lace garments as decorations.

The renovated facility reopened this past July and Cloister sponsored a Customer Appreciation Week following the opening to benefit the American Red Cross.

Sharon Ramp, Cloister's director of marketing, said from Sunday through the following Saturday, the York facility offered 50 percent off all basic washes as part of the celebration. In addition, if a customer donated money at the American Red Cross booth inside the facility, Cloister gave them a free best wash that they could use until October 30.

"We started and ended the week with a live radio remote, served donuts and coffee every morning and hot dogs during the day," Ramp said. "We also gave away door prizes, gift boxes, waxes, tire shines and free washes. We wanted to show off the facility to as many people as possible."

Ramp said between 9,000 and 10,000 vehicles were washed at York that week, and many more people came by to tour the remodeled facility.

"A lot of people came inside to contribute to the American Red Cross," she noted. "We were able to raise just under \$10,000 for them from that single location." ■

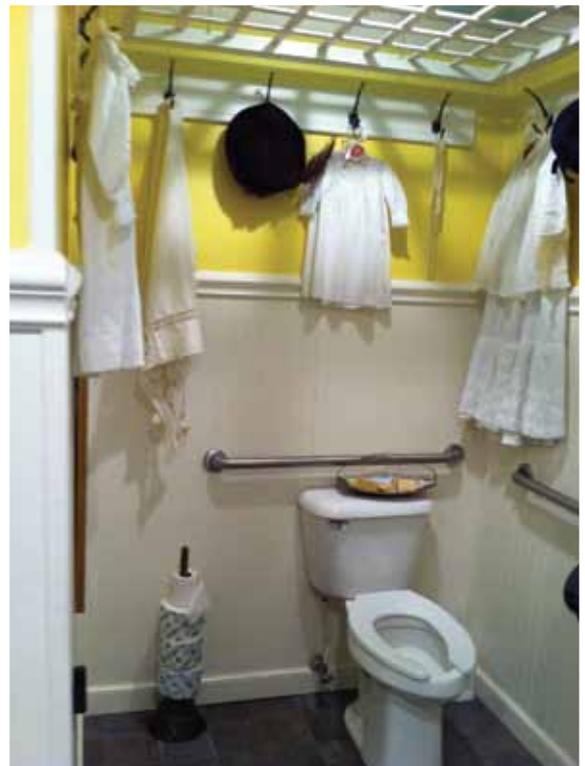
*Alan M. Petrillo is a Tucson, AZ, freelance writer and contributing editor of Northeast Carwasher.*



*The entire men's room has a bit of a rustic, "outhouse" feel to it. The hand-painted murals were designed to create customer interest and discussion.*



*In the men's room at the York location the faucet has a water sensor hidden in an old oilcan that serves as a spout. The sink sits on an old water barrel.*



*The ladies room has a late Victorian feel complete with books and a lacy feminine touch in its decoration.*



Todd Whitehouse

**PRESIDENT'S COLUMN**

2011 is history and in good fashion. The carwash industry's heartbeat is determined by the weather and this year was no exception. 2011 was historic as Mother Nature threw us many curveballs with massive snowfalls, tornado's, tropical storms and freak October snows which kept many of our homes and businesses in the dark for an extended amount of time. In short, "sayonara" to 2011, and the past, and here's to our prosperous 2012, which we all deserve.

**A couple of reminders for upcoming events:**

- ❖ March 28, Mini-Expo, Marriott Courtyard, Cromwell
- ❖ September 18, Golf Invitational
- ❖ October 1-3, NRCC, Atlantic City, NJ \*CCA Hosts!!!

You can visit our website [www.wewashcars.com](http://www.wewashcars.com) for more details and other great links to our Association. By joining our membership, your support helps our dedicated volunteers to better the industry for all of us. We look forward to seeing you soon at one of our events.

Todd Whitehouse  
CCA President



Remember last winter?  
This photo is from  
Mario's Car Wash.  
Will Connecticut get that  
much snow again in 2012?  
Stay tuned!

**CONNECTICUT CARWASH ASSOCIATION**

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518/725-5588

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**Dave Petit, Simoniz USA**

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*Ken Gustafson Sr.	Fred O'Neill
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*Bruce Sands	Doug Newman
J.J. Listro	Paul Ferruolo
Alan Tracy	Tom Mathes
Dwight T. Winter	Daniel Petrelle
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 Honors Jason Rojas at 14th Annual Golf Classic



FARMINGTON, CT – The Connecticut Carwash Association’s 14th Annual Golf Classic, September 20, at the Tunxis Plantation Country Club here honored State Representative Jason Rojas with its 2011 CCA Legislator of the Year Award, according to CCA Golf Chairperson and President Todd Whitehouse. Rojas, who serves the 9th Assembly District (East Hartford, Glastonbury and Manchester), was honored for his outstanding efforts on behalf of all the citizens of Connecticut, his support of small and family-owned businesses, and his ability to help create a strong business climate. Representative Rojas was presented with a plaque by CCA Lobbyist P.J. Cimini and President Whitehouse. “Jason Rojas has been a strong supporter of the CCA and was instrumental in our recent legislative victory which kept sales tax off our carwash services,” said Whitehouse. “He is a true friend of the CCA and extremely worthy of this honor.”

The 18-hole event includes breakfast, lunch and dinner, extensive raffle prizes and a chance to win a car! “It’s really a great outing for the money,” said Whitehouse. “We have purposefully kept our registration fee low so it is affordable to members and non members alike.”

*The skies might have been a bit overcast, but the setting, Tunxis Plantation Country Club, was picture perfect.*



*Picturesque Tunxis Plantation Country Club in Farmington never disappoints.*

## Team Simoniz Squeaks Out Stanley Street

Dave Petit, Peter LaRoe and John Hay of Team Simoniz took home first place trophies with a -12. Team Stanley Street was close behind but did not take home this year’s prize. Bill Mahon had the Men’s Longest Drive and Joan Larkin had the Women’s Longest Drive on Hole #5. They each received a \$25 gift certificate to the pro shop. Peter LaRoe had the Closest to the Pin on Hole #16 and received a gift certificate as well.

Many raffle prizes including a Callaway Driver, a Cleveland Hybrid, a 32" and 19" Sansui television, a Magellan GPS, Sony Stereo, Golf Bag, iPod, wine, gift cards and a 10.1", 16 gb tablet, provided by C.A.R. Products, were some of the raffle prizes.

Event supporters included Platinum Sponsor/Reception Micrologic; Gold Sponsors/Lunch Capitol Strategies, Empire Chemical and Kleen-Rite Corp.; Silver Sponsors/Prizes Car Washing Systems, ECP Inc. and Fred’s Car Wash; Raffle Sponsor/Gifts C.A.R. Products, Inc., Bronze Sponsors/Beverage Cart Mang Insurance, Media Solutions/*Northeast Carwasher* and National Ticket Co.; Golf Cart Sponsor Simoniz USA; Coffee Break Sponsor Torrington Car Wash; Water Bottle Sponsor ZWash Systems; Golf Towel Sponsor ERC Wiping Products; Driving Range Sponsor Blendco and Hole-In-One Sponsor Mitchell Auto Group.

Hole Sponsors included Autoshine, CSI/Lustra, DRB Systems Inc., Magic Minit Car Wash, Mighty Auto Parts, Mr/Mrs Autowash, Mr. Sparkle, Ryko Mfg. and Smith Insurance. ■



*Blendco’s Steve Ludman.*



*Team Setaro braved the elements and seemed to enjoy the day!*



*No CCA Golf Classic is complete without JJ Listro!*



*Team Larkin made the trip from New Hampshire! Pictured are Andrea Johnson, Kay Stack, Sandy Miller and Joan Larkin.*



*The team from New England Car Wash Equipment are all smiles!*



*John Millerick, Dan Walsh and Tom Tessitore strike a pose.*

*Continued on page 46 ...*



CCA President Todd Whitehouse presents the evening's big winner, Tom Tessitore with National Ticket, with an Eee Pad Transformer compliments of CAR Products.



CCA Lobbyist PJ Cimini, Representative Jason Rojas and CCA President Todd Whitehouse.



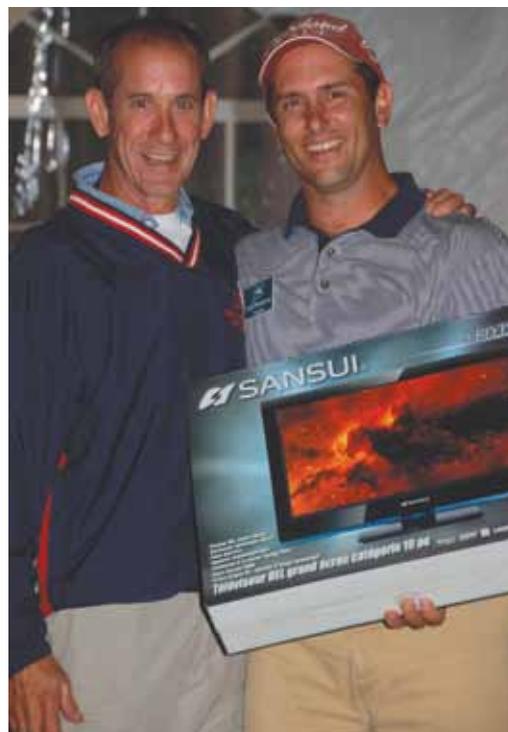
Ladies Longest Drive winner Joan Larkin and Todd Whiteshouse.



This motley crew took home first place!



Team Tracy never goes down without a fight!



Mr. Sparkle's Paul Ferruolo takes home the flat screen tv prize from CCA President Todd Whitehouse.



## Mario's Car Wash Receives 2011 Best of Waterbury Award

Mario's Car Wash, Waterbury, CT, was selected for the 2011 Best of Waterbury Award in the Automotive Washing & Polishing category by the U.S. Commerce Association (USCA). The USCA "Best of Local Business" Award Program recognizes outstanding local businesses throughout the country. Each year, the USCA identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and community.

Various sources of information were gathered and analyzed to choose the winners in each category. The 2011 USCA Award Program focuses on quality, not quantity. Winners were determined based on the information gathered both internally by the USCA and data provided by third parties.

U.S. Commerce Association is a New York City-based organization funded by local businesses operating in towns, large and small, across America. The purpose of USCA is to promote local business through public relations, marketing and advertising.

The USCA was established to recognize the best of local businesses in their community. The organization works exclusively with local business owners, trade groups, professional associations, chambers of commerce and other business advertising and marketing groups. Its mission is to be an advocate for small and medium size businesses and business entrepreneurs across America. To learn more visit [www.uscaaward.com](http://www.uscaaward.com). ■

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# True Confessions and A Couple of Outstanding Washes

By Cookie Anthony

Here's a nugget of truth for all the people who go by car-washes on a nice, sunny day and see cars lined up and say, "This place is a gold mine!"

As I write this column, the sky is so dark you need lights on during the day. It's been raining the entire week.

Most of the summer the city streets were very quiet, almost empty. People were away at the beach or lake. No one notices when the weather is bad, when Mother Nature brings ice and no one wants to be on the highways much less wash their cars. Carwash business owners not only have to know about equipment repairs, pleasing customers and hiring employees but they also need to be outstanding money managers. The bills need to be paid during lean times. Payroll needs to be met in order to retain employees. It's a gigantic challenge when no revenue or profits were generated for weeks, sometimes even months.

So, when the carwash is a "gold mine" the money has to be carefully dispensed so the owner can dig into his/her pocket later and carry the business when there's no business. In the carwash business, you can make dollars, but it takes a lot of sense to survive.

## True Confessions

Most women would love a diamond ring, but I often said to Al, "Give me a Bobcat," and I'm not talking about an animal! Bobcats are such a useful piece of equipment that makes lifting heavy equipment and barrels light work. A Bobcat can reduce the amount of hand shoveling of snow and pit dirt removal, and it can get into areas a large truck or plow will miss.

Of course, storage of the equipment could be a concern. But, I'd throw away a diamond to make space for a Bobcat. It's a jewel worth investing in.

## Avoid A Problem

Al said to me, "I thought you just wrote about the Barn Carwash." I said, "Yes, but I keep seeing good things to share." Here's a single idea that costs nothing yet could spare you problems.

Victor Olivares of The Barn Car Wash in Saugus, MA, can operate one of Cookie's favorite pieces of equipment - the Bobcat.



When you empty a barrel of soap or other product take the stick-on label and put it on your Hydrominder. Then, the next time you need to exchange a barrel there will be no question where the new barrel should be hooked up.

## What, Again?

Another win from *Boston Magazine* for the full-service Allston Carwash. This time it's the 2011 Best of Boston award!

This makes the fifth year they've won this award (1999, 2000, 2006, 2007, 2011). In addition, they've also won best car detailing in 2001 and 2003.

Along with their tunnel wash there is an Irving gas station/convenience store at the location as well.

Their advertising claims "professionals pamper your car like it was going for a spa treatment."

A variety of discounts are available. Commercial, taxi and livery vehicles receive \$1.75 off a wash. There's also senior citizen discounts available all day for people 62 and older. Seniors receive \$2 off their wash and it can be combined with other discounts. That's something you don't normally see. Now there's a wash that appreciates us old-timers!

Add in that they won the 2004 and 2005 Boston's Best Award from the *Improper Bostonian* and an A+ rating from the Better Business Bureau for making good faith commitments to resolve customer complaints and you can understand why customers keep returning to the Allston Car Wash.

With more than a decade of wins you can see that their professionalism and passion is not waning. Go visit them at 434 Cambridge St., Allston, MA, or learn more about the wash at [allstoncarwash.com](http://allstoncarwash.com).



When you empty a barrel of soap, for example, take the stick-on label and put it on your Hydrominder.



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

Cookie Anthony

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## CCA To Hit \$18,000 Mark In Its Annual Scholarship Program

Membership in the Connecticut Carwash Association (CCA) provides your employees and their families with an exclusive scholarship opportunity! It also provides you with a valuable employee benefit that can help motivate an employee while enabling him/her to grow.

Two \$1000 Kenneth M. Gustafson, Sr. Scholarships will again be awarded exclusively to CCA-member employees in 2012. It is important to note that this award can be used for any type of continuing education, be it full or part time. Applicants will be evaluated based on their high school standing, leadership capabilities, community involvement, strength of character, personal achievement, plan of study and future goals. The scholarship will be awarded to individuals who, through their work in the community and at your business, have demonstrated excellence and a genuine desire to expand their knowledge.

To be eligible an applicant must:

- ❖ Be an employee or direct family member of an employee of any CCA member
- ❖ Have been an employee, full or part time, for at least 1 year
- ❖ Have graduated high school or have the equivalent
- ❖ Be enrolled or plan to enroll at an accredited post-secondary educational institution full or part time and
- ❖ Not be an owner, or direct family member of an owner of a carwash facility, manufacturer or retail supplier to the carwash industry.

It is the hope of the CCA Board of Directors that every member will encourage their employees and their families to take advantage of this great opportunity. We all know that \$1,000.00 can go a long way in defraying the cost of higher education. Don't let your employees miss out! To download an application form visit our website at [wewashcars.com](http://wewashcars.com) today. ■

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### *Congratulations to Dan and Caitlin Petrelle on their recent marriage!*



*The couple wed in  
Saratoga Springs, NY,  
at the historic Canfield  
Casino on August 14.*

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## Splash Earns “Top Workplace in 2011” Award

Splash Car Wash was named a “Top Workplace in 2011” in southern Connecticut based on an independent employee-based Workplace Dynamics LLC survey. The survey, which was sponsored by Hearst Communications, asked employees from various participating companies to gauge their attitudes toward their place of employment. Mark Curtis, Splash CEO and co-founder, said in a press release, “We treat our employees with the respect and care that we want them to give our customers. Plus, our business and career track is not typical since our training prepares qualified employees to be responsible for all aspects of the business, including financial management,” Curtis said. “Some employees who started on the production line washing cars, now run million dollar sites. We are proud to have one of the highest retention rates of employees in our field. Many have been with us for five to 15 years; a few employees have been on the team for 20 years.”

Splash Car Wash includes 17 locations in Connecticut and New York state. The first location, then named Greenwich Car Wash, was purchased in 1981 and renamed in 1994 Splash Car Wash. To learn more visit [splashcarwashes.com](http://splashcarwashes.com). ■

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# CCA Lauds Special Session Jobs Bill

By P.J. Cimini

The Connecticut Carwash Association (CCA) was proud to support the passage of the bipartisan jobs bill, just recently passed in a Special Fall General Assembly Session on Jobs and Economic Development. The legislation is a good first step for improving the state's climate for job creation and economic growth.

During its October 2011 Special Session, the Connecticut General Assembly adopted, and on October 27 Governor Malloy signed into law, House Bill No. 6801, an Act Promoting Economic Growth and Job Creation in the State (the "Act"). The Act, which passed both the House and Senate with broad, bipartisan support, will address several factors inhibiting job creation and growth in Connecticut, including a lack of support for small businesses and a regulatory environment that hinders economic development.

The Act contains several tax provisions, which, unless noted below, became effective on October 27. Below are the principal provisions of the Act.

## New Job Expansion Tax Credit

Eligible employers can apply to the Connecticut Department of Economic and Community Development to claim a new job expansion tax credit for jobs created between January 1, 2012, and January 1, 2014. The credit can be applied against the insurance premium, corporation business, utility company or personal income tax. Applicants must be subject to one of the foregoing taxes and have been in business for at least 12 consecutive months prior to the date of the application. In order to be eligible, an employer with 50 or fewer full-time employees must hire at least one new full-time employee. An employer with more than 50, and fewer than 100, full-time employees must hire at least five new full-time employees, and an employer with more than 100 full-time employees must hire at least 10 new employees. Additional eligibility requirements also apply. The credit is \$500 per month for each new Connecticut resident employee, but increases to \$900 per month in the case of certain workers who (i) have exhausted their unemployment benefits, (ii) are in or have been honorably discharged from the armed forces, or (iii) are receiving certain vocational services from the Bureau of Rehabilitative Services.

## Business Entity Tax Relief

For tax years beginning on or after January 1, 2013, the annual \$250 Business Entity Tax will be due every other year. The Business Entity Tax is imposed on limited liability companies, limited liability partnerships, limited partnerships and S corporations organized or doing business in Connecticut.

## Storms Abound

Many Connecticut carwash operators were hit extremely hard during the October Nor'easter and Hurricane Irene. Governor Dannel P. Malloy created a special panel to review the preparedness, response and recovery efforts of Tropical Storm Irene and the October Nor'easter. The eight-member group is charged with reviewing the preparedness, response and recovery efforts of the state and its partners – including the utilities and municipalities – related to both events, and then presenting to Governor Malloy a set of recommendations on how those efforts can be improved.

## FEMA Registration

Residents and businesses that suffered damage or losses during Tropical Storm Irene must register with FEMA to begin the disaster assistance process. Registering with FEMA is critical, as it begins the process of evaluating for what assistance FEMA, SBA or other programs can provide.

While no specific carwash programs are in place to directly help and assist our members impacted by the storms, we encourage all operators to visit [www.disasterassistance.gov](http://www.disasterassistance.gov), or call 1/800-621-FEMA (3362), which operates between 7 a.m. and 10 p.m. daily. To be considered for all forms of disaster assistance, disaster survivors should first register with FEMA online anytime via the website or phone.

## Waiver of Deductible

Several insurance companies, including Allstate, have agreed to waive the higher cost hurricane deductible for coastal property owners in the wake of Tropical Storm Irene. Companies that have either waived the hurricane deductibles or have coastal policies in which their triggers have not been met represent about 80 percent of the homeowners' insurance market in Connecticut.

The following are companies that have waived the hurricane deductible:

- ACE
- Allstate\*
- Bunker Hill\*
- Connecticut FAIR Plan\*
- Farm Family\*
- Farmers Insurance\*
- Fidelity National\*
- Fireman's Fund
- Hartford
- Liberty Mutual
- MetLife\*\*
- Middle Oak
- New London County Mutual (NLC)
- Privilege Underwriters Reciprocal Exchange (PURE)\*

Quincy Mutual Fire Insurance Company\*  
 Safeco  
 Tower  
 Travelers  
 Utica National  
 Utica First  
 Universal North America\*  
 Vermont Mutual

Companies not applying the hurricane deductibles because triggers were not met include:

Chubb  
 Factory Mutual\*  
 Hanover  
 Kemper  
 Nationwide  
 Peerless

### Carwash Sales Tax Fight Continues

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 6.375 percent sales tax on all carwashing services including the coin-op, automatic, full-service and detailing segments.

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, workers and customers.

We will continue to work vigilantly to protect this important policy for our industry. It's likely to come back again as attempts to review many of the options that were not included come back into the policy debate. ■



*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@csgct.com](mailto:pj@csgct.com).*

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*It has been a very busy fall. In early October we had the Northeast Regional Carwash Convention in Atlantic City. The workshops were very informative and well presented, and it was good to walk the show floor and talk to vendors and operators.*

*In November we held our Fall Membership Meeting in Monroe. The topic was how to prepare for an Occupational Safety and Health Administration (OSHA) visit, and we had a great turnout of 60 operators. Here in New Jersey, OSHA has made an effort to investigate workplace safety issues at various carwash facilities. OSHA site inspections have taken place at several wash locations across the state. The two speakers we had, one from OSHA and another from the State of New Jersey, did a terrific job presenting information on what to expect from an OSHA inspection and how to prepare for one.*

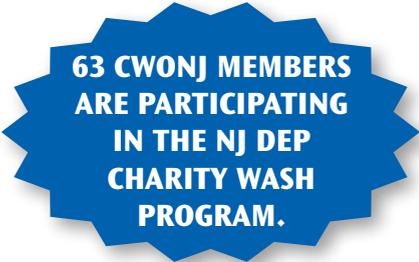
*On Friday, November 11, once again, many of our carwashes across the state participated in the Grace for Vets program. This is a great program that honors our servicemen and women with free carwashes. It is a great way to give something back to the community and the Veterans who live there.*

*As all of this is going on we have had our first Nor'easter of the season and many location across the state had snow and freezing rain. The bad weather came on October 30, and thanks to that many operators have been busy.*

*We are looking forward to having Adam Korngold speak at our February 7 meeting in Clark. He will discuss the social networking and marketing he does at his Boston, MA, wash.*

*This is my last article as President of the Car Wash Operators of New Jersey (CWONJ). It has been a privilege to serve for the last two years. I would like to thank Suzanne Stansbury, our Executive Director, for all the help she has given me during my tenure. I would also like to thank the other officers and directors for their support and hard work.*

Gerry Barton  
CWONJ President



# CWONJ Prepares Members For a Visit From OSHA



MONROE, NJ - The Car Wash Operators of New Jersey (CWONJ) prepared its members for an Occupational Safety and Health Administration (OSHA) audit at its Fall Membership Meeting here, November 8, at the Crowne Plaza. The meeting, which also included an update on the association's Groupon program by board member Scott Freund, attracted 60 to the dinner meeting.

"The material our two speakers presented tonight was invaluable to our members," said CWONJ President Gerry Barton. "This type of information is a great example of why you should be a member of the CWONJ."

The night's first speaker, Michael Yarnell, began his career with OSHA in 1974 as an Industrial Hygienist. He has conducted more than 200 independent field enforcement investigations at a variety of industrial and construction worksites. He became a Compliance Assistance Specialist in 2002 where he educates, trains and provides technical advice concerning OSHA standards and regulations. Yarnell's experience as a federal level officer shed light on what will happen when



*CWONJ President Gerry Barton led the meeting and vote on the new slate of officers and board members to a packed room of 60 at the Crowne Plaza in Monroe.*

*CWONJ board member Scott Freund of Pro Wash updated the group on the recent Groupon program the association launched.*



OSHA comes calling, and what recourse an operator will have and how to approach a visit.

Mark Wadiak, the second speaker, is an assistant director in the NJ Department of Labor & Workforce Development. He oversees the OSHA-PEOSH Consultation and Training Programs and the Mine Safety Education Program. Wadiak's background includes working as a quality control chemist in the pharmaceutical industry, and



*Mike Yarnell, a Federal OSHA Compliance Assistance Specialist, shared educational, training and technical advice with the group.*

working with the US Department of Labor, OSHA, as a Compliance Safety and Health Officer. Wadiak, who is a state representative, is a great resource prior to an OSHA visit. He can access any issues a site may have and work with the operator on rectifying them.

**For more information on both speakers and their programs please visit our website, [cwonj.com](http://cwonj.com).**

## Officer Slate Voted In

President Barton read the proposed officer slate and asked for a vote from the membership. The association's 2012 board includes: President Al Villani, Vice President Mike Conte, Treasurer Mike Prudente, Secretary Mario Mendoza and Immediate Past President Gerry Barton. Board members include: Richie Boudakian, Scott Freund, Bill Howell, George Ribeiro, Doug Rieck, Steve Switzer and Mark Toriello. ■



*Mark Wadiak, an Assistant Director in the New Jersey Department of Labor & Workforce Development on the state level spoke of how his group can assist operators in indentifying OSHA hazards and developing effective safety and health programs prior to a federal OSHA visit.*

**The association's next meeting date is February 7 when it will explore social media and marketing with New England Carwash Association Vice President Adam Korngold.**

# Using Facebook to Attract Customers

By Alan M. Petrillo



Who are your fans?

If you're using Facebook for your carwash operation, you'd know. If you're not using Facebook, some carwash operators say you should be.

Doug Rieck of Magic Wash in Manahawkin, NJ, uses Facebook as another promotional method to attract new customers and convert them into regulars.

"I'm a very tech-oriented person, but I don't do Facebook myself because I don't have time for it in my life," Rieck says. "My sister-in-law runs it (the Magic Wash Facebook page) for me and we currently have 309 fans."

If one uses Facebook on a personal basis, then people who sign up for your "page" are called "friends." When a business establishes a Facebook page, folks who follow the business on Facebook are called "fans."

A web surfer doesn't have to be a Facebook fan to see the page itself – one can look up the Magic Wash Facebook page and see what's posted there. But becoming a fan has its benefits, Rieck said.

"People will go on Facebook and leave comments, which is good feedback for carwash operators," Rieck said. "A new fan who signs up with us gets a free carwash on us. We send them a wash code that they can use to come to Magic Wash and input it into the Auto Sentry."

Rieck also runs various promotions and contests on the Magic Wash Facebook page in order to keep people's interest in the page and to get them to regularly visit it.

"Facebook is like the old-fashioned general store where people gossip," he noted. "You can go there to find out what's happening to a business. During Hurricane Irene we had photos of me working to secure the carwash."

Rieck said he's run into Magic Wash's Facebook fans in unusual places.

"I was in Home Depot last week and the cashier asked me how the Dog Wash, which we had recently put in, was going," he said. "She told me she's a fan of Magic Wash on Facebook."

Magic Wash is an express carwash, with self-service bays, a dog wash and Laundromat. Two other Magic Wash stores are located nearby, each with five self-service bays and an in-bay automatic.

Rieck maintained that using Facebook is a way for a carwash to bring itself closer to the customer. And by running more promotions, he noted, an operator can attract more customers.

Rieck, who has been using Facebook for a year and a half, called it one element of an overall carwash promotion strategy.

"Facebook may not be the be all and end all method of promotion, but it's wonderfully effective for a nominal cost," Rieck said. "But you have to make nearly daily promotions or run contests where you offer free carwashes. The page can't

be static – it has to be dynamic to keep people's interest."

Scott Freund of Pro Wash in Union, NJ, said his carwash is relatively new to Facebook, having used it for only two months, yet the wash already has 128 fans.

"We thought it would be the right place for us to promote the carwash so we hired an outside contractor to handle it for us," Freund said. "This is a person who understands our business and the technology, so when we want to do a special, we advise him and he puts it together and posts it."

Pro Wash is a full-service carwash with a 150-foot tunnel, a two-bay quick lube facility and a two-bay detail center.

Freund said Pro Wash's goal is to get to 1,000 fans on Facebook.

"The real key to getting people to like us was to have them go to our website, give us their email address and with another click, they can be a fan of ours on Facebook," he said. "Then we email them a free \$13.95 full-service carwash coupon. Once they come in and use the coupon, we've captured a customer."

Freund noted that the free coupon is distinctly bar coded and tied to a specific email address that can only be used once in the carwash system.

"Once we've captured the customer, we have an outside sourcing company email specials directly to the customer about our carwash, oil change and detailing facilities," he added. "We typically plan for a once-a-month special for our Facebook fans and track their use of those specials."

Freund believes Facebook isn't an opportunity that a carwasher should pass up, but that it takes work to use it properly as a business promotional tool.

"You have to work at it and be prepared to aggressively grow your fan base and maintain activity," Freund said. "There's not much cost when used in-house except for time. As for us, we use an outside administrator who does it for an extremely attractive fee."

Freund said Pro Wash also changes its website every 30 days, announcing coupon books, seasonal specials and other promotions. The only way a potential customer can get the free Facebook carwash is through the Pro Wash website, allowing the carwash to capture the individual's email address.

"It's cool to see we're gaining 20 to 30 fans every week," Freund pointed out. "We were able to come up with a simple, powerful offer that we think will continue to do well."

Rieck sums up his experience with Magic Wash's Facebook participation succinctly. "It's a part of business life now," he said. "It's a smart promotional strategy for a small amount of input." ■

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



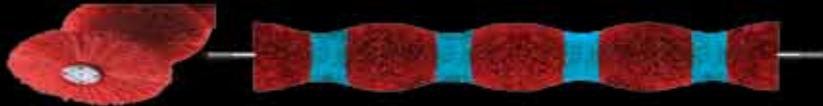
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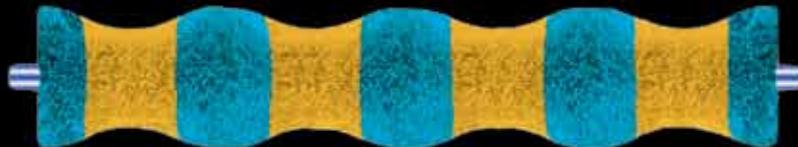
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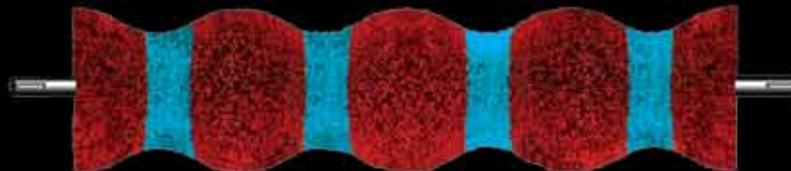
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# Democrats Maintain Control of Legislature

By Patrick Stewart

Democrats will continue to control both houses of the Legislature for the next two years. In the Senate, Democrats will have the identical 24-16 majority they currently have, and in the Assembly they picked up a seat to increase their majority to 48-32.

Democrats prevailed in the two most hotly contested Senate races. Senator Jim Whelan defeated Assemblyman Vince Polistina in the 2nd District and Senator Bob Gordon defeated Bergen County Freeholder John Driscoll in the 38th District. The two Assembly seats in the 2nd District will continue to be held by the Republicans with Assemblyman John Amodeo and his running mate Chris Brown defeating Democrats Damon Tyner and Alisa Cooper. And in the 38th District, both Assembly seats will continue to be held by the Democrats with Assemblyman Connie Wagner and her running mate Tim Eustace defeating Richard Goldberg and Fernando Alonso.

In the state's other competitive races, the Democrats will continue to hold all three seats in the 14th District with Senator Linda Greenstein and her running mates Assemblymen Wayne DeAngelo and Dan Benson defeating Rich Kanka and his running mates Wayne Wittman

and Sheree McGowan. Things will also remain the same in the 7th District where Republican Senator Diane Allen defeated Gail Cook and Democratic Assemblyman Herb Conaway and his running mate Troy Singleton defeated Jim Keenan and Chris Halgas.

Finally, in District 27 in Essex County, former Governor Richard Codey, who saw his district moved out into the more Republican Essex and Morris county suburbs, defeated Republican challenger William Eames by a margin of 61-39 percent. Codey's running mates, Assemblyman John McKeon and Assemblywoman Mila Jasey defeated Nicole Hagner and Lee Holtzman.

The Democratic pick up came in District 4 where Gabriella Mosquera was successful in winning the seat vacated by Assemblyman Dominick DiCicco, who was forced by redistricting to run in District 3. DiCicco was defeated by incumbents John Burzichelli and Celeste Riley.

There will be three new members of the Senate. Assemblyman James Holzapfel will succeed Senator Andrew Ciesla in the 10th District. Assemblyman Sam Thompson will represent the newly configured 12th District. Assemblywoman Nellie Pou will succeed Senator John Girgenti in the 35th District.

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*Tim Weigel (left), and George Kelly*  
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There will be several new faces in the Assembly. In District 2, Chris Brown will replace Assemblyman Vince Polistina. In District 4, Gabriela Mosquera will replace Assemblyman Dominick DiCicco. In District 7, Troy Singleton was elected to a full term after being chosen by the Democratic County Committee to replace former Assemblyman Jack Conners.

In District 8, Burlington County Freeholder Christopher Brown was elected. In the 10th District, Gregory McGuckin will replace soon-to-be Senator Jim Holzapfel. In the 12th District, Robert Clifton was elected. In the 16th District, Jack Ciatorelli will replace Assemblywoman Denise Coyle. In the 32nd District, Angelica Jimenez will replace Assemblywoman Joan Quigley. In the 33rd District, Sean Connors will replace Assemblywoman Caridad Rodriguez. In the 35th District, Shavonda Sumter and Benjie Wimberly will replace soon-to-be Senator Nellie Pou and Assemblywoman Elease Evans. In the 36th District, Democrat Marlene Caride will replace Assemblyman Kevin Ryan. In the 38th District, Tim Eustace will replace Assemblywoman Joan Voss. Finally, in the 39th District, Holly Schepisi will replace Assemblywoman Charlotte Vandervalk.

## Voters Approve Sports Betting Referendum

A statewide initiative asking voters to amend the Constitution to allow New Jersey to pursue legalized sports betting was overwhelmingly passed. The non-binding referendum is just the first step in the state's effort to overturn the federal ban on sports betting. Senator Raymond Lesniak plans to introduce legislation legalizing sports wagering in Atlantic City and at the state's current and former racetracks. The state will then have to either win a court case that states that the federal law prohibiting betting on sports in all but four states - Nevada, Delaware, Montana and Oregon - is unconstitutional or a new federal law overturning the Professional and Amateur Sports Protection Act must be passed. ■



*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

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## Wintertime Carwash Owner Safety

By Doug Rieck

Daylight Saving Time has ended, the days are shorter, the nights longer and the dark present. I'd like to offer up a few suggestions for ensuring safety at the wash.

- ❖ Avoid regular cash handling patterns.
- ❖ At self serves and in-bays, make cash pick up your last activity before leaving the wash.
- ❖ Don't open pay stations at night alone. When shutting down conveyors at night, keep an extra man observing your surroundings.

While I am emphasizing "after-dark," bad things can happen at any time of the day. Just be aware of your surroundings while at the wash.

This was brought to mind recently when I was at a location working by myself. A Ford passenger van pulled up and parked in an offbeat spot and just stayed there for more than an hour. It had dark tint on all the windows and out of state plates. After the first hour, I called the Police and they sent two cars to check out the vehicle. It turned out that the driver was just sleeping in the back of his vehicle. He then left the wash and found another place to sleep, I'm assuming.

Just use common sense, care and caution. And remember, if you feel as if you are being watched, you probably are. ■

*Doug Rieck operates Magic Wash and is a past president of the Car Wash Operators of New Jersey. He also sits on the CWONJ and NRCC boards of directors. You can reach him at 609/597-SUDS or dougriec@gmail.com.*

**Congratulations to Karen and Al Villani on their marriage which was celebrated on September 10.**  
*We wish you all the best!*



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## 2012 CWONJ CALENDAR

**FEBRUARY 7**

**General Membership Meeting**  
*Exploring Social Media and Marketing*  
with Adam Korngold  
Crowne Plaza, Clark

**APRIL 26**

**General Membership Meeting/Carwash Tour**

**MAY 7-9**

**Car Care World Expo**  
Las Vegas, NV

**JUNE 11**

**Golf Invitational**  
Olde York Country Club, Columbus, NJ

**OCTOBER 1-3**

**NRCC \*CCA host association**

**NOVEMBER 13**

**General Membership Meeting**  
*How To Renovate and Recreate*  
*Your Existing Carwash.*  
Location TBD.

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# Help Eliminate Charity Washes!

## Join the CWONJ/NJ DEP Program Today



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](http://www.cwonj.com).**

### CWONJ Mailing Address:

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## PUT YOUR WASH/BUSINESS ON THE CWONJ WEB SITE!

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](http://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  
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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**

*I hope all is going well for everyone as we prepare for the upcoming carwashing season.*

*In the last few months, we have had some really great meetings. In September, we met at The Farmington Country Club. We were given a rare opportunity to see how family and business can work together. I want to salute the Bascom family (Charlottesville, VA) for their presentation and also congratulate them on having such a great working relationship within their family.*

*In November, we went to yet another wonderful country club. The Turf Valley Country Club in Maryland was the site of our annual board retreat and membership meeting. Mark Curtis with Splash Car Washes in Stamford, CT, was our speaker. He had some great thoughts and insights on how to increase profits during these tough times by using good business practices, innovation and attention to detail. He also spoke on adding additional profit centers to washes such as windshield repair, paintless dent repair, bumper repair and others. He stated that all of these are usually contracted people, not just employees. So, even if you don't think you can add these services, he explained how you could use outside sources to provide these services without increasing staff.*

*I am proud to say that we have our 2012-13 meeting schedule and you can find this information on our mcacarwash.org website with further details on location and meeting topics.*

*Don't forget that there is no charge for up to two attendees per member membership in the MCA, and additional guests may attend for a nominal fee, but please RSVP via the website or phone. We would love to see some new faces. If you are in our area, please contact me and I will personally see that you have a great meal and a great program worth your time.*

*I think that everyone takes away something different from one of our meetings that can be applied to all areas of your business. These last several meetings were an example of how participation in an association can help you gain knowledge and wisdom. Coming to association meetings can help your business grow by building and adding to your knowledge by hearing the experiences and ideas of others. We all have a great welcoming friendship in our industry. If you don't normally attend association meetings, please consider joining us next time. I am sure you will take something away.*

*Next, I want to touch on the 2011 NRCC. If you missed it this year you certainly missed a great show. The educational seminars were excellent with great attendance. The welcoming reception was superb and one of the best I have ever attended. In fact, it was so great and we were having such a great time networking and visiting with old friends that they had to kick us out!*

*The show floor this year seemed to have great attendance. After speaking with several of the vendors, they expressed that they were pleased with this year's show because the contacts that they made had serious interest in their products and services. Finally, not because of MCA's involvement, but I really feel that the NRCC has to be the best regional carwash show around!*

*I believe that it is worth mentioning that being proactive rather than reactive is key in our industry. So joining the WaterSavers Program is a great way of doing*

# College Park Car Wash Plasters Its Logo Everywhere

By Alan M. Petrillo

College Park Car Wash in Chevy Chase, MD, is a single location facility with three frictionless automatics and five self-service bays that use its distinctive logo to brand itself in a variety of ways and settings – from signage and print media, to charity events and athletic contests.

“When I built the carwash 15 years ago, I worked with a sign company who chose the red car for our logo from clip art,” says owner Dave DuGoff. “It originally was green, but we changed the color and made some other minor modifications. Some people remark that the logo looks like the British Austin Healy or MGB, but it’s actually a generalized representation of that class of sports car.”

The red car’s logo shows up at the carwash in places where one might expect – on signs, in the self-service bays, on doors and on the wash’s vacuums. But it also is religiously used on all of College Park’s promotions, DuGoff pointed out, whether they be printed advertisements, internet marketing or giveaways for charities.

“Look up our carwash in the Yellow Pages,” DuGoff said, “and you can see the red car logo in either an outline version or splashed in red ink, depending on the edition.

“When we do give-away tokens for free carwashes at charity raffles, we put the tokens in a small muslin bag,” DuGoff noted. “The red car appears on every one of those tokens.”

College Park Car Wash serves as one of the sponsors for a 14-race bicycle race training series in Greenbelt, MD, that runs from May through August each year.

“We’ve been a sponsor of the series for some time and the last four years we have had a winner’s jersey that includes our carwash name and the red car logo for two different race classes,” DuGoff said. “At the end of the season, the overall winners in the various classes get to keep the jerseys.”

Bicycle racing isn’t the only sport that College Park uses to promote its red car logo – baseball, football, basketball, lacrosse, soccer and volleyball also fit into DuGoff’s promotion efforts.

“We get good ad exposure with our name and logo on the LED message board for the Bowie BaySox, a double-A baseball team that’s part of the Baltimore Orioles organization,” DuGoff said.

At the University of Maryland football games, DuGoff runs a “Dirtiest Car in the Parking Lot” promotion.



Greenbelt Park Training Race Series 2010



College Park Car Wash owner Dave DuGoff is adept at getting his wash's name and logo marketed.

“The staff of the Terrapins goes out into the parking lots and chooses the dirtiest car they can find,” he said. “During the game, they make an announcement that such and such a license number has won a free carwash for the dirtiest car in the lot, and puts up the license number on the big video board. We’ve been doing this about 12 years and our name and logo are displayed on the video board, viewed by about 50,000 people in the stadium, which is a lot of exposure.”

At the University of Maryland basketball games, College Park Car Wash runs a “Lucky Fan” promotion where the stadium staff chooses a winning seat or the best-dressed Terrapins fan in red Terrapins colors. Some years, DuGoff said, the staff would tape a muslin bag filled with the carwash’s tokens under a random seat.

“When my wife and I are out socially, people recognize me and the carwash, so we absolutely know that the red car logo

Continued on page 65 ...

# New Owner Revamps, Rebrands Old Wash into Maui's Car Wash



By Alan M. Petrillo

Nathan Ottensmeyer knew he had a challenge on his hands when he bought the exterior-only Bel Air Car Wash, operating 24/7 in Bel Air, MD. Of course, he didn't expect the heavy snows and rain of the 2011 winter, nor the earthquake, nor Hurricane Irene.

Despite the weather and the display of the forces of nature, Ottensmeyer remains optimistic his rebranding and re-vamping of the older carwash into Maui's Car Wash, which opened in March of 2011, is proving successful.

Ottensmeyer first converted the 105-foot tunnel from exterior-only to full service, and eliminated the 24/7 time-frame. The carwash also has one in-bay automatic wash, five self-service bays, one detailing bay, a small convenience store with gasoline and diesel fuel pumps. Maui's Car Wash sits on two acres in the center of Bel Air, with 30,000 to 40,000 vehicles passing by each day.

"I look at this place as a carwash that has gasoline, where the prior owner looked at it as a gas station that had a carwash," Ottensmeyer said. "While the gas does bring some customers in, I make most of my money on the carwash."

Ottensmeyer said when he bought the place the convenience store cashier sat behind bulletproof glass, smoking behind the counter.

"There were no uniforms on the employees, and no welcoming sense to the carwash," Ottensmeyer said. "I knew I had to deal with that and got to work removing the bulletproof glass, firing a couple of bad employees and encouraging others to change their bad habits. I brought in a couple of friends to work with me, including one who's like a drill sergeant – tough, but fair – and that helped change the attitude around the carwash."

Ottensmeyer noted that he wants customers to come into Maui's Car Wash and get a feeling of southern hospitality.

"We started greeting customers with 'Good morning, what can I get for you?' and telling them, 'Thanks for coming. Come back and see us again,'" Ottensmeyer said. "The employees picked up on that and now do it automatically."

While Maui's Car Wash is Ottensmeyer's first foray into carwashing, he's no neophyte when it comes to business, having run his family's answering service call center business since age 21, owned four Subway shops, a pizza business, dollar store, rental properties and the Checkered Flag Speedway in Tennessee. At some point, he found himself spread too thin and sold all the businesses except the answering service call center before purchasing the carwash.

Ottensmeyer said his carwash employees found that being nice to customers and going above and beyond what's expected in terms of service paid off for them.

"They began doing the extra things like wiping the door jams and touching up spots on the glass and found that their tips went up tremendously," he pointed out. "And that meant those customers were coming back for more carwashes."

Ottensmeyer improved the outward look of the carwash too, painting all the buildings, scrubbing canopies, replacing lights and cleaning the tunnel so it wasn't so dark. He put in a new, easy-to-read menu sign, and added a mascot – Fast Freddy – a cartoon-type figure of a carwasher guy in uniform with a scrub brush and soap bubbles in his hands.

Occasionally, Ottensmeyer has an employee dress up in a Fast Freddy outfit and chooses an area business at random to give all the employees at the business a free carwash that week.

"It's a promotion that says, 'Come and try our product on us,'" he noted.

Ottensmeyer also bought a six-foot mechanical gorilla that turns and waves left and right that he places outside his carwash.

"There's no local sign statute that prohibits a mechanical gorilla, as long as the gorilla isn't holding a sign," Ottensmeyer pointed out. "So if you can capture someone's imagination, things work out well."

Inside the carwash, Ottensmeyer has island music playing, interspersed with announcements about carwash specials.

He's also planning a Week of a Thousand Carwashes through the carwash's Facebook page.

"If a person becomes a 'fan' on our Facebook page during the promotion, we'll send them a code to get a free carwash that week," Ottensmeyer said. "That means we also capture them for future promotions."

Ottensmeyer said he's considering taking space in a lo-



*It's not just all about having fun for Maui Car Wash owner Nathan Ottensmeyer! This six-foot mechanical gorilla turns and waves to entice customers into the wash.*

*The mascot on Ottensmeyer's truck is named "Fast Freddy." This cartoon-type figure is one of the many positive changes made to the wash with its changed hands.*



cal mall down the street from his carwash during the holiday season to sell carwash gift cards and the wash's unlimited carwash program.

Maui's unlimited program offers an exterior wash for \$24.99, with 20 percent discounts off full-service washes. Anyone who signs up during the first two months of the promotion will get the unlimited program of \$19.99 a month for a year.

Bad weather, a hurricane and an earthquake haven't dimmed Ottensmeyer's outlook for Maui's Car Wash.

"I love this business," he said. "When the sun is shining and the customers are out, it's a ton of fun. And for us to bring a place like this back to life, we had to get creative, and that's what we did, educating customers about all the good things we can do for them."

Ultimately, the carwash experience has to be one that

puts a smile on the customer's face, Ottensmeyer believes.

"A carwash has to be an event that's enjoyable for the customer," he said. "It has to be quick too, and price is not always the deciding factor." ■

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

## College Park Car Wash ... *continued from page 63.*

works for us," he said. "I only have one carwash location, but think we have pretty good brand recognition thanks to that red car."

DuGoff surprises his carwash customers with another type of promotion – free tickets to Washington Nationals major league baseball games.

"Six years ago, I bought four season tickets in very good seats in the club level behind home plate and give them away randomly to customers," DuGoff pointed out. "I try to give them out the week before a game to allow customers enough time to plan to use the tickets."

DuGoff said when he first began giving out the season's tickets, he would put them in an envelope and have them randomly drop down with a towel in a vending machine. But after a year or so of that method, he decided to first talk to customers to determine if they liked baseball, to be sure the tickets would be used.

"Some people decline, but most are interested and light up when they're offered the free tickets," DuGoff said. "If I see them later, they always thank me and tell me they had a great time."

DuGoff said he once gave baseball tickets to a young man who took his girlfriend and her father to the game. During the game, he asked the girl's father for permission to propose to her. The father said, 'yes,' but the young man didn't propose during the game. Instead, he waited for the right moment and popped the question several weeks later. The young man told DuGoff he felt it was important to get the father's permission first.

DuGoff sees the tale as one that will forever involve his carwash.

"Because the young fellow felt comfortable enough at the ball game to ask permission from the father, and the tickets

came from us, it's a story that's now part of the family's history, and is a story that gets retold forever. Our carwash is a part of that story, which is the kind of advertising you simply can't buy." ■

*Alan M. Petrillo is a Tucson, AZ, freelance writer and contributing editor of Northeast Carwasher.*

## Wash Tour ... *continued from page 62.*

*just that! In both Maryland and Virginia we are facing new laws stemming from the Chesapeake Bay Act. States, counties and municipalities are being pushed to meet new and harder total maximum daily loads (TMDL) and they are looking hard at all industries to accomplish this. Being part of such a great program will prove that we are true stewards of water. This will keep us a small blip on their radar. So, if you are not a WaterSavers member, please consider joining and find more information either on our MCA website, mcacarwash.org, or the ICA site, carwash.org.*

*In closing, I would like to thank Dave DuGoff for all the hard work he put into the NRCC on our behalf and I'd also like to thank Matt Bascom for participating as a panelist at the NRCC. Without the help of great people like Dave and Matt, the NRCC and the MCA would not be as successful. So, I encourage everyone to get more involved. Involvement in an association is what keeps it alive!*

Handwritten signature of Mike Ashley Jr.

*Mike Ashley Jr.  
MCA President*

# Tour/Membership Meeting Salutes Generational Carwashing

The September 21 Mid-Atlantic Carwash Association (MCA) meeting and tour paid tribute to generational carwashing at the Farmington Country Club in Charlottesville, VA. The event featured a tour of three washes: Car Lovers Car Wash, Express Car Wash and Clean Machine Car Wash all in Charlottesville, VA. The Bascom family spoke on its experience in generational carwashing and shared much insight on how best to create a smooth succession and working family relationship. ■



*Henry Weinschenk, owner of Express Wash.*



*Matt Bascom of Clean Machine.*

*Lyn Palmer of Unitec at Express Carwash.*



*Sean Larkin cleans a floor mat at Clean Machine.*



*Craig Hanson of WashTech.*



*Bob Heid of WashTech is pictured at the Car Lovers Carwash location.*

## 2012 MCA CALENDAR

**MARCH 28**

**Northern Virginia Area**

**MAY 30**

**Hunt Valley, MD**

**SEPTEMBER 12**

**Williamsburg, VA**

**NOVEMBER 28**

**Unitec Electronics, Baltimore, MD**

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for more information.*

*The Bascom family shared their family experience running carwashes with the membership.*



# Three Generations Involved in McDaniel's Car Wash

By Alan M. Petrillo

**MCA** Mid-Atlantic  
CARWASH  
Association

Three generations and four carwashes are the numbers that mesh together in the form of McDaniel's Car Wash in King George County, VA.

"We own all the carwashes in the county, which is a pretty rural place that's large in space, but small in population," said Corey McDaniel, who owns the washes with his brother Nathan, father Jerry and grandfather Leroy McDaniel.

The family also operates two towing companies, a sign company and a real estate firm.

"In the 1950s, my grandfather started a garage and towing company in King George County after he got out of the service," Corey McDaniel said. "Then in the 1970s, he bought a service station in Dahlgren (VA) and in 1987 built our first carwash on that site – two self-service bays and an in-bay automatic that we later replaced with a laser wash."

In 1996, the family built its second carwash in the county – a four bay self-service wash – and added an in-bay laser wash to it in 2003.

Four years later, on the same piece of property, the family built another four-bay carwash – two in-bay laser washes, one tandem wash and one self-service bay. In 2010, the family added its fourth wash at a third location – eight bays in total – two tandems, two laser washes and four self-service bays.

While the population of the county might be small, McDaniel pointed out that a lot of people work in the county because of the Dahlgren Naval Base's location there.

"The Dahlgren Naval Base is the county's largest employer and it's surrounded by a lot of defense contractors, which means many of their employees commute to work into King George County," he said. "Our newest carwash is built just outside the base and across the street from a Walmart."

The two older laser washes offer customers wash packages priced at \$7, \$8 and \$9, while all the newer washes have packages of \$8, \$9, \$10 and \$11.

McDaniel's Car Wash offers customers various loyalty promotions, like its recent Halloween special of five washes for \$33 (a \$55 value).

"We give the customer a code to punch into the machine, but if they want an actual card, we'll send that to them," McDaniel said. "Our Access units take credit cards, cash, wash codes and tokens for fleet accounts."

McDaniel's Car Wash has fleet accounts with the King George county sheriff's department and fire department, as well as the Maryland Transportation Authority bridge police.

"We give police and fire departments a 50 percent discount on washes," McDaniel noted. "It's good to have police



*The striking McDaniel's Car Wash, built in 2010, features a total of eight bays – two tandems, two in-bays and four self-service bays in King George County.*

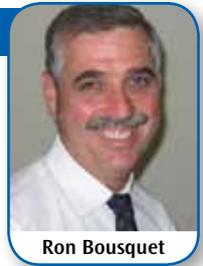
coming into our businesses regularly. King George county has 43 deputies, so there's at least a couple of them in our washes every day, often coming through late at night."

Other promotions that McDaniel's Car Wash has done include a \$5 off coupon printed in thousands of booklets handed out for the county's Fall Festival, discount codes printed in newspaper advertisements and a \$1 off discount (good for 30 days) on the bottom of the receipt the customer gets after buying a wash.

McDaniel doesn't see expansion on the horizon for awhile for McDaniel's Car Wash.

"We have nine automatics and a lot of self-service bays right now, which is pretty much at the limit of what we need to serve the county," he said. "We've had the opportunity to open across the border in Maryland, but haven't done it. We want to keep things under control where we can take care of any problems quickly and if we get much bigger, it might be hard to provide that kind of service." ■

*Alan M. Petrillo is a Tucson, AZ, freelance writer and contributing editor of Northeast Carwasher.*



Ron Bousquet

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508-361-2998 • fax: 978/897-8296 • Starlitew107@aol.com

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Mike DiOrio / Maddy's Car Wash  
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Terrance Elder / Triple Play  
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Gary MacKenzie / Quick & Clean Car Wash of Waltham, Inc.  
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781-789-4545 • fax: 781/899-8567  
gfmackenzie@quickandcleanwash.com

John Murray / AutoBath of Cape Cod  
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508/776-1216 • jwmboston@gmail.com

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987/667-0100 • fax: 978/667-1819 • sstockman@trans-mate.com

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Solutions@TheAssociationAdvantage.net  
www.TheAssociationAdvantage.net

#### NECA

591 North Avenue, Suite 3-2  
Wakefield, MA 01880-1617  
781/245-7400 • fax: 781/245-6487  
info@newenglandcarwash.org

[WWW.NEWENGLANDCARWASH.ORG](http://WWW.NEWENGLANDCARWASH.ORG)

### PRESIDENT'S COLUMN

First, I would like to congratulate Adam Korngold for being awarded the "NRCC 2011 Most Distinguished Person" at the show in Atlantic City. Adam has done a great deal of work with the green movement and has also been an outstanding NECA board member, congratulations, Adam. Also, I would like to congratulate Patti Kaplan, our "You Make It Happen Award" winner. Patti is the hardest working NECA member that I have ever seen. Way to go Patti!!!!

At our last Board of Directors meeting we looked at what we have been doing for meetings and social events and we are trying to find better ways to bring all of us together so that we can network and get more educational events to help improve our businesses. We are currently looking at different ideas and if you have any opinions on how to make our events better, please call me or any other board member to share those ideas.

The NRCC was again an outstanding show for professional carwashing for the entire Northeast. The jammed-packed show floor was busy with many suppliers and carwash operators doing great business and networking. The education was again some of the best in the industry with many industry leaders sharing their knowledge. The kick-off program from Robert Andre from The Car Wash College was outstanding, and this year's keynote speaker, Joe Bastardi, formerly the Chief Long Range Forecaster at Accuweather, was very insightful. My special thanks to all the NRCC committee for their tireless work on making this show the BEST!

Ron Bousquet  
NECA President

## NECA Winter Meeting, Dinner and Program Tuesday, February 7th, 2012 • 5:30 – 9:00 p.m. Entering the Brave New World of E-Mail Marketing

You don't know where to begin. You think that everyone is doing it except you. But, you're not alone. Most smaller businesses are overwhelmed by the waves of new technology.

This program will offer a practical, hands-on primer, provided by local car washers, on how to use e-mail and broadcast systems to market your business and build customer loyalty.

You have questions and we will have answers plus we'll demonstrate how it works:

- ❖ E-mail and text marketing campaigns to drive customers to your business
- ❖ Developing or acquiring the all important list
- ❖ Using broadcast services like Constant Contact to make coupon offers
- ❖ Capitalizing on new smart phone technology.

Visit [www.newenglandcarwash.org](http://www.newenglandcarwash.org) for more details and to register.

# Apply for a NECA Scholarship

This has been a challenging few years and especially tough if trying to pay for post-secondary education. With college tuitions and other program costs on the rise, every little bit can help, and NECA can help through its scholarship program. Our 2011 winner, Jake Siemering, received \$1,000.00.

We form a review committee to review the applications and determine, all things considered, whom is most deserving.



Applicants must complete and submit the following no later than April 30, 2012

## To be eligible, an applicant must:

- ❖ Be an employee, full or part time for at least one year, or direct family member of an employee, of any New England Carwash Association member company.
- ❖ Have graduated high school or the equivalent.
- ❖ Be enrolled, or plan to enroll, at an accredited post-secondary educational institution full or part time: Ex. Two-year or four-year college or university, accredited trade certificate program, etc.
- ❖ Not have won a scholarship from NECA in the last year.

- ❖ A scholarship application (available on [www.new-englandcarwash.org](http://www.new-englandcarwash.org)).
- ❖ An essay that explains why the applicant should receive as well as needs the scholarship.
- ❖ Two letters of recommendation: One from a representative of the NECA member company and one from someone in your community.
- ❖ Copy of acceptance letter or proof of enrollment from the post-secondary school the applicant plans to attend, or is attending.

Recipients will be evaluated and chosen based on their high school/academic standing, leadership capabilities, community involvement, strength of character, personal achievement, plan of study and future goals, and financial

needs. Recipients will be notified by June 1, 2012. The award will be presented at the New England Car Wash Association's 2012 fall event. The scholarship is funded through proceeds from 50/50s, and the putting contest and live auction at the 2010 and 2011 Golf Outings. ■






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# NECA Members Share Marketing Strategies



For full details of their presentations, please visit [www.newenglandcarwash.org](http://www.newenglandcarwash.org)

The New England Carwash Association's (NECA) November 1 dinner and meeting at the Crowne Plaza in Natick, MA, featured a panel of NECA members who shared their successful marketing strategies.



Paul Vercollone, Adam Korngold and Russ Picard shared their marketing strategies with the membership at the November 1 dinner meeting.

Adam Korngold of Waves Car Wash in West Roxbury, MA, Paul Vercollone of Verc Enterprises based in Duxbury, MA, and Russ Picard of Executive Auto Wash in Woonsocket, RI, have a very strong business philosophy in common. They be-

lieve in proactively developing strategies to overcome the challenge of developing customer loyalty; they don't complain and hope for the best. On the other hand, they all develop customer loyalty using different approaches.

Korngold, a new generation carwasher, is savvy about social media. He has shifted his entire advertising efforts and budget from print media to Internet marketing as a way to create customer loyalty. He has been very successful. For a one location, community-centric business, his Facebook friends and e-mail lists are big and getting bigger.

Vercollone started his business with his father in the '70s. They started to address the issue of steady volume head on and early with a robust couponing program. After a time, it wasn't producing results and they dropped couponing. More recently, they initiated a half-price "Wacky Wednesday" program, which literally has become part of Briteway Car Wash's brand.

Picard, a young, second-generation carwasher, referred

## Patti Kaplan - You Make It Happen!

The recipient of the 2011 You Make It Happen award, recognized at New England Carwash Association's (NECA) November 11 meeting, was Patti Kaplan of Starlite Carwash in North Reading, MA. Patti is well known to everyone for her unbounded enthusiasm, considerable charm and tireless efforts on behalf of the NECA.

How did it all begin? As is the case with many members, Patti is from a carwashing family, and as with many second generation carwashers, helped at her dad's wash growing up. Patti's dad, Karl Mueller, is originally an engineer.

But, Patti set her sights on a different career. After graduating (valedictorian) from Burlington High School, and from the University of New Hampshire where she studied marketing, she worked at Jordan Marsh in their training program. Then, she took a job at Zayre where she met her future husband, Dennis.

In the 1980s, Patti and Dennis became manufacturer's representatives, often traveling overseas. She always knew she would go into the carwashing business, and when her Dad passed away in 1993, she took over Starlite Carwash. She renovated and rebuilt the facility, and the rest is history.

Patti's maintained Starlite Carwash's NECA membership and in 2003, was invited to join the Board of Directors. She jumped in feet first, volunteering to work on the golf outing and the NECA section of the *Northeast Carwasher*.

In 2005, she was asked to run for Treasurer. During her term, she refined the budgeting process and built up our reserves through very careful management. She served as 1<sup>st</sup> and 2<sup>nd</sup> Vice President before becoming NECA President in 2009. Over the years, she has coordinated the launch of the NECA website, headed up the PR/Advertising Committee and stepped in whenever help was needed. In fact, we don't think she has ever said "no" to the NECA!

And, Patti has been an extremely active Past President, chairing the Golf Outing and the Membership Committees, and participating in just about everything the NECA does. She doesn't disguise her love for the NECA and the close friendships she has formed. At the risk of sounding sexist, she truly is the NECA's head cheerleader.

We would be remiss if we didn't mention Patti and Dennis' other notable achievements, their daughters: Michelle, recently married, is an attorney living in New York City; and Amanda, a marketing manager, who lives in Waltham.

So, Patti Kaplan, for all you've done and continue to do, we honor you with the "You Make It Happen" award. You are one of the NECA's greatest assets!



Patti Kaplan and Ron Bousquet

to his strategies as “caveman-style.” Three years ago, he and a manager sat down to discuss where all the customers had gone, and how to overcome the challenges of his wash’s location, as well as the demographics of his community. Executive now offers daily specials, as well as seasonal and holiday initiatives, to keep customers coming back.

In the end, after a lively Q & A, all agreed that providing the best possible product at a fair price and offering “good will” promotions remain the strongest marketing strategies. Modern technology provides powerful new tools and expands your marketing reach, but sometimes a great lollipop and happy child is the strongest incentive. Carwashes need to be open to all kinds of ideas, both low and high tech, and to apply them as is appropriate for a business’ demographic. ■

**DID YOU FORGET SOMETHING?**

NECA's membership year begins on January 1. Personal dues invoices were mailed to members after Thanksgiving and again after the New Year. Please be sure to return your application with any additions or corrections with your dues to the NECA office:

By mail or fax with credit card information (MC, VISA, AMEX or Discover) to 781/245-6487

By mail with your check to NECA 591 North Avenue, Ste. 3-2, Wakefield, MA 01880-1617

If you need another copy of your invoice call 781/245-7400. Please pay your dues asap to retain your membership privileges.



## TREASURER’S REPORT New England Carwash Association

Period: January 2011 - September 2011

### Income

Interest Income .....	63
Meetings .....	40,110
Member Services .....	710
Membership .....	16,335
NRCC .....	14,930
Other .....	250

**Total Income..... 72,398**

### Expenses

Board Expenses .....	1,832
Earthfest .....	1,170
Insurance .....	1,820
Management Fee.....	27,383
Meetings .....	30,497
Member Services .....	2,431
Membership .....	376
Office Expense .....	2,641
Professional Expense.....	1,975
Washforacause.....	2,435

**Total Expense..... 72,560**

**Net Income..... -162**

### Cash Balances

The Cooperative Bank CD.....	101,503
Citizen’s Bank Savings .....	84,540
Citizens Checking.....	8,913

**Total Checking / Savings ..... \$194,956**

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# As We Shiver...



The warm summer days are just a memory now, but back on September 12, the New England Carwash Association (NECA) gathered at Indian Pond Country Club in shorts and tee shirts for a warm and sunny day of golf and camaraderie. Through the generosity of our sponsors and golfers who bought Mulligans, participated in the putting contest, purchased prize raffles and bid at our auction, we were able to raise \$3,000 for the Parkinson's Disease Foundation/MA Chapter and add \$600 to our Scholarship Fund.

Again, we'd like to thank our sponsors:

### Major Sponsors

Trans-Mate Products and Autowash Maintenance Co.: Dinner  
Ecolab Vehicle Care Division: Leaderboard

Simoniz USA: Golf Carts  
Rhode Island Chemical Corporation: Lunch

### Additional generous sponsorship support from...

Airlift Doors, Inc.: Closest to the Pin/Hole 13  
Autowash Supply Co., Inc.: Beverage Carts  
Car Fresheners Corp: Registration  
Mang Insurance: Score Cards  
New England Carwash Equipment: Putting Contest

### Hole sponsorship support from...

Blendco Systems, LLC  
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Innovative Control Systems  
National Ticket Company  
PECO Car Wash Systems

Professional Carwashing & Detailing  
Ryko Manufacturing  
WipeOn-WipeOff

### Additional in-kind support from...

Diamond H2O  
ERC Wiping Products  
Hydra-Flex, Inc.  
Rhode Island Chemical Corp.

And, a special thanks to the Golf Outing Committee for a job well done!

- ❖ Connie Burton, Burton Car Wash
- ❖ Donato DePinto, New England Carwash Equipment LLC
- ❖ Patti Kaplan, Starlite Car Wash
- ❖ Joe Mead, East Falmouth Car Wash
- ❖ Brian Stanikmas, Simoniz USA ■



*Chuck Delaney leads his three sons!*



*Putting Contest participants enjoyed the sun and fun.*



*The team from East Falmouth Car Wash.*



*Brandt Sebring (left) and the team from Ecolab.*



*Team Simoniz led by Al West (far right) also included the Connecticut Carwash Association President Todd Whitehouse (next to West).*

# Member Benefit: Marketing Through NECA

*Members: Are you utilizing all opportunities to increase your company's visibility and reach?*

- ❖ Have you updated your member profile on the NECA website?
- ❖ Have you provided us with your website address? NECA's website features profiles of each member company with a hot link to their website.
- ❖ 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>



## The Auto Care Forum Is A Huge Hit!

And now its even better. Check out the NEW FORUM, with many new features to make your surfing and belonging to the Car Wash Community even more enjoyable. Totally customizable user profile, pictures, private emailing, buddy list, see who else is on-line, which threads are HOT, New Posts, Quick Links.

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# Common Sense Maintenance Tips

By Steven M. Crowell

Sometimes, the small things are what matter most. The following describes some basic maintenance practices that are too often overlooked on a daily basis.

## Nozzles

For all of your basic everyday nozzle benefits, and to ensure your wash performs professionally, proper application is a must. Tunnel arches are probably one of the worst contributors to increased water consumption and wasted amounts of chemical. The tunnel nozzles should be replaced on a yearly basis. High pressure applications should be checked for wear every three to six months. Prep guns and self-serve nozzles should be replaced every six months as the slightest wear can add up to hundreds of gallons of water being wasted on a daily basis. Spray patterns are often overlooked, so it is very important to make sure the angle of spray is to benefit the application. It only takes a moment to clean a blocked nozzle.

Your supplier should be able to give you a chart that better explains this, or you can go to the nozzle manufacturer's website for additional information. So, when your customers go through your wash, they can see everything being applied properly, as well as things that aren't.

## Conveyors

Chains and rollers for the tunnel are the heartbeat that moves the cars through your business. Therefore, these items MUST be inspected on a daily basis. Inspect the cotter pins, roller plastics and even the drive sprocket for a saw blade pitch which will make a clicking sound from the chain dragging and causing unnecessary wear. If the chain is loose, remove links to keep the chain true and taut. Remember to grease the take-up section wherever there is a grease fitting, and to remove excess grease. The build-up of dirt will prevent proper movement. Also, keep the area free of debris. For example, soda cans and bottles can get dragged through the conveyor and wreak havoc on sensitive parts, such as pulse switches and roller detector eyes.

## Side Brushes, Tire Brushes and Mitters

These units all have bearings, so always remember to grease them and remove the excess grease. The bearing needs to be greased once a week to maintain proper lubrication and ensure maximum life resulting in less downtime. ■

*Steven M. Crowell is in Sales and Customer Service with Autowash Maintenance Corporation. You can reach him at [steve@autowash-maintenance.com](mailto:steve@autowash-maintenance.com).*

*Reprinted with permission from the NECA's E-Newsletter.*



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**Mark Kubarek**

**PRESIDENT'S COLUMN**

*What a great Northeast Regional Carwash Convention (NRCC). I think it gets better and better every year. Thank you to the show committee. This group of volunteers work tirelessly throughout the year to make this the best show in the country. Make plans to attend next year, October 1-3. It is a great value. Congratulations to our Executive Director, Suzanne Stansbury, on being inducted into the NRCC Hall of Fame. It is a well-deserved honor. I was president back in the Stone Age when we did not have an executive director. Believe me when I tell you how much Suzanne does keeping myself and all the officers and directors on task. She makes us look good. Thank you, Suzanne.*

*First impressions are everything. Whether you are meeting someone for the first time or the first time someone uses your carwash the first impression they get can mean everything. When you go to meet a person for the first time you might get a hair cut, put on your best clothes, shine your shoes. You want them to feel at home and you want to make your best first impression. You want the same thing when your customers visit your wash. Is your facility clean and inviting? Is everything functioning properly? You won't get a second chance to make a great impression. So, make sure your sales associates are courteous, knowledgeable and in uniform. Make sure all of your equipment is clean and working properly. It will pay dividends. The way the weather pattern has been, we can't afford to shoot ourselves in the foot.*

*Hopefully, we all had a very successful Grace for Vets campaign on Veterans Day. It is a small token to honor those who have given so much to ensure our freedom. Thank you to all our servicemen and women. And beyond Grace For Vets, check with your county Veterans administration to find out if they have any needs. Terri and I were shocked to find out that our disabled vets' needs are not being taken care of as well as they should be. They might need wheelchairs, hospital beds for home use, walkers, blankets and pillows, coats and jackets, or someone to drive the vets van to get them to the VA hospital. Most of them are too proud to ask for your help, so call your local Veterans administration and ask what you can do to help.*

*I would like to thank everyone for their generous donations to St. Hyacinth's Church in memory of my parents. Partly due to your generosity the parish has new front doors. On behalf of myself, and the parishioners of St Hyacinth's, dziękuję (Thank You).*

*On behalf of myself and the officers and directors of the association, I wish you and your families a happy holiday and a very peaceful and prosperous 2012.*

*I hope to see you at our Mets event on May 30, and at our Fall Membership Meeting in Rochester on November 1.*

Mark Kubarek  
NYSCWA President

**METS EVENT**  
**MAY 30**  
**METS VS PHILLIES**

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**Paul Vallario, vice president**  
Westbury Personal Touch Car Wash, Westbury  
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**Timm Baldauf, secretary**  
Advanced Car Wash Systems, Voorheesville  
518/765-2078  
Timm.B@juno.com

**Mike Benmoschè, treasurer**  
Mang, Clifton Park  
518/383-2910  
mike.benmosche@manginsurance.com

**BOARD MEMBERS**

Jeff Gold  
Buckmans Car Wash, Rochester  
585/227-1650 • jgold@buckmanscarwash.com

Walt Hartl  
Hoffman Car Wash, Albany  
518/527-4202 • whartl@hoffman-development.com

Christian King  
KNC Holdings, Albany  
518/783-2100 ext 5 • cking@clean2o.com

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| Mark Kubarek    | Dennis O'Shaughnessy, Sr. |
| Tom Hoffman Jr. | Steve Knights             |
- \*Deceased

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Ph/F: (518) 280-4767  
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# Solar Panels Save Money, Promote Glenmont's Environmentally-Friendly Image



By Alan M. Petrillo

More and more carwash operators are turning to solar panels to handle their hot water heating needs, but one New York carwasher believes there's a second element to solar panels that has an equal impact on business – promoting a positive image of the carwash.

Dennis O'Shaughnessy, Sr., owner of Glenmont Car Wash in Glenmont, NY, installed a solar hot water heating system on the roof of his facility to service the hot water needs of an in-bay frictionless automatic wash and five self-service bays.

In addition to the monetary savings that O'Shaughnessy now generates annually, he believes a less tangible benefit is accruing from his solar panels, that is, the goodwill generated with the public for being an environmentally-friendly business.

"Besides generating hot water with the solar system, we're showing the public that we're green and we're trying to be good corporate citizens," O'Shaughnessy pointed out.

The Glenmont Car Wash solar installation consists of two long racks running lengthwise along a pitched roof. Each rack holds six large panels and each panel holds 24 solar heating tubes. The gravity flow system drains into a 600-gallon water tank that was fabricated on the second floor of the building.

"The installer constructed a wooden tank in the attic, insulated and put steel ribbing around the box, and then put in a heavy, thick rubber lining inside it, which actually holds the water," O'Shaughnessy noted. "They ran tubes into and out of the tank, and installed a pair of three-quarter-inch, 60-foot copper coils in the tank to serve as heat exchangers."

O'Shaughnessy said pumps send the water from the tank to the rooftop solar panels, where gravity drains it through all the roof coils and tubes, heating the water, before it makes its way back into the tank.

"I have a programming box that tells me the temperature on the roof and the temperature of the water inside the tank," O'Shaughnessy said. "During the spring, summer and fall, I don't run any of my gas-fired hot water units – only in the winter as an assist."

O'Shaughnessy said he uses hot water in the in-bay automatic for presoak at about 120 degrees, and for soaking water in all five self-service bays. O'Shaughnessy said there's no need for him to put heated water in his 105-foot exterior only tunnel.

While O'Shaughnessy spent approximately \$20,000 for the solar units and installation, rebates trimmed the out-of-pocket amount to around \$15,000.

"That's not a lot of money for a piece of equipment in the carwash business," he observed.

Besides saving money, which O'Shaughnessy estimated amounts to at least 25 percent of his water heating bill, the solar panels show his business in a positive light.

"Many customers talk to me about the solar panels because they can see them when they pull in," O'Shaughnessy said. "The residual value is all the 'green' people will tell their friends about you and talk you up. It generates more business for our carwash, and I cannot find any bad part about it. It's the kind of thing that can only help our business." ■

*Alan M. Petrillo is a Tucson, AZ, freelance writer and contributing editor of Northeast Carwasher.*



*Glenmont Car Wash owner Dennis O'Shaughnessy, Sr. uses solar energy to heat his self-serve and demonstrate his desire to help the environment.*

  
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# NYSCWA Skypes Grace For Vets Founder in Australia



The New York State Car Wash Association (NYSCWA) reached out “Down Under” to Grace For Vets Founder Mike Mountz of Cloister Car Wash, Ephrata, PA, October 19, during its Fall Membership Meeting at The Clarion Hotel at the Century House in Latham, according to NYSCWA Executive Director Suzanne Stansbury. “Via Skype we were able to connect with Mike who is in Australia speaking at the Australian Car Wash Association’s Expo 2011 promoting his Grace For Vets event that honors our servicemen and women on Veteran’s Day. It’s just amazing how technology now allows us to communicate.”

Mike Benmoschè, NYSCWA treasurer, ran the meeting and echoed her sentiments. “Mike’s message is powerful and his experience in the industry is unparalleled,” he said. “Being able to communicate with him in Australia, where it was the next day, was really neat.”

Mountz, an industry icon and innovator, is a Veteran himself. He started Grace For Vets as a way to give back and honor those who serve our country. For the last eight years he has built up the program to now include all 50 states, Canada, Australia and most recently New Zealand. His goal is to wash 122,000 cars in 2011 for our Veterans. Currently, 631 operators are participating with nearly 1,500 locations. “This program is not about me or our car-washes, it’s about honoring our Veterans,” said Mountz. “It’s about giving back and in doing so you will be creating a customer for life,” he said.

## Colorful Wash Tour

Despite periodic rain, the group of approximately 40 toured five unique Capital District washes including Hoffman Car Wash, a full-service tunnel, detail center and lube and So-Col Speed Wash, a renovated self-serve



NYSCWA Treasurer Mike Benmoschè ran the meeting in President Mark Kubarek’s absence and did an outstanding job!

with in-bay automatics in Colonie; Colonial Car Wash, a seasoned exterior-only tunnel with off-line full service and detailing and Greco’s Car Wash, a new self serve with in-bays in Schenectady and Raindancer Car Wash in

*Continued on page 80...*

**Bob** owns **Multiple Locations** with **Different Entry Stations**  
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For complete program information and to register your car wash, visit [www.icawatersavers.org](http://www.icawatersavers.org).

**An International Carwash Association™ Program**

**Wash Tour ...** *continued from page 78.*

Loudonville, a colorful refurbished exterior-only tunnel and self serve over the course of five hours.

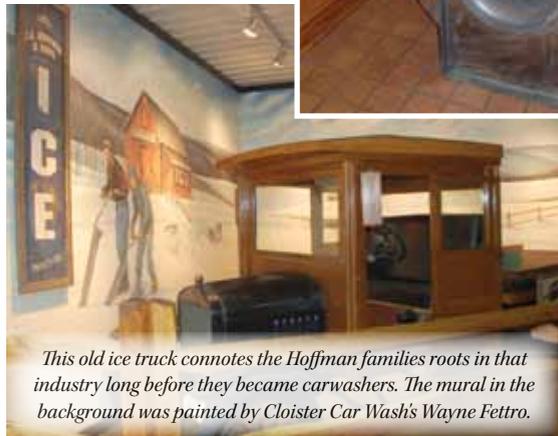
Benmoschè wanted to extend a special thanks to the event's sponsors: Bus Tour Sponsors Micrologic and Simoniz USA and Meeting Sponsors Mang Insurance, New England Car Wash Equipment LLC, the *Northeast Carwasher* magazine and Ryko Solutions Inc. ■

**The association's next event is its annual trip to CitiField, May 30, when the Mets take on the Phillies. To learn more visit [nyscwa.com](http://nyscwa.com).**

*Branding in the smallest way can help your wash stand out.*



*You can certainly find creative design when you walk down the Hoffman Car Wash viewing hallway at their Colonie full-serve location. Does this piece of equipment, turned table, look familiar?*



*This old ice truck connotes the Hoffman families roots in that industry long before they became carwashers. The mural in the background was painted by Cloister Car Wash's Wayne Fetro.*



*Ryko's Mark Lefsyk and Mang's Mike Benmoschè.*

**Hoffman Car Wash, Colonie**



*Hoffman's flagship location on Central Avenue in Colonie boasts a full-service tunnel, express detailing, in-bay automatics and a lube facility.*



*The three-bay lube is a huge profit center for the wash.*



*Known for its spectacular landscaping Hoffman Car Wash sports its own inhouse landscape professional.*



*Continued on page 82 ...*

**Mark your Calendar!**

*23rd Annual*

# **Northeast Regional Carwash Convention**

*Hosted by the Connecticut Carwash Association*

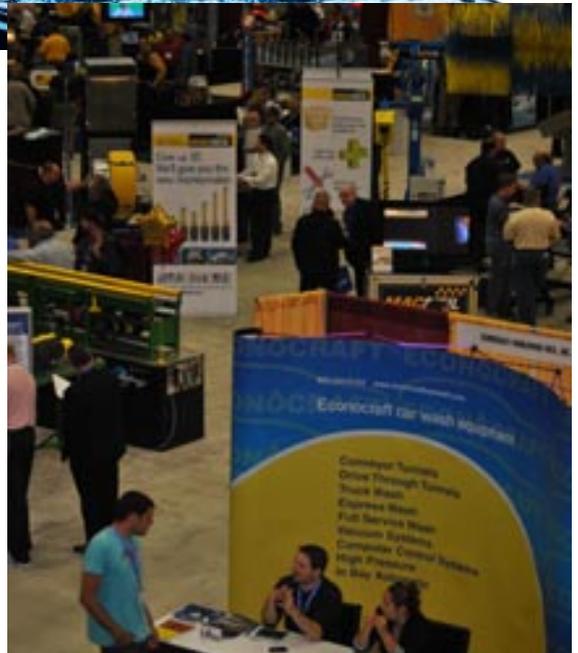
# **October 1-3, 2012**

**Trump Taj Mahal Hotel & Casino  
Atlantic City, New Jersey**

*"We had a great show, the traffic was steady and the people were engaging. We were able to obtain strong leads from this show and turn these into new customers in just a couple of weeks. Our entire team left with many solid prospects.*

*One of the best shows in years, great job!"*

*AL West-SIMONIZ USA, INC.*



*"The best investment I made for my business was attending this show. Gained valuable knowledge and learned a new perspective on how to operate my wash. The exchange of ideas was invaluable! I will definitely be back next year!"*

*With a packed show floor and 60,000 sq. ft. of exhibit space the NRCC continues to raise the bar with a tremendously successful show!  
Thank you to all who attended and exhibited for your support.*

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**Wash Tour ...** continued from page 80.

**Sol-Col Car Wash, Colonie**

*This totally renovated wash features two in-bay automatics and a three-bay self serve.*



*The attractive remodel was accomplished by new owner Rich Rosetti and his Rosewood Home Builders team.*



*This signage specifies what is not advised at the wash.*



*The vac island features a lot of color that ties into the wash's facade and some really attractive trash receptacles.*



*This attractive facility was once an exterior wash with traditional self-serve bays.*

*Continued on page 84 ...*

# Everyone wants a MacNeil. Now everyone can have one.



## “MacNeil Equipment is Second to None”

“Coming from a touch free automatic and self serve background, I was very anxious about the friction car wash business. The quality of MacNeil equipment is second to NONE and we experience LESS damage percentage than our in-bay automatics. Couple that with the ability to actually clean everything from a mini to the largest SUV at a rate of 80 to 100 per hour during peak demand and we get a win - win situation.”

**Robert L. Greene**  
President  
Car Wash Express, Inc.  
Hanesville, Georgia  
120' Express Tunnel



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Colonial Car Wash, Schenectady



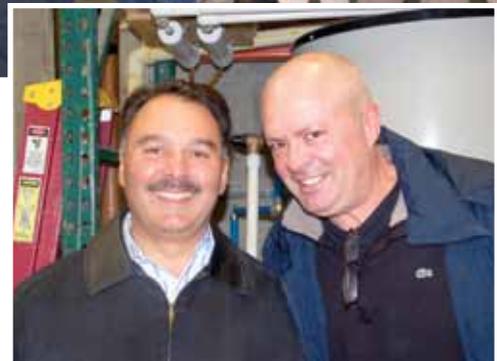
The crowd toured the inside of Colonial which is owned by Dave Fusco.



This colorful wash is a traditional exterior with an off-line full service cleaning option.



Bob Washburn, Jeremy Lounello and Mike Fusco.



Colonial Car Wash owner Dave Fusco and his good friend Raindancer owner Stephen Hoffman.



This location also features express detailing.



This Colonial Car Wash is one of four locations in the Capital District.

Continued on page 86 ...



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Ray Justice is a Western New York entrepreneur, author and personal awareness coach. He uses the theme of "Connection" in his poetry books *"Whispers of Intimacy"* and *"Arms of Oneness"* available at [ThoughtCompass.com](http://ThoughtCompass.com)

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CARWASH  
Association



Wash Tour ... continued from page 84.

This is the first wash in the Capital District to feature LED lighting throughout the facility.

Greco's Laser Wash, Schenectady



This year-old wash features four self-serve bays and an in-bay automatic.



NYS CWA Treasurer Mike Benmoschè and Greco's owner Glen Greco.



The LED display in the bays makes payment a breeze.



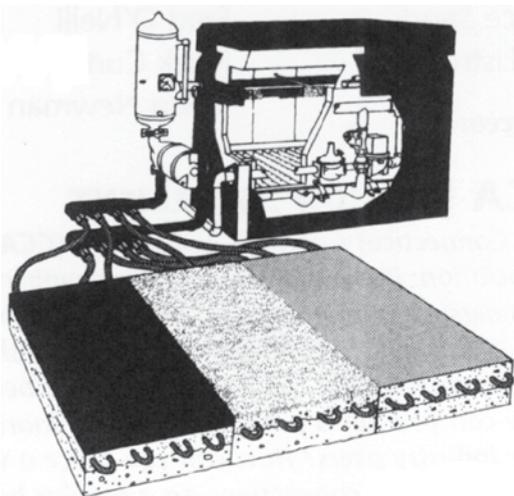
Signage abounds at this new wash.



Continued on page 88 ...



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**Wash Tour ...** continued from page 86.

**Raindancer Car Wash, Loudonville**



*Driftwood accumulated from all over, as well as ample greenery makes this wash a standout.*



*Colorful signage abounds at Raindancer.*



*The tunnel exit features a terrarium of sorts complete with driftwood, seasonal items like pumpkins and a garden gazing ball.*



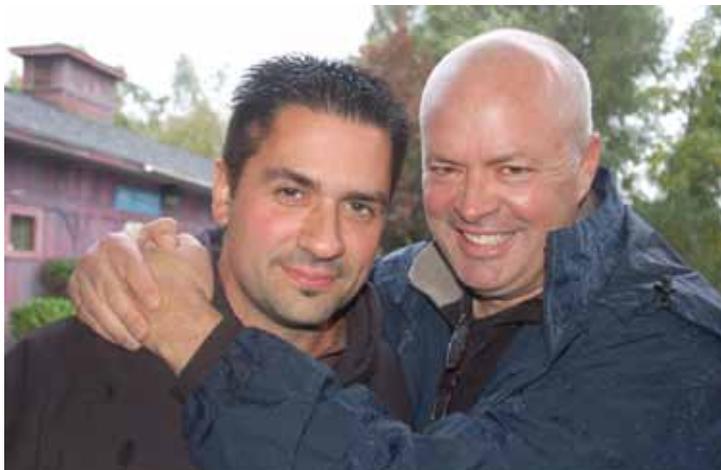
*This water feature is the brainchild of owner Stephen Hoffman. This wash, which has a barn feel, was made over a few years ago.*



*A great example of taking a piece of driftwood and creating an attractive floralscape.*



*Yes, there is a coin box inside that stone facade.*



*Frank Blond and owner Stephen Hoffman.*

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Here are some tips for explaining benefits clearly:

- ❖ Spell out the costs. When you hire people, or review their salaries during the evaluation process, make sure they see in black and white just how much money benefits like insurance and pension plan contributions cost the company. Help them understand that a compensation package includes far more than a salary.

- ❖ Keep things simple. The financial details can get complicated, so simplify the terms you use when explaining benefits to your workers. Check with knowledgeable sources in your HR department (if you have one) when you're not sure what to say.

- ❖ Provide the right benefits. Employees won't care how much a benefit costs if they're not interested in it. Different employees have different needs. Find out which benefits your employees really want, and if possible, set up a cafeteria-style program that lets employees choose the benefits they'll use. ■

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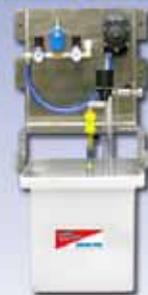
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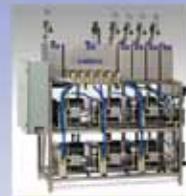
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# Going Green Marries The Environment With Business

By John Van Etten

Is going green a new thing? What is sustainability? What is our carbon footprint? What are BMP's? Who is LEED? I thought this was a landscape article? Lots of questions from the landscape guy. My article is designed to enlighten you and to create provoking thought while drawing attention to what is going on in mainstream America.

First off, what is going on? In my profession of landscape and horticulture, our roots come from our agrarian past – that is to say, farming. Farmers, gardeners and responsible landscapers in our industry live everyday green and sustainable. Let me explain. Farmers are the role model for green and sustainability. First, let me attempt to define sustainability, keep in mind Wikipedia has no fewer than 15 definitions! Sustainability is the responsible use and renewal of material resources that do not pose a threat to the environment, now or in the future. Sustainability wisely uses practices and products now that will benefit the environment in the future. These are often coined earth-friendly products; they may be biodegradable, organic, non-toxic or deemed less toxic or environmentally safe. Sometimes, it is the process of how materials are used. Some businesses as you know, recycle water, some recycle waste oil for heating and some businesses operate by wind power! Some businesses are constructed with recycled building materials.

Going green is a business decision that marries the concept of environment with business. It is a commitment; in fact it is a very serious one. The concept of managing now to ensure a better future is not new. Getting back to our agrarian roots, farmers were sustainable and environmentally friendly because it was prudent to be that way.

Cleaning up farm stalls and pens was done as a sanitary measure to keep diseases down. Sanitary measures are critical to animal husbandry. The waste was not discarded, it is a precious resource. The waste was then managed to become soil amendments in the fields and gardens. Butchered animals were also part of enriching the soil, in essence – nothing was ever wasted or taken for granted.

Fertilizer is not cheap and using waste byproducts amends, builds and enriches valuable soil. Farmers still use pesticides, but they use them judiciously. Chemicals are expensive, so they are used very sparingly. Modern farmers, because of research and technology, have a huge diverse toolbox of practices and materials they employ to improve their farms with the least expense and greatest return.

Exactly what you are doing to operate a profitable business? The largest dairy farm in the United States actually heats and supplies electric to their business using

methane from decomposing manure.

Who hasn't heard of a carbon footprint? Ok, now what is it? A carbon footprint is many things, but essentially it is our impact on the environment. It's a measurement of all the greenhouse gases we individually produce. It is measured in tonnes of used carbon dioxide. It is tallied by the following activities: heating/cooling, fuel consumption (natural gas, petroleum, LP, fuel oil, wood and wood products, coal), how and where we travel, (air, car, truck, bus) our life style choices – what we buy, if we recycle, how we recreate, what we eat, where we shop and how we consume products. There are many variables to this and if you Goggle Carbon Footprint you will undoubtedly find a calculator to determine your personal footprint. This can be humbling. I thought I was pretty green, but my footprint looks like I'm in the Sasquatch category.

Ok, why is this significant to business? Going back to farmers, gardeners, landscapers, environmentalists and conservationists, we did this because there was direct benefit. We didn't bother to market this, it was just something we did. We were the pioneers and didn't know it! Now it is the rave! Funny thing is, my very first published magazine article (I wrote about a holistic, diversified and integrated environmentally-friendly practice) was nearly a decade ago. The surge of popular public support came from the West Coast. The buzz words are: green, sustainability and many more to come. Before writing this article I spent some time on-line checking carwash websites. The largest commitment to making and advertising green and sustainability are from the west coast states. Check out: [www.ecocarwash.com](http://www.ecocarwash.com) out of Portland, OR, for example.

The start of this public movement could have been from consumers, but it doesn't really matter. Most people on the West Coast look to do business with environmentally-sensitive companies. That trend is strengthening every day and is spreading east quickly. There may not be pressure yet for this, but there are government incentives. A great business strategy is to anticipate what consumers want and have it before they request it. With that said, green and sustainability is marketable! I know many years ago the carwash industry put out a documentary on how efficient a carwash was versus washing a car in the driveway. It focused on the responsible use of water and proper containment of cleaners being channeled to water treatment facilities instead of storm drains. Most of you have seen the billboards for what's down stream? Often times they've used the scenario of a car being washed in the driveway next to a lake. This is the next level. We are here for sure, but are you at the next level?



What is next? Best management practices (BMP) are written for many industries with the goal of efficiency and consistency when managing resources and labor. Who has heard of LEED Certification? What is it? LEED is Leadership in Energy & Environment Design. LEED was developed in 1998 by the United States Green Building Committee (USGBC). This group set standards for sustainable construction in six major areas: sustainable sites, water efficiency, energy & atmosphere, materials & resources, indoor environment quality and innovation and design. The construction process is designed to be transparent using technical criteria proposed by LEED committees. Parallel to the process is the accreditation; this is done by a third party, the Green Building Certification Institute (GBCI). The final designation of the project is granted if you've achieved a Platinum rating, all six major areas were addressed during construction and you have reached the pinnacle of LEED. What is the significance? The LEED program is in 30 different countries. It encompasses more than 14,000 construction projects and represents over 1.062 billion square feet of construction.

If you are embarking on a LEED project there are many benefits including tax credits, tax breaks, reduced fees, a quicker permitting process, low interest loans, government grants, as well as other local or state incentives.

While investigating LEED businesses in the New York's Capital District, I spoke to a representative with Price Chopper Supermarkets. They just remodeled a store in Colonie that is now LEED certified and their new corporate offices in Schenectady are also LEED certified. Most of my colleagues at colleges and universities throughout the country are embarking on LEED projects.

Another type of LEED project is the construction of green roofs. My industry jumped on the LEED wagon so to speak, not to make headlines, but to protect the integrity and functionality of what we do. WHY? Ok, the new LEED building is a functioning environmental wonder. It still needs to be integrated into the property, it needs to be true green, it needs a landscape. We're involved because we are professionals; we want a sensible landscape, one that is diverse, one that enhances the building, one that provides an aesthetic for the inhabitants or visitors of that building and one that is easy to maintain. We want the right plant for the right application. We want to see minimal chemical use and greater benefit to the environment. Remember, we are environmental stewards. Running the landscape business I can guarantee you a client never tells me, "We want a landscape that is high maintenance, we want to weed, fertilize, prune, dead-

head and spend every ounce of discretionary time tending to our property!" As professionals, we want the perfect effect and enjoyment with the least amount of maintenance as well.

From a professional level, we want to be at the grassroots level when critical decisions or legislation is created. It beats being told what to do. My national professional group, the Professional Grounds Management Society (PGMS), has been involved almost since inception of LEED going external with developing their grounds maintenance plans. The driving force behind our involvement is our alliance with The Lady Bird Johnson Wildflower Society.

It is an exciting time, a new era. I hope I've enlightened you. I merely touched the tip of the iceberg on this topic. The web is rich with information. Going green is a responsible endeavor. I believe your business and suppliers will dictate your commitment to this. I know it matters to our customers. I promise you, it is not a fad or buzzword that is likely to go away. As Ben Bailey from the Discovery Channel TV show, Cash Cab says, "You're either in or you're out!" ■

*John Van Etten, CGM, is the Landscape Manager for Hoffman Development based out of New York's Capitol 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](mailto:jvanetten@hoffman-development.com).*

### Ask the Green Guy!

Please send your garden, landscape and green questions to John at [jvanetten@hoffman-development.com](mailto:jvanetten@hoffman-development.com).

## NYSCWA CALENDAR

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CitiField  
Mets vs. Phillies**

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**One-Day Seminar**

**NOVEMBER 1**

**Fall Meeting  
Binghamton, NY**

# How come...



By Ray Justice

...this article starts like this?

- Where does he get this stuff from?
- How come he writes in strange sentences?
- How come everyone drives so fast?
- Why do I always have to...

The questions we ask ourselves,  
are they questions of wonder and curiosity,  
or are they questions of complaining and doubt?  
Where is everyone else?  
Why would anyone do this?  
Did I do it right?

Are you asking to learn,  
or are you complaining about yourself and others?

Look and think with an attitude of nonjudgmental curiosity.  
If I meditate every day will I sleep better?  
If my eyes were a different color,  
would everything look the same?  
Does being gay still mean being happy?

Try interest and wonder – you'll feel better.  
Is your inner voice always complaining?

How come? ■

©2011 Ray Justice. Ray Justice is an Entrepreneur, Poet & Creativity Explorer. He is a former carwash operator and past president of the NYSCWA. Visit [www.rayjustice.com](http://www.rayjustice.com) or email him at [ray@SiteBrandBuilder.com](mailto:ray@SiteBrandBuilder.com).



Ray Justice

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## It is

By Ray Justice

It is Different

It is Peaceful

It is Inspiring

It is Fun

It is Now

It is Everything

It is Awareness

©2011 RayJustice.com Ray Justice is an Entrepreneur, Poet & Creativity Explorer. He is a former carwash operator and past president of the NYSCWA. Visit [www.rayjustice.com](http://www.rayjustice.com) or email [ray@SiteBrandBuilders.com](mailto:ray@SiteBrandBuilders.com).

## Profit & Loss

January - October, 2011



### Income

Meetings Income.....	18,518.00
Membership Dues.....	15,246.00
Northeast Convention Income.....	14,930.19
PAC Contributions.....	0.00
Promotional Fees.....	1,713.16
Vendor Sponsorships.....	2,725.00
<b>Total Income.....</b>	<b>\$53,132.35</b>

<b>Gross Profit.....</b>	<b>\$53,132.35</b>
--------------------------	--------------------

### Expenses

Advertising/Promotional.....	105.84
Board of Directors Expenses.....	197.27
Credit Card Fees.....	1,015.21
Director Fees.....	15,000.00
Entertainment Expense.....	186.86
Insurance Expense.....	1,395.00
Legislative Expense.....	456.78
Legislative Fees.....	10,000.00
Meetings Expenses.....	19,721.47
Northeast Convention Expenses.....	62.50
Office Expenses.....	301.38
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Professional Services fees.....	445.00
Signs.....	60.00
Telephone.....	64.72
Travel.....	304.71
Uncategorized Expense.....	0.00
Website Host.....	230.00
Website Maintenance.....	1,379.11
<b>Total Expenses.....</b>	<b>\$51,915.06</b>

<b>Net Income.....</b>	<b>\$1,217.29</b>
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NBT Checking Balance.....	\$21,131.77
HSBC Money Marlet Balance.....	\$39,774.32

**TOTAL CASH ON HAND.....\$60,906.09**

Mike Benmoschè is with Mang Insurance. You can reach him at 800/891-9274 or at [m.benmosche@manginsurance.com](mailto:m.benmosche@manginsurance.com).

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# California's Carwash Unionization Could Spread East; Make Sure You Are In Compliance

By William Y. Crowell, III

California carwash operators in the Los Angeles area were the focus of media attention because some carwash operators failed to pay minimum wages and committed other improper labor practices. As a consequence of a failure to effectively respond to these problems, the California carwash industry is regulated by the Car Wash Worker Law. Under the Car Wash Worker Law each carwash is annually required to submit detailed registration information to the California Division of Labor Standards and Enforcement along with a \$250 registration fee, a \$50 restitution fund assessment, and a \$15,000 surety bond. The restitution and surety bond are in place to assist workers recovery of unpaid wages. The California carwash industry has a regulatory scheme directed specifically at carwashes, beyond the normal regulatory requirements directed to businesses for minimum wages.

Another first in the California carwash industry occurred on October 25, 2011. As reported by the *L.A. Times*, Bonus Car Wash, located in Santa Monica, became unionized. Bonus Car Wash employs 30 workers and it was reported that their agreement provides for a 2 percent raise along with a grievance procedure and standardized rules on wages and hours.

The union organizing effort directed at carwashes in California is under the auspices of the United Steelworkers Union. The CLEAN (Community-Labor-Environmental Action Network) Carwash Campaign, composed of a coalition of not-for-profits along with the United Steelworkers, has focused on unionizing Los Angeles carwash workers (cleancarwashla.org). Organizing carwash workers is a difficult task because most carwashes are individually owned. Despite the practical difficulty, there is a focused and ongoing effort in Los Angeles that is supported by the AFL-CIO.

As an outgrowth of this movement, a Santa Monica City Council member has indicated that he is considering introduction of a local law that would limit washing of city-owned vehicles only at carwashes that pay fair wages.

When the California Division of Labor Standards and Enforcement and the media began to focus on carwash wages and labor practices, it was a warning to New York carwash operators which ultimately came to fruition. A release from the New York State Department of Labor on October 12, 2010, contained the tag line "Continuing focus on car wash industry, Labor Department finds workers paid only \$3.75 an hour." The press release states that, "In 2008, the Labor Department investigated a sample of 84 carwashes statewide, and found high rates of violations, particularly

in New York City, where violation rates of minimum wages and overtime laws were as high as 70 percent." The New York State Labor Department is continuing its investigations of carwash operators.

The point is if as a carwash operator you have any questions about wage and hour issues reach out to your association or the Department of Labor to ensure you are in compliance with the requirements of the Labor Law. Don't leave compliance issues to chance.

A failure by the New York carwash industry to effectively police itself may result in California consequences. A regulatory scheme targeted specifically to carwash operators would negatively impact the vast majority of operators who follow the Labor Law with paperwork burdens and additional costs. The consequences of not addressing any wage and other improper labor practices potentially would extend to the entire carwash industry in New York State. There is no excuse for not complying with the laws, and operating under the rules that govern every other small business in New York. Your association is ready to assist any members to ensure compliance. If in doubt, give them a call at 518/280-4767 or 800/287-6604 today. ■

*William Y. Crowell, III is a partner with the Albany-based law firm of Whiteman Osterman & Hanna LLC. You can reach him at 518/487-7677 or wcrowell@woh.com.*



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# Are You Prepared for Catastrophic Weather?

By Mike Benmoschè



I think everyone would agree that we have seen more than our share of storms recently. It appears that the weather that has devastated many other areas of the country has finally found us here in the Northeast. Are you prepared?

The following article is intended to outline some general information on steps that can help minimize damage and maybe even protect property and lives from loss due to a catastrophic storm. This article is not designed to represent all possible hazards and/or comply with any regulatory laws, but it will hopefully provide some basic information with which to design your own disaster plan.

Start by assigning a team to be responsible for coordination in the event of a loss. They would be responsible for clean up, salvage and restoration.

Next, work with your utility contractors to establish an emergency repair program before a disaster happens.

Then, review your plan annually to include any updates that may become necessary.

## Establish a Checklist

Establish guidelines for protecting your property using a pre-storm precaution plan checklist for instances when warnings of an impending storm are issued.

### Buildings

- Close unnecessary openings
- Secure any loose items that are part of the structure
- Inspect the roof for loose coverings
- Make sure all roof drains are clean

- Use bracing for additional support
- Make sure there is no debris around the building

### Business Personal Property

- Secure any susceptible materials from openings
- Secure or remove any flammables
- Cover and protect product and computers with waterproof covers

### Utilities

- Shut off all gas supplies
- Shut off all electrical equipment
- Fill emergency generator or other backup power source fuel tanks

### After the Storm

After the storm has passed, there are a few more post-storm precautions that you may consider:

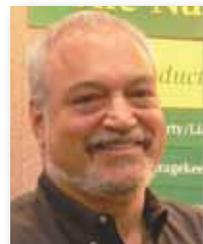
- Secure the site
- Implement your emergency action plan via your storm team
- Check all fire protection devices to be sure they are operational
- Check for any loose or down wiring
- Look for any leaks from any pipelines
- Identify any weaknesses that might compromise the structural integrity of the building
- Separate damaged from undamaged materials
- Cover any exposed areas

- Be sure the property is protected from access by anyone not authorized to be on the site

Having a precautionary emergency plan can be a real lifesaver if and when disaster strikes. Many operators have already experienced this first hand. With all the other challenges the industry faces, shouldn't you take the time to eliminate or minimize hazards when you can?

This might be a good checklist to use at your location. Any ideas that aren't listed, email me so I can add them to my list and share them with other operators. ■

Note: This article was written from excerpts from an emergency checklist offered by the Philadelphia Insurance Company.



Mike Benmoschè

Mike Benmoschè is with Mang Insurance. You can reach him at 800/891-9274 or at [mikebenmosche@manginsurance.com](mailto:mikebenmosche@manginsurance.com).

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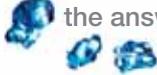
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