

# northeast carwasher



**Hoffman Car Wash Expands  
To 21<sup>st</sup> Location**

**Happy Customers:  
Happy Life!**

**Embracing Ombamacare:  
What You Need to Know!**

**Refunds, Anyone?**

**Have You Lost Your Mind?**

**Venus & Mars Talk  
US Economy**

**How To Pick The Right Towel  
Over the Phone**

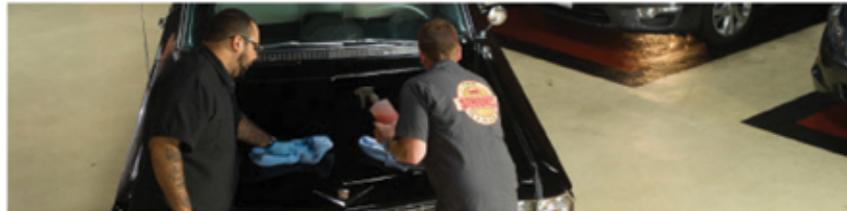
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—Tom Palancia, Detail Operations Training Manager, Simoniz USA



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# northeast carwasher

Spring 2014

Vol. 19 No. 2

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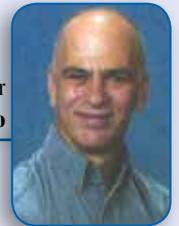


Cover shot of the new Hoffman Car Wash in Amsterdam, NY.  
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## northeast carwasher



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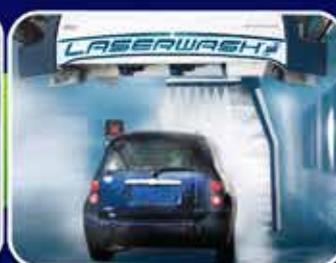


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Space reservations and materials for the Summer 2014 issue are due April 25, 2014.

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*For those of you who were in the industry back in 1998 I'm sure you remember the ingenious Darrell Hewitt. Well, maybe you don't remember his name, but you might recall what he was wearing when he did the 8th Annual Northeast Regional Carwash Convention (NRCC) keynote - a Leprechaun suit, of course! Talk about someone who thinks out of the box. Well, Darrell did that in every aspect of his life including his wildly successful Minnesota carwash. He took a bent for whimsy and weaved it into every breath he took. He made carwashing fun. If you were in the audience for his keynote that focused on how thinking out of the box marketed his marginal carwash into a mega success story, then you walked away refreshed and awed by the little man in the green suit. He taught you a thing or two about hard work and determination.*

*Darrell, to date, is my very favorite NRCC keynoter.*

*The 25th NRCC host association, this year the New York State Car Wash Association (NYSCWA), is responsible for coming up with a keynote speaker for the annual show. It's not as easy it sounds. We try to keep within a budget and we try to entertain, educate and inspire. Again, not easy. Sometimes, as with Darrell, we hit a home run, and sometimes we don't, but fortunately, I don't think we've ever completely struck out.*

*For the 2014 show, September 15-17 in Atlantic City, I'm going to hazard a guess that our keynoter will rival Darrell in takeaway value and inspiration. He likely will not show up in a little green suit, but his message will certainly entertain, educate and inspire. In fact, I'm sure of it.*

*This year we are extremely fortunate to have as our keynote speaker the President and chief executive officer of American International Group, or AIG, Robert H. Benmoschè. You might recall that AIG was in the news not too long ago when the US Government gave the company an \$182 billion loan, and took a controlling stake in the company, to bail out the largest commercial and industrial insurer in the nation after it got involved in default swaps, or insurance on debt. Robert, or Bob as he is known, was appointed to this post by the US Department of Treasury and AIG's Board of Directors to get the company back on track and the debt paid off. His leadership, vision and management skills enabled him to lead a turnaround, improve profits 60 percent year over year, and repay the government aid pledged by the Bush and Obama Administrations with interest.*

*I'd say that's impressive, but don't think you have nothing in common with Bob Benmoschè. When his father died when he was 10, Bob, the second eldest of the Benmoschè tribe, grew up quickly. He, his mother and three siblings (one of which is our own Mike Benmoschè of McNeil & Co.) were saddled with a debt of \$250,000 and the unfinished Patio Motel in Monticello, NY. From then on, Bob Benmoschè worked odd jobs to chip away at the family debt.*

*I don't want to give the whole story away here, but suffice it to say that he is one hard worker with passion, determination and a real knack for overcoming adversity. All attributes needed to run a successful carwash.*

*In fact, on a slightly larger scale, he sounds a lot like my friend Darrell Hewitt! So, take a moment and make sure you pencil in the 2014 NRCC, September 15-17.*

*And while you're at it, visit [www.nrccshow.com](http://www.nrccshow.com) and watch a brief video on Bob Benmoschè. I think you'll like what you see.*



*Suzanne L. Stansbury*

Suzanne L. Stansbury  
Editor/Publisher

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# Slamming Good!



Despite the erratic temperatures and storms of the winter of 2014, sites like this were more the norm than the exception this winter. The days of lines to the street were a welcome site!

## Site on the Mind

The website for Big Blue Car Wash in Fall River, MA, is one of the most impressive sites we've reviewed. Its large and prominent eye-catching logo and use of color in its design immediately grabs your attention. In addition to pricing and packages, hours of operation and location, Big Blue's site provides its customers with photos of the wash tunnel and Big Kahuna Detail Hut options titled "Big Blue in Action" complete with a slideshow of the wash process. It also smartly provides information on its staff under "About Us" and then "Meet the Crew." Personal information on crew members, along with a photo of each, really provide potential customers with a feel for the dedication and commitment of this team to putting out a really clean car.

The site also provides frequently asked questions from customers as well as a link to the City of Fall River, MacNeil Wash Systems, the wash's equipment manufacturer, Gulf Oil and Dunkin' Donuts as the wash also includes conveniences bundled under the Hartwell Commons Plaza name such as automotive detailing, a liquor store, c-store, eight-pump gas station, a Donkin' Donuts and a Chinese restaurant. Wow! Great job, Big Blue!

To learn more visit them at [www.bigbluecarwash.com](http://www.bigbluecarwash.com)

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

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

## WASH VOLUME INDEX

We have taken the pulse of four East Coast operators to see where their volumes are compared to last year (YTD). For January 2013 to January 2014 the numbers were as good as they were bad. January seemed to have a little bit too much snow for two of our operators but the month ended up on the positive side for the other two. The Mid-Atlantic reported the largest gain with Boston coming in on the other end of the spectrum. The Jersey Shore showed a moderate gain of +9 percent while upstate New York was down -12.3 percent.



Thanks to Doug Rieck on the Jersey Shore; Dave DuGoff in the Mid-Atlantic; Ron Bousquet in Boston and Stephen Weekes in upstate New York.

## THE BOOK NOOK

We asked a few industry icons what their favorite business reads have been and here's what they said...

### Linda Feriod

The book that I have re-read for the fourth time, and bought 25 copies to share with co-workers who needed to re-wire their negative thinking is *The Secret* by Rhonda Byrne. It is not a business book, per se, it's a book about positive thinking and the law of attraction with money, relationships, health, etc. Everyone should read it!



Linda Feriod

### Walt Hartl

I have a several of them that I think are just dynamite!

- ❖ *The One Minute Manager* by Kenneth H. Blanchard and Spencer Johnson
- ❖ *Who Moved My Cheese* by Spencer Johnson
- ❖ *The Game of Work* by Charles Coonradt and
- ❖ *Good to Great* by Jim Collins.



Walt Hartl

Periodically, we recommend books our staff and readers believe have value for our readership. If you have read anything notable, please share it with us at [mediasolutions@nycap.rr.com](mailto:mediasolutions@nycap.rr.com)!

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# Oliver's Arrival!



Kerri and Greg Steen (daughter and son-in-law to ZWash's Leo Zona) are the proud parents of Oliver Leo Steen, born December 21 in Boston. Oliver weighed in at 8 lbs 2 ounces and measured 18 inches in length. He is the little brother to two-year-old Ella Shea Steen, and a budding Red Sox fan and carwasher. Congrats to all, especially Oliver and Ella's loving Gumpy Leo!

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DARRIN BAUM NEW ZEP VP



Zep Vehicle Care, Eagan, MN, a leading provider of chemical solutions to the carwash industry, announced that it has promoted Darrin Baum to vice president, general manager where he will lead the newly created vehicle care division of Zep Inc.

Baum joined Zep Inc. with the acquisition of Ecolab's Vehicle Care division, and has been a leader with the company for 16 years. His most recent assignment was senior vice president of sales and service. In his tenure with Vehicle Care, Baum has grown through the company as territory manager, district manager, western area vice president, vice president of corporate accounts and the vice president of sales and service. Additionally, Baum has long-standing industry experience, having worked in and managed car-washes previously, as well as serving on the board of the Western Carwash Association (WCA) since 2002.

"Darrin's extensive knowledge of our industry and his passion for our team, together with his business acumen and dynamic leadership skills, uniquely qualify him to lead Zep Vehicle Care into the future," said Steve Nichols, group president of Zep Inc. ■

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

MACNEIL WASH SYSTEMS ESTABLISHES TECH PROGRAM

MacNeil Wash Systems, Barrie, Ontario, Canada, is pleased to announce the establishment of MacNeil Tech, an expanded technical support program designed to assist distributors and cus-

tomers with product and parts selection questions, according to a company press release. The technical support program is staffed by highly-trained technicians who are available 24/7 by calling 855/347-4751. Distributors can place expedited orders or track a part number by calling 855/239-7260.

Rejoining the company to lead the MacNeil Tech program is Howard Cooper, who was MacNeil's Parts Specialist for 13 years. Cooper's proven background ensures MacNeil Wash Systems will continue to provide quality and timely OEM support to all customers.

"I see this as the perfect timing for MacNeil to roll out a program like this," said Cooper, whose experience at MacNeil has been coupled with four additional years in the field managing parts location, servicing, and installation of carwash equipment. "Having a broad background in the carwash industry, both from the factory side as well as from the field, allows me to bridge the knowledge gap for our distributors and customers who want that technical expertise when making a decisions on how to add to or repair their systems."

Cooper's appointment comes at the conclusion of a successful and profitable acquisition by Ryko Solutions. "Cooper's positive reputation and technical support skills are exactly what this company needs to continue its growth. We are very pleased to have him back on the MacNeil team," said Dean Cheramie, Senior Vice-President of Corporate Development, Ryko Solutions, Inc. ■

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

LUSTRA™ SUPPORTS OPERATORS THROUGH MARKETING



Lustra™ Professional Car Care Products, De Pere, WI, is planning to support carwash operators with marketing ideas and tips throughout

2014. Lustra recognizes that marketing is often one of the many challenges that is faced by the carwash operator. To support the operator, Lustra is planning on sending a monthly email with marketing ideas for the following month giving the operator time to prepare for the promotion. "We are excited to support the carwash operator in their marketing efforts," said Kelly Anderson, Marketing Project Manager. "Our goal is to share ideas and tips on how to effectively promote your wash and help increase revenues." ■

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

HAMILTON RESTRUCTURES SALES DEPARTMENT



Hamilton Manufacturing, Holland, OH, has restructured its sales department, according to a company press release. Bob Krist has been named Director of Sales. He is taking over from the former Vice President of Sales, Brad Quay. "Hamilton appreciates the dedication, time and service that Brad has provided during his years with us and wishes him the best in all future pursuits.

"Brad has been an asset to Hamilton for more than 20 years," said Steve Alt, President of Hamilton said.

Bob Krist has been with Hamilton for 20 years, serving the company in its production and service departments, eventually supervising the customer service and technical support departments. Bob was integral in the implementation and management of Hamilton's Technical Sales Support Team (TSST), which conducts installations and training. Bob also has a strong background in credit card processing and PCI compliance. As Director of Sales, Bob will provide direct support to the sales team and distributor network. "Bob's experience with the equipment and the relationships he's already

Continued on page 14...

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formed with our customers makes him an ideal candidate for the Director of Sales role," said Alt. "His product knowledge will help us to better serve our customers." ■

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

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**ZEP PROMOTES CHELSEA BEYER**

Zep Vehicle Care, Eagan, MN, has promoted Chelsea Beyer to Senior Vice President, Sales & Service, according to a company press release. Beyer will be leading the sales team in the Vehicle Care Division of Zep Inc.

Beyer joined Zep Inc. with the acquisition of Ecolab's Vehicle Care division, and has been a key player with the company for 10 years. Her most recent role was as Vice President – Corporate Accounts. She has also held various roles including Corporate Accounts Manager, Marketing Manager and Area Vice President – Canada. "Chelsea's drive, intelligence, industry knowledge, leadership ability, and passion for our business and team position her for great success as our sales team leader as we continue to drive growth and expand our industry leadership," said Darrin Baum, Vice President, General manager of Zep Vehicle Care Inc. ■

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

.....  
**CSI REDESIGNS WEB SITE**



Cleaning Systems, Inc., De Pere, WI, provider of cleaning and protection products for the vehicle industry, has redesigned its web site in addition to its sites for its three divisions – Lustra™ Professional Car Care Products, SAS™ Solution Application Systems

and DynaEdge® Transportation Cleaning Solutions, according to a company press release.

The CSI partner app for iPads was released last spring and has proven to be a dynamic way to provide information, said the release, causing CSI to evaluate its current web site and decide that the web site needed to have the same dynamic capability as the app while providing the latest up-to-date information and promotional items.

CSI also added a F.A.S.T. (Feedback, Action, Suggestion, Template)

form at the bottom right hand side to encourage viewers to give their feedback and to make suggestions. "We are excited to release the redesign of all our websites," said John Antonis, Vice President of Sales, Cleaning Systems, Inc. "Based on the positive feedback we received from our app users about the navigation, content and look and feel, we want to bring that same ease of use and quality information to a broader user base," he said. ■

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

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**WISCONSIN GOVERNOR VISITS PDQ**



PDQ Manufacturing, Inc., De Pere, WI, an industry-leading manufacturer of in-bay automatic vehicle wash systems, was a stop on Wisconsin Governor Scott Walker's Blueprint For Prosperity Tour. Walker visited PDQ after announcing the state's \$911 million surplus and the intention to direct some of those funds to train skilled workers in manufacturing jobs at facilities like PDQ.

At the PDQ plant Walker told workers that the surplus was generated by a stronger-than-expected economic recovery. "Wisconsin's manufacturing job growth is strong, and thanks to companies like PDQ Manufacturing, it's getting stronger," Walker said.

"We are honored that Governor Walker choose our facility here at PDQ to visit and discuss the points for his Blueprint For Prosperity," said Mike Savignac, PDQ President. "I believe PDQ represents the type of commitment to manufacturing that the people of Wisconsin can call their own. We are very proud of our products and the workers who dedicate themselves to creating those products every day." ■

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



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# Hoffman Car Wash Expands To 21<sup>ST</sup> Location in Upstate New York

By Alan M. Petrillo

Hoffman Car Wash continues to get larger, in terms of the number of carwash locations and the geography it covers in the Empire state.

Hoffman recently opened an Amsterdam location at the intersection of Route 30 and Wallins Corners Road on the site of a former McDonald's restaurant. The new site isn't the biggest or flashiest Hoffman Car Wash in the company's stable of washes, but it's a state-of-the-art 120-foot exterior designed to serve the surrounding community, and serve it well.

Tom Hoffman Jr., chief executive officer of Hoffman Car Wash, said of the idea for a Hoffman facility in Amsterdam, "We had been considering a site in that area for some time. We looked at the site of a shoe store nearby where a development was waiting to be finished, but when that didn't happen, we started looking at the former McDonald's site."

Hoffman noted that the Amsterdam area looked good to the Hoffman team. "That was part of the lure of building there," he said. "It's a place that's very easy for us to get to from our Albany headquarters, about 40 minutes, and it has a good traffic count going by the location."

*Continued on page 18...*



*This Hoffman Car Wash, the company's 21st location, is using an electronic reader board in its main signage, a first for the upstate leader.*



*The wash offers free vacs, something the company has also not done previously. The vacs are ample and eye-catching.*





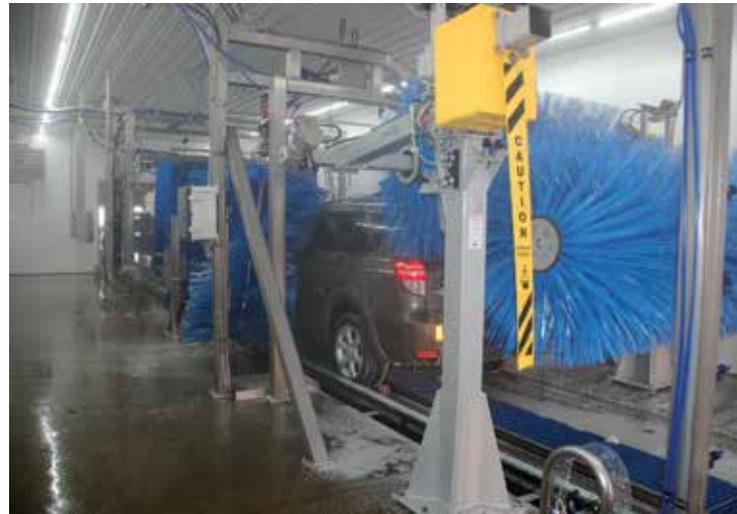
*This Vacutech vacuum producer consists of two vacuum producers that are 40 hp each. A particle separator separates them. The unit is sized according to how many vacuum positions are installed and in the case of this wash there are 14.*



*This wash is an exterior-only 120-foot tunnel on a busy road approximately 40 minutes from the company's headquarters in Albany.*



*Hoffman's Walt Hartl, who is prepping this vehicle, has seen volume grow rapidly at the Amsterdam site since it opened in December.*



*Clean, precise signage makes wash selection easy for customers.*

Hoffman Car Wash now has 21 locations in 16 towns and cities, with the locations being a mix of full service, exterior, touch free, self service and express detailing.

Locations include Albany, Amsterdam, Colonie, Clifton Park, Delmar, Guilderland, Hudson, Kingston, Latham, Queensbury, East Greenbush, Saratoga, Schenectady, Troy, Vestal and Wynantskill.

**Firsts, Of Course!**

The Amsterdam site has a couple of firsts for a Hoffman Car Wash location, according to Hoffman.

“In Amsterdam we are providing customers with free vacuum service,” said Hoffman. “It’s an idea that had been percolating in our minds for awhile, so we decided to try it at the new Amsterdam site. The location has 14 unrestricted vacuum spaces for free use by customers.”

The other first for Hoffman Car Wash is an electronic message board underneath the carwash sign facing the intersection.

“That electronic board allows us a little more flexibility in promoting our business to residents and drivers in the area,” Hoffman observed.

The Amsterdam location also has a number of green ecological features, Hoffman said, including high efficiency boilers and all LED lighting, inside and outside.

“The LEDs are dimmable, which means the fixtures can be dimmed later at night when we’re not open to conserve energy, but still provide the necessary level of lighting for security,” Hoffman said. For the interior lights, Hoffman said he installed lighting from G&G LED of Fishkill, NY, in the wash tunnel and equipment room.”

Hoffman noted that when he had the tunnel built, it was constructed a little wider than what is traditionally found in an exterior tunnel.

“We made the tunnel a little wider than normal to allow us to more comfortably follow cars through to check on the quality of the wash,” he said. “Because we use high-pressure rinsing systems, the extra room was needed so you didn’t get wet following the vehicle through.”

The Amsterdam location is only the second site Hoffman has that is an exterior tunnel only. (Their wash in the city of Albany is the first.) All other sites, he said, have a tunnel with either in-bay automatics or self-service bays connected, have a Jiffy Lube or are stand-alone automatics and self serves.

Hoffman said the company plans to have a ribbon cutting and grand opening celebration for the Amsterdam location very soon.

“The people at the town of Amsterdam were very nice to work with,” Hoffman pointed out. “They encourage a healthy business cli-

*Continued on page 20...*



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## Hoffman Car Wash Expands ... continued from page 18.

mate in their town, which helps to attract good companies to the area.”

Hoffman said it’s possible that Hoffman Car Wash might expand more in the surrounding communities around the Amsterdam region after his team evaluates how they are doing in that part of the state. ■

*Alan M. Petrillo is an freelance journalist based in Tucson, AZ, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He is the author of the historical mystery, Full Moon, several books on historical military firearms, and the nonfiction work, Ice Hockey in the Desert.*

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*“The most important single ingredient in the formula of success is knowing how to get along with people.”*  
— Theodore Roosevelt

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# Embracing Obamacare: What You Need to Know!

By Tom Ledbetter, J.D., LL.M

It's time for carwash owners to stop complaining about Obamacare and start using it to increase profits! The Affordable Care Act (aka Obamacare) is now the law of the land and we must deal with it. Fortunately, changes have taken place in the individual health insurance market that will provide a major competitive advantage to those larger carwash owners willing to embrace the new law creatively.

## Impact on Small Businesses

Most carwash owners are exempt from Obamacare by its own terms. Based on the 2010 census, the new law's rules don't apply to the vast majority of small businesses. The employer mandate, which forces firms to start providing insurance in 2015, pertains only to companies with at least 50 full-time workers. That's a tiny fraction of small businesses. As of 2010, there were roughly 5.7 million small employers, defined as those with fewer than 500 workers. Some 97 percent of them have fewer than 50 employees. That means Obamacare's employer mandate applies only to 3 percent of America's small businesses. That's about 200,000 companies nationwide. Moreover, according to government data, 96 percent of these firms already provide some form of health insurance, so the impacted small business firms is less than 1 percent. That is approximately 71,000 firms nationwide. Are you one of those with more than 50 full-time employees? If so, you will need to start offering coverage by 2015.

## Who is a Full-Time Employee?

Determining whether your firm fits under the law's all-important 50-employee cap can get complicated and details are beyond the scope of this article. These are the general rules, but each concerned employer should seek professional help.

Employer penalties will become applicable in 2015 so the law will look back to your employee census in 2014. To calculate the number of full-time employees (FTE) for this purpose, an employer must take into account (a) all employees who work at least 30 hours per week, and (b) all remaining employees (part-timers who work less than 30 hours per week).

To determine the number of FTEs for a particular month, the employer must add up the number of hours of service for all employees who were not employed on average at least 30 hours per week for that month, and then divide that number by 120. The result is the number of FTEs for that calendar month.

For example, assume you have 45 full-time employees who clearly work more than 30 hours per week. If the aggregate number of hours for all employees who do not work on average 30 hours per week is 200, the number of FTEs for that month would be 2 (200/120). The employer would then add those 2 FTEs to the number of employees who are employed on average at least 30 hours per week, to determine if the employer is an "applicable large employer." In this case, the total number is 47 and this employer is not an applicable large employer.

*Continued on page 24...*

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### Employer-based plans compared to public exchange plans

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## Embracing Obamacare ... *continued from page 22.*

It is also important to note that large employer status is determined on what is called a “controlled group” basis, in other words, all companies with a common employer is treated a single company. Consequently, if the total number of full-time employees (including FTEs) for the entire group is at least 50, then each entity in the controlled group will be considered an applicable large employer and subject to the penalty provisions, regardless of the number of employees employed by each business entity.

### Which Employees Must be Offered Health Coverage?

This gets complicated, but here are some general rules. If the employer is an applicable large employer, it must offer “affordable health coverage” to at least 95 percent of its full-time employees. But for this purpose, only full-time employees are counted, not FTEs.

Proposed regulations issued by the IRS allow employers to use a measurement period for determining full-time status. Under this approach, an employer would determine each employee’s full-time status by looking back at a prior “measurement period” of 3 to 12 months.

If the employee is employed on average at least 30 hours per week during that period, the worker must be considered a full-time employee for a subsequent “stability period,” which must last at least six months and can be no shorter than the measurement period.

Employees who were not employed on average at least 30 hours per month during the measurement period are not considered full-time employees in the following stability period, even if the employee works more than 30 hours per week during the stability period.

### Real World Advice

If you are one of the 1 percent of employers who have more than 50 full-time employees and do not offer group health insurance or an equivalent, you probably know who you are and are receiving expert advice. If you are not sure, or want to understand your rights and obligations in detail, I urge you to go the Small Business Association website at – <http://www.sba.gov/content/employers-with-50-or-more-employees>.

One of the biggest changes under Obamacare is the annual \$2,000 per employee “Employer Shared Responsibility” payments (aka taxes/fees/fines/penalties) imposed on “Large” Employers who do not offer an affordable, qualified health plan.

There is really good news for many of these employers. The Obama administration announced on February 10 that mid-size employers (50 – 99 employees) will not be subject to fines for failure to provide health benefits in 2015. This mandate has been delayed until 2016. The phase-in was put into place to offer businesses more relief from the employer mandate and to help them adapt to the regulations.

Companies with 100 or more employees will be subject to

fines in 2015 unless they offer coverage. However, the new regulations allow large employers (100+) to offer coverage to only 70 percent of their workers in 2015. They will have to provide coverage to 95 percent of full-time workers in 2016.

### What is the bottom line for carwash owners?

- ❖ If under 50 FT/FTE no worries;
- ❖ If more than 50 FT/FTE, but under 30 FT employees, still no worries; but
- ❖ If more than 50 FT/FTE, and over 30 FT employees, you are in the PENALTY BOX @ \$2,000 per employee.

If you have more than 50 full-time employees and do not spend anything on health insurance your costs will increase in 2015. If you have been offering a health plan and struggling with the cost, administration and compliance burdens, you will probably be able to decrease your costs in 2015. If you are open to “Playing Differently” you can have controllable and predictable costs under either scenario. Craig Scurato, founder of Simplifi Benefits, LLC, ([www.simplifibenefits.com](http://www.simplifibenefits.com)) has been helping companies do just that for the past two years. Playing differently could involve keeping hourly workers under 30 hours/week, implementing Minimum Essential Coverage aka “Skinny Plans,” Medicaid enrollment assistance and/or creating tax preferred health care accounts for your key employees.

Craig advises larger employers against cutting the hours of good employees to designate them as “part-time” employees. Best practices suggest that it’s hard enough to find good people and they are often the key to a profitable enterprise. A creative approach may, in part, involve designing your plan to encourage employees to seek coverage through public exchange plans where costs are generally lower than through employer plans. With a little planning plus a good idea of your productivity costs (revenue per employee/cost to train/cost to hire), you can come up with a cost number for each scenario. Then pick the approach that allows you to run your business in the most profitable way, regardless of preconceived notions. As with any major change, there will be winners and losers. The key is collecting the business data now so you can make an informed decision this summer and be prepared to implement it during the 4th quarter of 2014, or with the new extension, 4th quarter of 2015. ■

*Tom Ledbetter is a co-author of Get Out Alive! – a guide to extracting full value from your business, Second Ed. His company, Business Transition Network, LLC, specializes in business succession and exit planning. He is a consultant providing financial advice to business owners on tax and corporate finance matters. Tom began his career as a tax lawyer in Philadelphia with a law degree from University of Michigan Law School and a Masters in Tax from Georgetown University Law School. You may reach him at 610/389-2801, or Email at [tomledbetter@gmail.com](mailto:tomledbetter@gmail.com). His website is [www.BusinessTransitionNetwork.com](http://www.BusinessTransitionNetwork.com).*



*Tom is not actively engaged in the practice of law.*

Tom Ledbetter

# Seek New Ideas in Different Combinations

Creative people, whether they're artists or engineers, don't necessarily succeed because they find something completely new. Often they make their mark by looking at something familiar and seeing it in a different way. To add some spark to your imagination, put these three principles to work:

- ❖ **Awareness. Look around.** Get out and explore diverse experiences. Go to a museum, visit a nature preserve, or just see a movie you wouldn't ordinarily choose. Expose yourself to different ideas and influences without prejudging anything.

- ❖ **Experience.** Don't just observe – try something new. Take a class, learn a craft, wander a new neighborhood and visit the shops you find there, and so forth. Get to know more people and learn what they're excited about. Keep track of your new experiences in a journal or blog so you don't forget anything you learn.

- ❖ **Connect.** Examine the ideas and experiences you've explored. Look for common denominators linking different concepts as well as contrasts between seemingly similar things. Explore new uses for familiar things. In time, you'll get used to stretching your mind on a consistent basis, and finding new ideas everywhere you look. ■



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# Happy Customers: Happy Life

By JoAnna Brandi

My first book was called *Winning at Customer Retention, 101 Ways to Keep 'em Happy, Keep 'em Loyal and Keep 'em Coming Back*. Little did I know when I wrote it in 1995 that I would actually study and learn how to teach "Happiness."

Happy customers tell friends. Happy customers use the phrase, "I LOVE doing business with [Insert your name here]." Happy customers spend more with you, are willing to give you honest and useful feedback, and make your employees feel good when they talk to them. Happy customers usually hang around long enough to become loyal customers. Companies with loyal customers grow faster than companies with lost customers.

Happiness in business? You bet.

I know, I know, there are those who would argue – what customers want is ease not happiness. What customers want is speed and efficiency not warm fuzzy feelings. What customers want is to get in and get out quickly with their stuff. True.

I agree. And what makes the difference is still happiness. Why? Because for some customers ease, speed and efficiency make them happy.

When I am in heavy "travel mode" and only home for a few days, that's what makes me happy. I need to get in to the dry cleaners, drug store, doctor's office, supermarket fast and out fast. I need to be able to find the things I want quickly (that means stop rearranging the shelves - please!) and get on to the next errand.

Of course, I love it when I can get all that with a smile and a warm greeting, but what really makes me happy in those moments is getting my need for speed met. I want people to read my body language and the other non-verbal signals that indicate I am in a hurry and do their best to make it easy for me.

You see, if I can get my errands accomplished quickly that leaves time left over for a yoga class, a walk on the beach or a chat with friends. THAT makes me happy.

In the end, when the customer walks away with what they wanted – whether that is speed, friendliness, efficiency or fun – and they feel good about it, you've created a positive experience for them. And that's what it's all about – adding those positive experiences together to create a relationship with the customer makes them want to come back again and tell their friends. Happiness. We ought to be putting more focus on it in business. (See my new Return On Happiness website for the reasons why.)

Recognize and express happiness. Listen to others talk about happiness. Don't rain on other people's parades.

Happiness Happens Day (August 8th) used to be called "Admit You're Happy Day" when it was first established in 1999, when I suppose it was not a popular thing to disclose.

The Secret Society of Happy People (sohp.com) has thousands of members and followers and their website gives a number of good ideas for celebrating Happiness. I highly encourage the activities and most especially during these fearful times, encourage you to get your team together to talk about what's right, what's bright and what's good.

Spend some time looking for the bright spots and recognizing and acknowledging the good you (and your customers) do. Encourage people to talk about "The best things about working at your wash." Make a poster and hang it in the break room.

Not enough "best things"? Get to work making it a better place.

At the end of every day, make a point before leaving work to list three good things that happened that day and why. Reflect briefly on those three things and feel the positive emotion.

Share them the next day in your meetings.

When the US Army, who has wholeheartedly embraced the principles of Positive Psychology in its Master Resilience Training programs, does just this they call it "Hunt the Good Stuff."

Positive emotions, like happiness, joy, serenity, excitement, curiosity, have a physical effect on our bodies. Check out the Society's 31 Kinds of Happiness. Positive emotions change our biochemistry, brain wave patterns and heart rhythms. Positive emotions make us smarter, healthier and more socially adept.

And, here's the good part, happiness is contagious.

So, get out there and make some happiness happen for your customers and co-workers!

Happiness is contagious – spread it around! ■

*Happiness  
in business?  
You bet.*



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

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# Refunds, Anyone?

By Doug Rieck

This is an easy column for me to write since it is being written at the end of a vacation in Disney at a DVC resort. I am surrounded by examples of best practices. I haven't encountered too many examples of worst practice, but I am sure that Disney has a few skeletons hidden somewhere. (I'm not talking about the Haunted Mansion, either!) By the way, their new Magic Bands work very well and are addictive. They open your room, pay for your meal, buy your beer at the bar, let you in the park, get you your Fast Pass and even let you in the pool gate. You don't even know that you are spending money. Genius!

You are supposed to tap the Mickey on your band to the illuminated Mickey on the station. I am sure that customer data collection and metrics are part of the purpose. Regardless, as a customer they make things much easier.

Image is everything in any business, and in the carwash industry it is elevated to an even higher level because we are handling our customers' cars. Years ago, when I had just gotten into carwashing, our industry was just recovering from the cloth vs. brush negative advertising fiasco. Then we as an industry managed to shoot ourselves in the foot again with the "touchless is better" hype. Finally, we are now content to just sell clean cars, and not use negatives to drag all of us down. My point is image sells. Our image and PR is something we have to work at consistently. I do not believe that this can be downplayed.

Perhaps that customer might use you once a year when he has no other option to get the salt off his vehicle. The problem there is that we are open all year long. Now is the time to capture the customer for the rest of the year. My wash club, after some minor tweaks, has been coming along very nicely. On one recent busy day I signed up eight new customers.

Refunds are part of customer service and image. A big part. Conveyor carwashes can easily handle refunds and customer issues. It is just a matter of setting up a customer-centric policy and making sure that the guidelines are followed. The first image that comes to mind is a driver's side mirror on an old Pontiac LeMans. Been there, done it, way too many times. Thank the Chinese aftermarket suppliers for coming to our rescue. Junkyards have become the principal residence for that model, and washing is the least of their concerns. A lot of other cars come to mind and always we will have problem children. There never are any set answers to toxic cars.

In December, I had my first encounter of the snow season with a broom-damaged car. A middle-aged couple came in with their 20-year-old son and a two-month old black car with scratches all around the windows, hood and trunk. They had just washed the car at my conveyor about two hours prior and were blaming us. The assistant manager who handled

it was pleasant, polite and non-committal and followed all the right procedures. I got called out, looked at the car and asked the critical question, "After the snow and ice yesterday, did you use a broom to clear the car?" The answer was "yes, a plastic kitchen broom." Their son said he had cleaned off the ice and snow. Mystery solved, and they were nice enough to say "OOPS." We gave them a pass for their next wash. Not all issues work out so easily, however. But this one did because procedures were followed and the customer was treated with courtesy and respect.

The old rule is one happy customer tells one other person. One unhappy customer tells six or seven other people. Yes, I really desire to make customers raving fans, but I respect the damage that unhappy customers will bring. Right or wrong, if you get a lot of people upset you are going to lose way more customers. Again, image.

Self serves and inbays require much more work when handling customer issues. I run two self serves and two unattended inbay automatics. My self serve at the express wash is easy because I do have people there. The others cause more headaches. My choice is to use a visible customer service locked mailbox with refund cards on the outside. It is good but a lot of customers expect instant gratification and want an 800 number to call for an instant refund. I just don't have the resources or desire to do that. I try to mail out refunds within a week and try to avoid being miserly. What drives me crazy is those who just leave a phone number and say "Broken. Call me." AGHHH!!! I have heard of some small town operators who leave their personal cell number at the wash. That is just not my choice, but fantastic customer service. I dislike it when customers just leave a phone number because that means I have to track down the customer to get an address.

What I started doing several months ago is to just mail out a 30-day carwash code for the best automatic wash. If I feel that is not sufficient or right, I will do a refund. So far the wash code has been working great, and I wish I had done so years ago. In any case, it has left my temper better and made mailing refunds less hurtful.

As good as we all think we are, there is always room for improvement or times when we wear blinders. I'm sure that some part of the refund requests are questionable, but I regard it as a cost of doing business. That's where using wash codes comes in. The secondary benefit to me is getting the customer to try the wash again and hopefully have a great experience. If he just gets a refund, he may or may not come back, since he already has a bad taste.

In the self service there is a way to give non-cash refunds for the bays or vacuums. I know of two bill acceptor

manufacturers, Mars and Coinco, and one changer manufacturer, Hamilton, that offer their own printed coupons. These can very easily be programmed to accept the coupon as a dollar equivalent. At two of my self serves, I have started programming the bill acceptors in my changers to use the coupons. The system works, but I do not use it yet. The coupons are expensive, slightly less than a dollar, but hopefully they can be recycled several times. The only drawback is that you must standardize on one manufacturer's system. Which is not really a big deal, as I am an advocate of using one common supplier and stock to simplify servicing and spare stocking.

### Mother Nature's Fury

This winter washing season has been one of cold and snow – and potential. December ended up marginally over last year despite the terrible first half of the month. January was up markedly from last year and as I write this column, I have hopes for February. During my family vacation with Mickey all of the washes had a very nice run of cars, the best in a few years. This alone does not make a good season or year, but it gives us hope. It's also a reminder, again, that our industry is more weather-dependent than any outsider could ever imagine.

This past winter washing season demonstrated that preparations made during the slower seasons can really pay off. At any wash you don't want to lose a single minute to down time.

With the worst cold we have had in years, it really stressed our facilities. At one of my inbays I do not have any doors. After losing almost a week with it frozen, I'm planning this summer to finally install a vinyl roll up door. I have an infrared tube heater but no door. Honestly, it was too cold for any business, but myself and crew spent two very cold days thawing and getting it open. It was not fun. That was the first time in 20 years that I lost an inbay to freezing.

By the time you read this column, spring and pollen season will be upon us. In New Jersey I know that I am at least one operator taking away lessons from this past winter and using those lessons to prepare for the winter of 2015. ■

*Doug Rieck operates Magic Wash in Manahawkin, NJ, 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 dougriecck@gmail.com.*



Doug Rieck

# Your customers are evolving, are you?

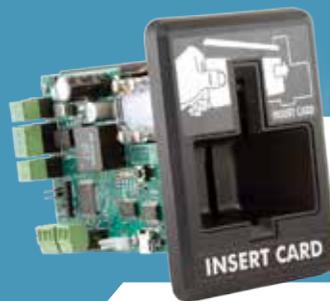
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# How To Pick The Right Towel Over The Phone

By Valerie Sweeney

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

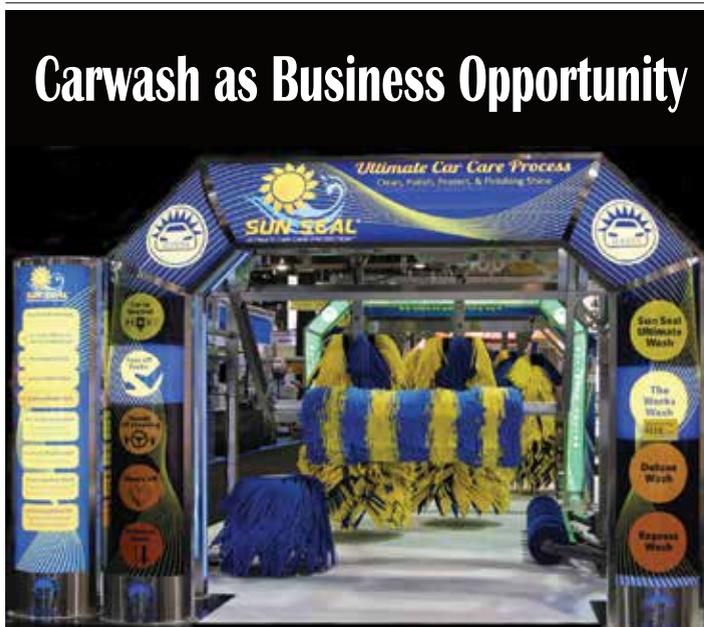
If you're lucky enough to head to the Northeast Regional Carwash Convention (NRCC) in Atlantic City or The Car Wash Show in Chicago, then picking out towels can be very easy just by visiting the different booths of towel vendors. For those of you who can't go to a trade show, or if you are looking to make a change in between shows, then you will have to pick up the phone and talk to your towel vendor. Here are some tips on how to get the best towel for your needs.

❖ **Size:** It's important to know the size of the towel you need. For the most part, carwashes are looking for the standard body towel size which is 16" x 27" (hand towel). This size might vary by an inch or two, but it's the most popular size. If you don't

like that size, then you will need to describe what size you want. For example, if you need larger towels because you wash trucks and other larger vehicles, then you might want a small bath towel (20" x 40"). If your towels are square, then they are probably ½ bath towels, around 22" x 22" or 24" x 24".

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

❖ **Pile:** Is the pile on the towel important? If so, you need to vocalize that to your vendor. Most towel vendors carry several different styles of towels, so they may have one that matches what you are looking for. Some carwashes like



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a low pile or sheared look because they tend to be less linty, while most carwashes choose a standard nap.

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

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

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

*Valerie Sweeney is a towel consultant with ERC Wiping Products. You can reach her at 800/225-8473 or [erc@ercwipe.com](mailto:erc@ercwipe.com).*



Valerie Sweeney

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*Dear Venus and Mars,  
Top executives see a better year ahead for the world economy and their companies, but many say growth will still be hard to sustain. Is this how you see the US economy in the next year?*



Linda Feriod

### Venus Says

Absolutely! Finally, after too many years of having other countries having a stronger economy, the US is back on top and number one again. Europe's economy is also having a strong recovery, which will help our economy to strengthen. Unemployment is the lowest it has been in about five years, hovering around 7 percent. Imports are down as we are not as reliant on foreign sources of energy as we have been in the past. And at this writing, the stock market is at an all-time high. Everything is in line to grow stronger as America has always done in the past.

Now, we need to take advantage of these positive indicators. As small business owners we need to re-wire our minds. We have reduced staff and cut expenses to the point where we may not be ready for growth since we were in survival mode these past few years. Personally, I have taken the time to read a few books on the power of positive thinking and have removed the negative thoughts about just trying to survive in this tough market from my mindset. I have written my business plan for 2014 and its growth oriented. I have put more money in my budget for marketing and business development, and will be ready to train and increase staff as soon as is necessary. I suggest you do the same. ■

*As small business owners we need to re-wire our minds.*

### Mars Says



Paul Vallario

I am the optimistic type and like to focus on the positive. I cannot relate too much as to what top executives around the world are seeing. However, on a much smaller scale I can say from my point of view the economy seems to be getting better but at a very slow pace. I feel that small businesses are the cornerstone of our economy. As a small business owner I do see firsthand that slow growth.

I would really like to see a much more aggressive growth and I do agree that it will be hard to sustain. The problem is that whatever little extra business we may be seeing is getting eaten up by increased costs on the state and federal level. In our business, minimum wage is a huge factor and it is rising faster than we can increase our prices. The increased cost of health care and the mandatory requirement for many businesses to provide health coverage to their employees will cripple many small operators.

I feel that if the economy is going to sustain whatever growth we see, more needs to be done for the small businesses that drive the economy. The stock market serves as a barometer for the economy. But in actuality, when small businesses are thriving that means people are spending money and that is the true sign of a strong economy. So the optimistic person that I am says that this year is going to be a strong one. For carwash operators we need to just continue to hope for sunny skies and dirty cars. That is the true driver of the carwash economy. ■

*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:**

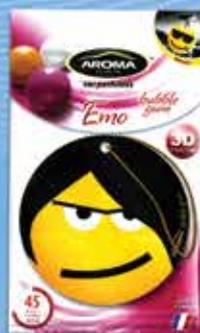
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# Have You Lost Your Mind?

By Perry Powell

No, not like that! Are you minding the things that matter everyday? Do you find yourself looking back at the end of the day and finding that you did not accomplish the things you intended to accomplish? If so, you are not alone. Hang on...help is on the way.

Personally, it is difficult to stay

focused! I am a husband, a father and grandfather who is involved heavily in my church. And then I go to work! It would be nice if we were able to place everything on hold and just concentrate on one task at a time, but with the Internet and cell phones our space may be invaded at any time by anyone.

Speaking of anyone, most of our non-productive interruptions come from our own employees. We write policy but we learn all the time that the policies were not specific enough. Employees remind us of our mortality all the time and frequently leave us with that, "I didn't see that one coming" feeling.

We and our employees usually fall into one or more of several categories of reactionaries. Deciding which one we really are will help us find a fix.

## Firefighters

These guys are on call 24/7. They are ready at a moment's notice to drop everything and fight the latest blaze raging out of control. They start the day with great intentions, but by the end of the day, are exhausted from the emotional toll of jumping from one emergency to another.

These types of people usually need to ratchet their alarm down a notch or two. Life is full of unanticipated events. Drama is not a must and does not usually help. Learning to pause and evaluate whether the unexpected event is important enough to interrupt our day helps to place events in the appropriate place in time.

## Pilots

Big dogs! Pilots see everything from 40,000 feet and are always ready to receive the praise of mere mortals that are earth bound. "Don't worry about the details, it looks fine from up here" is their motto. There are plenty of little people to handle whatever arises. Mechanics, baggage handlers, traffic controllers and flight attendants can take care of the details, we are just going to fly this puppy.

These types need to learn to value and esteem others with whom they work. As a friend who owns full-service car-washes says, "If you don't have a lot of little people to do their jobs, you're going to be busy washing a lot of cars, all by yourself."

*Continued on page 36...*



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

They also need to learn to look at the low-level cost of the decisions they make and how their decisions impact all at six feet.

### Skydivers

Once in the air, if turbulence hits, they are ready to bail out anywhere over anything. It does not matter what is going on in the plane...just open the door and bail. I think Chicken Little was a skydiver.

Skydivers need to remain engaged and not allowed to escape under stress and pressure. As long as any of us are going to remain on the plane, then they need to be here pulling their weight with the rest of us.

When skydivers are bailing try assigning them new tasks, onboard.

### Traffic Cops or Hall Monitors

Oh, you remember these guys as the consummate name takers in school. They can spot the failure of others to do exactly what they should be doing with Orwellian proficiency. These tattle tails are short on solutions, but great on finding fault.

When this type shows up, require them to take on the offense as a project and recommend workable solutions for the faults they see. Make sure that they do not use name base solutions like, "Jim, you're fired." Their solutions must address the issue globally.

Also, never reward this type with inside information or by allowing them to enjoy the correction of other employees. This is a reward to them and we do not want to reward negative behavior.

Make them use the suggestion box to communicate nonemergency tattling.

### Plumbers

They dabble in poop all day long and charge us for it! We keep these guys around so we don't have to stick our hands in there! Plumbers are good at telling us how messy the situation is and how tough they have it, and of course they are so necessary that they are worth far more money.

Plumbers need to be reminded that the phone book is full of other plumbers who will do unpleasant tasks for less. It turns out that poop management is competitive. We can also help the mental state of these employees by involving them in other tasks, in the company, which are less smelly.

### Electricians

They have the power. And if you are going to use any power they need to make the connections first. You may throw the switch, but you can only do that with their help. Remind your electrician who pays the bill. They only make the connections and others supply the power.



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## City Inspectors

City Inspectors go by the book and want to fine every one who does not go by their personal interpretation of the book. Even the federal courts have ruled against administrative employees, to prevent them from setting policy. It is not a good idea to let the “by the book” person write the book. They tend to get lost in what the exercise’s objective. For them it is about regulating. Help them keep their eyes on the prize by reminding them that the book exists to help us all stay on target and moving toward the objective.

Teaching all your employees to be solution and process oriented will help keep the emotional debris out of the business before it catches fire. Teach them that it is not enough to merely recognize a problem but that they are also responsible to help the business find solutions.

Solutions are usually found when problems are boiled down to a need for clearly defined processes.

## Time Management

I am a fan of Bill Oncken’s Monkey philosophy (*Managing Management Time: Who’s Got the Monkey*). This is worth investigation! A monkey is whose next move is it when communications between you and your employee break off. If you refuse to allow employees to pass monkeys (next moves) to you that they are clearly responsible for the care and feeding of, it will give you many new hours to spend running your company.

Wunderlist is a great app for keeping track of your “to do” list. It will report across all platforms and devices so that it can be used at a moment’s notice with whichever device is closest.

We usually get the delegate part, but Wunderlist allows us to keep a different list for each employee and that makes accountability a breeze. Simply enter a note for each item you tell someone to do and check everyone’s list anytime you are near them. Your staff will soon learn that the boss never forgets and he always follows up!

Google calendar is another great tool and is as portable as Wunderlist. Entering dates for upcoming events that you may wish to attend or obligations allow you to keep the two from colliding. Using the calendar while reading a trade journal or opening all that mail will keep you armed with the details you need to better organize your life.

Most of all, remember that you exist for more than living in the chaos of time management. Getting those employees under control and focused should allow you to enjoy your life, so much more!

*Perry Powell is a carwash consultant. He specializes in Sign Design and construction, Restructuring quick turnarounds, Business model changes and improvements, Management methods and sales processes using the consumer behavioral science of Neuromarketing. He can be reached at 817/307-6484, perry@perry-powell.com or www.perry-powell.com. References may be viewed on LinkedIn.*



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# Passing The Torch

By Gary Sokoloski

As another winter season ends, and the Olympic Games come to a close, I am asking the question, "Where are our newest technical stars going to come from?" It is always refreshing to see a new athlete break records and have the torch passed from one Olympian to another. The same is true for our technical service providers. While we all long for the familiar face and name of our favorite tech, we must ask the question of who is going to be next?

While there is an institution named the Carwash College where carwash training takes place, as well as some other industry educators, can the training and experience of our up-and-coming service technicians all be taught in a school or learned from a book? The answer to that, in my opinion, is easy – no.

It takes years of apprenticeship and countless hours of troubleshooting, installations, and service calls to make someone into a proficient carwash technician. There is no one place to gain all this knowledge and expertise. It is, as it has always been, the world of "on the job" training.

There is, however, a place for instructional learning for

the carwash operator, as well as the technician. Many manufacturers have developed comprehensive classes and formal training, both valuable tools. These training sessions should be used to their fullest to help educate and develop a full and complete technician training process. This formal training, along with a good mentoring program from the operator or distributor, will ensure the service we have come to expect will continue on.

As with every season, things change and the importance of adapting to change is essential to remain a viable business. It may be the call that so and so just quit and now you have to start from scratch with a new attendant or technician who is years behind where you were just moments ago. It may be an operator who is selling his business to a "new investor" and the time and energy it will take to transition from a seasoned veteran to a new operator. For whatever reason, these are the calls and occasions that make you wonder how you will get through. Thankfully, we always do and it is from our ever-growing willingness to pass on knowledge and skills we have gained with the enthusiasm to succeed.

Empowering the people whom you engage with by providing training with hands-on experience is a continuous effort. This process has an ongoing timeline that always has room for improvement to remain successful. The importance of developing a foundation to ensure the set up for success is identified is essential for recognizing and developing the knowledge, skills, and abilities necessary to resolve problems, as well as opportunities.

How you respond to the challenges and opportunities of change can determine the overall level of success achieved. Adapting and conforming to the needs of transitions through providing hands-on training with a focus on determining the best possible solutions toward remaining successful will contribute to the level of learning achieved.

The Olympians pass the torch. People in the carwash industry pass along knowledge and skills through educational and instructional learning. Through comprehensive classes and formal training, as well as the traditional on-the-job training, present and future expectations become reality. Carwash technicians and operators who use training procedures, as well as mentoring groups, will likely become the seasoned veteran who, in turn, pass on knowledge to aide the new operator or the rookie technician. Adapting to change through training is the key to prevailing with success. ■

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



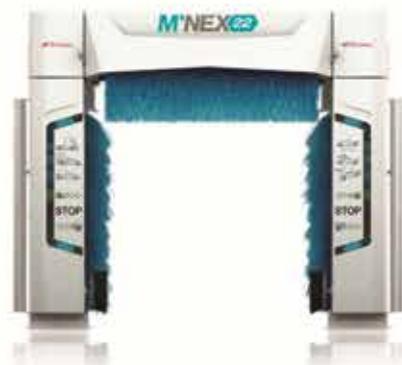
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*It's 2014 – so what's on the horizon? The economy of the United States has gone through the worst five-year period since the Great Depression. To make it worse, the recovery from this recession has been the longest in the postwar era, and remains the slowest job recovery in the past 50 years. Pennsylvania and the rest of the nation continue to look to the experts, as well as our bottom line, for some indication of what can be expected for 2014, but the reality is that the experts can't agree on the true progress of the recovery; nor a successful path to it.*

*And this weather – the snow and the extreme cold bring one blow after the next to the carwash industry. For many industries, weather effects are, what economists call, transient (snow may stop you from getting to the store for purchases, but you are still going to buy the items,) or self-balancing (a home-goods store may not sell as much paint and concrete, but sell more heaters, salt and snow-blowers). Unfortunately for the carwash industry, losses due to weather are not easily regained and, most often, never realized at all. A carwash forced to close due to extreme temperatures on Monday is not going to simply sell twice as many washes on Tuesday. The reality for us is that extreme weather conditions will have a negative impact on our bottom-line.*

*Now let's add policy changes to those existing climate impacts and our struggling economy. The recent transportation bill that just passed in Harrisburg brings a hefty gasoline tax for PA consumers. The structure of the legislation is such that it will take a few years to implement the gas tax in full; so it will be very difficult to predict and plan for consumer trends. The gas tax will ultimately take away from other spending such as the services of carwashes – the question is when and how much.*

*What can small businesses, and specifically carwash businesses, do to not only weather this storm, but also persevere in spite of it? As I've always said, small businesses need to work smarter, not harder. Too many in our industry fail to think outside of the box. Even more in our industry are so consumed in their day-to-day operations that they don't take the time to lift their heads up to see where they are going.*

*This isn't your dad's carwash and if you continue to operate as if it were you will be left behind. So much has changed over the past few years from equipment technology, to payment processing, to marketing, and the list goes on.*

*There are a multitude of actions a carwash could undertake to bolster its business. For example, a small investment in specific pieces of equipment and/or parts could help curtail energy and/or water costs, but are you staying current with equipment trends and options? Using social media most often only costs an investment of your time and can help drive consumers to your facility. Many businesses are using this marketing approach so you'll need to be creative and clever to catch the attention of potential consumers. Are you taking advantage of this and if not, do you know whom to turn to for assistance?*

*Small businesses also continue to get smothered by local and state regulations that are becoming next to impossible to navigate. Are you in compliance with the myriad of ever-changing ordinances and regulations? Are you simply turning*

over control and money to bureaucrats because you assume that is your only option?

This is where your trade association comes into play. Yes, you have a Chamber of Commerce and the National Federation of Independent Business (NFIB), but their expertise is business in general – it's not specific to the carwash industry, nor any industry for that matter. This is why you have trade-specific associations – they are personally invested in the issues and activity of the industry to promote and advocate its general welfare. You may be a member of the Carwash Association of PA (CAP), but are you engaged? Are you taking advantage of the resources CAP has to offer? Sharing best-practices and networking with your colleagues in the industry is an invaluable resource of our association, but unfortunately, it is so often only the vendors members who take advantage of this – not the operator members. We are all faced with challenges and obstacles in our efforts to successfully sustain and grow our businesses. The good news is that we don't have to "go it alone." You are not in this alone. When one carwash business succeeds we all succeed. Each business success contributes to the overall success of the industry as a whole. Look up, reach out and let CAP help you succeed in 2014.



Keith Lutz  
CAP President

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## Learn From Failure With These Three Tips

How you respond to failure is crucial to your ultimate success. Since few plans and strategies produce perfect results right away, you've got to know how to prevent initial setbacks from scuttling your project. Keep this trio of tips in mind:

- ❖ **Think before taking action.** You may be tempted to try fixing the problem right away. Hold off until you've analyzed what went wrong. An impulsive quick fix may have unintended negative consequences.
- ❖ **Talk to people.** Spend some time talking and listening to other people involved in the project. They may see problems and have ideas that you've missed.
- ❖ **Learn from the experience.** Don't just focus on the solution. Look for flaws in your process that need to be corrected so you can prevent mistakes from happening again. ■



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# 2014 ANNUAL DINNER AND TABLE-TOP SHOW HOLLYWOOD CASINO ~ GRANTVILLE, PA

**THURSDAY, MAY 15, 2014  
5:00 PM - 8:00 PM**

## Sponsorship Opportunities

### **Dinner Sponsorship ~ \$1200**

Sponsorship includes:

- Dinner Sponsor Sign
- Recognition in printed event materials
- Distribution of Literature at Dining Tables
- Recognition in Fall CAP Newsletter
- 1/2 Page advertisement in Fall CAP Newsletter
- 1 Month Banner on CAP WEBSITE

### **Reception Sponsorship ~ \$600**

Sponsorship includes:

- Reception Sponsor Sign
- Recognition in printed event materials
- Distribution of Literature at Dining Tables
- Recognition in Fall CAP Newsletter
- 1/4 Page advertisement in Fall CAP Newsletter
- Recognition & link on CAP WEBSITE

### **Dinner Table Sponsorship - \$200/Members \$225/Non-Members**

Sponsorship includes:

- Company Sign at Sponsored Table
- Distribution of Literature at said Dining Tables
- Recognition in Dinner Program
- Recognition in Following Newsletter
- Business Card advertisement in Fall CAP Newsletter
- Recognition & link on CAP WEBSITE

May 15, 2014 CAP Annual Dinner and Table-Top Sponsorship Registration

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

Sponsorship Level \_\_\_\_\_

Materials to be disseminated \_\_\_\_\_

\$ \_\_\_\_\_ Total Amount Enclosed



# 2014 ANNUAL DINNER AND TABLE-TOP SHOW

**THURSDAY, MAY 15, 2014**  
**HOLLYWOOD CASINO ~ GRANTVILLE, PA**  
**5:00 PM - 8:00 PM**

VENDOR TABLE-TOP SET-UP AT 4:30 PM

**Take Advantage of Member Rates**

<b>Table-Top Fee</b>	<b>2014 CAP Members</b>	<b>Non – Members</b>
<b>Rate</b>	<b>Free</b>	<b>\$395.00</b>
<b>Member Registration Fee</b>	<b>2014 CAP Members</b>	<b>Non – Members</b>
<b>Rate</b>	<b>Free</b>	<b>\$35.00</b>

**Vender Registration includes:**

- One 6 foot table, 5 dinner tickets, company listing in meeting materials & recognition on website (note: this is a table-top display only, (space is not available for large displays)

**Member Registration includes:**

- Attendance to Reception, Show and Dinner for Member and Spouse
- Entry into Raffle Drawing for 7" Tablet and a 2015 CAP Membership

To register, complete the form and mail with your check made payable to Carwash Association of PA ~ 430 Franklin Church Rd., Dillsburg, PA 17019  
 Space is limited; CAP members will be given first priority.

-----  
**May 15, 2014 CAP Annual Dinner and Table-Top**

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

Company Reps For Show \_\_\_\_\_

Product(s) To Be Exhibited \_\_\_\_\_

Items For Door Prizes \_\_\_\_\_

\$ \_\_\_\_\_ Total Amount Enclosed



Noah Levine

**CONNECTICUT CARWASH ASSOCIATION**

PO Box 230, Rexford, NY 12148  
800/287-6604 • Ph/F: 518/280-4767  
E-mail: mediasolutions@nycap.rr.com  
Contact: Suzanne L. Stansbury, Executive Director

**OFFICERS**

**President • Noah Levine**  
Rapid Car Wash, 422 Coleman St.  
New London, CT 06320, 860/442-1283

**Vice-President • Bob Rossini**  
Mark VII, 543 Winsted Rd.  
Torrington, CT 06790, 860/866-7350

**Treasurer • Doug Lutz**  
Crossroads Car Wash, 51 Grassy Plain St.  
Bethel, CT 06801, 203/270-7573

**DIRECTORS**

**Frank Gaglio, Camp Avenue Car Wash**  
84 Camp Ave., Stamford, CT 06902, 203/453-8581

**Dave Petit, Simoniz USA**  
201 Boston Tpk., Bolton, CT 06043, 860/280-5620

**Eric Sehl, Mighty Auto Parts**  
202 New Britain Rd., Kensington, CT 06037, 860/490-4413

**Allison Shackett, Car Washing Systems, Inc.**  
PO Box 380, Higganum, CT 06441, 860/554-5127

**Mike Benmoschè, McNeil & Co., Inc.**  
120 Broadway, Menands, NY 12204, 607/220-6344

**Immediate Past President • Todd Whitehouse**  
Connecticut Car Wash, 160 Oak St., Unit 406  
Glastonbury, CT 06033, 860/652-8888 x114

**PAST PRESIDENTS**

- \*Ken Gustafson Sr. Fred O'Neill
- \*James Rossini Mark Curtis
- \*Bruce Sands Doug Newman
- J.J. Listro Paul Ferruolo
- Alan Tracy Tom Mathes
- Dwight T. Winter Daniel Petrelle
- Anthony Setaro Joe Tracy

\*Steve Ludman  
\*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.

**WEWASHCTCARS.COM**

**PRESIDENT'S COLUMN**

*Too much of anything can prove to be a bad thing. My mantra has changed from "Let it snow, let it snow..." to "the snow's got to go." This past winter has given us a feast or famine cycle on steroids. To prevent frozen cloth in my tunnel I have spent nearly \$500 on kerosene for heaters to supplement my overhead heating system. Then to add insult to injury some customers blame us for causing the bad weather. Finally, when I get one good washing day, disgruntled customers complain that "you must be making a killing" I can't wait for spring.*

*This spring promises a bountiful pollen season fed by the healthy snow melt. You gotta be optimistic.*

*This spring the Connecticut Carwash Association (CCA) brings back the Mini Expo, our table top show, with the added bonus of the third installment of the detailing seminar series. This session will cover assessing customer needs and selling detailing services as well as tunnel services. The session will run about an hour before the Mini Expo (from 4 pm to 5:15 pm). You can sign up at [www.wewashctcars.com](http://www.wewashctcars.com)*

*There is a push in the state legislature to add a rust-inhibiting agent to the brine solution the Connecticut Department of Transportation (DOT) applies to the state roads. The rust-inhibiting agent reduces the available oxygen to the chemical reaction that oxidizes the metallic components of the underside of vehicles. During our February CCA board of directors meeting we discussed strategies to support this legislation. Personally, I think continuing the discussion of the damage the brine solution causes to the underside of vehicles benefits our industry. Keeping the public concerned with this issue can drive business to us. We offer a reasonably priced solution to the corrosion issue with our underwash and undersealant wash options.*

*We recently e-mailed applications and paperwork for the CCA's scholarship program to CCA members. Please distribute this information to qualified employees who plan to attend post secondary schools next semester. Two \$1,000 scholarships are available. In year's past, fewer than 10 people (per year) have completed the application process. Those are great odds. Please hurry to beat the April 4 deadline for remitting completed scholarship packages.*

*If you haven't already done so, please renew your CCA membership. We stay alert and focused on protecting the car care industry interests in this state. The directors volunteer their time and effort to keep the sales tax exemption for carwashing services and advocate for our businesses. Please support the only organization that is specifically looking out for the carwash industry in Connecticut, and renew your membership to the Connecticut Carwash Association. I thank the carwash operators and vendors who have faithfully supported our efforts in the past and continue to do so.*

Noah Levine  
CCA President

## 2014 MINI EXPO

APRIL 23

MARRIOTT COURTYARD, CROMWELL

VENDOR/SPONSOR INFORMATION

800/287-6604

WEWASHCTCARS.COM

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or email mediasolutions@nycap.rr.com today!*

*Join us for a board meeting and learn  
what the board is working on for you!*

## CCA 2014 CALENDAR

APRIL 23

CCA Mini Expo

Marriott Courtyard

Cromwell, CT

Sponsorships Available

800/287-6604

www.wewashctcars.com

SEPTEMBER 15-17

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# Redesigned and Renamed Blue Star Car Wash Builds on 40 Years of Experience

By Alan M. Petrillo

The newly renamed and redesigned Blue Star Car Wash in New London, has more than 40 years of operation under its belt and has reopened for business at 629 Broad St.

The five-bay self service carwash is owned by George Dallas Sr., who is assisted in its operation by his son, George Dallas Jr.

Dallas Jr. said his father came to the United States in 1950 and started several businesses before settling on the restaurant pizza business. The connecting property to Dallas Sr.'s pizza business was a six-bay self service carwash called Vallas Car Wash, owned by Dallas Jr.'s uncle.



*Shot of father/son, George Dallas Sr and Jr.*

“My uncle sold the Vallas Car Wash to my dad, who renamed it Dallas Car Wash,” Dallas Jr. said. “My dad ran those businesses and managed neighboring properties until 1982 when he sold Pizzarama, the pizza restaurant business.”

Dallas Jr. said his father “has been a carwash guy ever since. He gets up in the morning, checks on the carwash, then goes golfing, and comes back to check on the carwash on his way home.”

Dallas Sr. and Jr. have renovated and renamed the carwash to Blue Star Car Wash because both of them are Dallas Cowboys football fans, whose emblem is a blue five-pointed star on the wash.

“We redesigned the carwash into five self-service bays and an office,” Dallas Jr. pointed out. The father and son team had the building stripped down to its foundation,

raised the height of the block walls, put an A-frame roof on it and completely remodeled the interior with new equipment, an HVAC system, and heated floors in the bays and on the aprons.

“The layout was redesigned as a passive sales system, with everything done from the customer’s perspective, like a drive-through vending machine,” Dallas Jr. said. “The redesign has a lot of warm water options and a simple layout where we positioned all the vending boxes at a 45-degree



*This is the vending box that's installed in each of the bays.*



## Help Employees Through the Stages of Change

An organization that never changes will become stagnant and irrelevant. That doesn't make change easy, though, especially for the employees involved. To manage the process smoothly, you need to understand the stages that your workforce will go through every time you launch a major new transition. Here's what to watch for:

- ❖ **Loss of focus.** When things start to change, people often lose concentration, have difficulty making plans, and become forgetful because of the uncertainty surrounding the new initiative. Do your best to keep them focused on familiar tasks, as well as new priorities.
- ❖ **Self-protection.** Many people will try to ignore the change in order to protect themselves from it. This can actually be helpful because it allows employees time to build courage and begin adjusting slowly to the change. However, the longer they stay in denial, the harder time they'll have eventually accepting the new reality.
- ❖ **Depression.** When the reality of change hits home, employees may feel like they're in a dark pit of powerlessness depression and loss of control. They often become sad, irritable, angry and hopeless. Keep their spirits up by emphasizing the positive impact of the changes on the organization and their overall careers.
- ❖ **Saying good-bye.** At some point, employees will start shifting their attitudes to face the future – which means saying good-bye to the past. Give your people time to completely let go of the past; if they hold onto it, it will restrict their ability to deal with the present and the future.
- ❖ **Refocus.** This is when employees start to master the change – instead of letting it master them. They start to move toward the future with new self-confidence, new energy and a new sense of growth.
- ❖ **New meaning.** This is a reflective phase, when employees start thinking about what they've been through. Help them place it in context and understand what it all means.
- ❖ **Integration.** This is the final phase, when employees start to put their new habits, new experiences, and new skills to work in their daily life. Praise their ability to adapt and grow, and they actually may even look forward to the next change. ■

angle in the front left corner of the bays. The customer opens the driver's door and there is the vending box in front of him."

Dallas Jr. noted that he and his father designed the vending box options to make them as simple as possible for the customer.

"If the customer wants a quick carwash, that's on the left of the box, and all the options are listed down the right side," he said.

Blue Star Car Wash gives five minutes of use for \$3 and offers heated tire soak, heated tire cleaner, high-pressure wash, triple foam and bubble brush. The auto teller accepts coins, tokens, credit cards and bills of \$1, \$5 and \$10 denominations. The starting swipe on a credit card is \$5.

Dallas Jr. noted that customers "really like the blower for drying off their cars," and often spend extra time doing so.

In terms of volume, Dallas Jr. said that getting three percent of traffic is a typical statistic for the volume of an average self-service carwash.

"With our redesign, we are looking to get between \$5 and \$10 on average per vehicle, instead of the typical \$2 to \$3 a car for self-service washes," he said. "I'm really proud of my dad, who is 83 years old. He worked very hard on this project." ■

*Alan M. Petrillo is an freelance journalist based in Tucson, AZ, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He is the author of the historical mystery, Full Moon, several books on historical military firearms, and the nonfiction work, Ice Hockey in the Desert.*

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## CCA Rings Out 2013 In Wolcott

The Connecticut Carwash Association (CCA) rang out 2013 on December 5 at Bin 300 World Bistro in Wolcott with great anticipation of a snowy start to 2014. The annual Holiday Gathering is a great way to reconnect with fellow operators and meet some new ones, said CCA Vice President Bob Rossini. "There's nothing like catching up with your peers and enjoying a really great meal and the Bin certainly provides that," he said.

The CCA's next event, its Mini Expo & Sales Seminar, is slated for April 24 in Cromwell at the Marriott Courtyard. ■



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

# Two Simply Clean Car Wash Locations Offer Customers Seamless Service

By Alan M. Petrillo

For Jason Moodie and his partner, Jamie Perna, the important facet of their carwashing business is to provide the same level of seamless service – in the quality of the carwash, the price points offered and in the customer service provided – at two locations in two different states.

Moodie and Perna own and operate Simply Clean Car Wash at 1720 Route 46 West in Woodland Park, NJ, (where Moodie presides), and 64 Pershing Dr., in Ansonia, CT, (where Perna rules).

Moodie and Perna were both new to the carwash industry when they bought the New Jersey location in 2005.

“We were working for Lava Trading in New York City and were bought out by Citigroup,” Moodie said. “Neither of us wanted to work for a large company, so we started investigating various businesses and came upon a line of cars waiting to get into an Oakley Car Wash in Westchester County. We thought carwashing might be something for us, so we did our homework, visited a lot of washes and ultimately bought the New Jersey location.”

But the carwash on Route 46 West needed a lot of work before the partners could open up in the manner in which they wanted to present Simply Clean Car Wash to the world.

“We had to completely renovate the place,” said Moodie. “Everything is new in the carwash. And the Simoniz guys helped us figure out what was the best format for us, and the answer was to go with a flex serve.”

Both of Simply Clean’s locations are flex-serve carwashes. The New Jersey site has an 85-foot tunnel, a small convenience store and six detailing bays, while the Connecticut location has a 70-foot tunnel, propane sales and a four-bay detailing shop. The partners offer full-service carwash options at both locations, but prefer to sell the exterior wash and express detailing instead because many people in the area seem to prefer those services.

## Connecticut Expansion

In 2007 the partners bought the Connecticut location and set about rehabbing the place so that it mirrored the New Jersey site as much as possible.

“For continuity, ease of operation and marketing efforts, we try to run each location the same as the other,” Moodie pointed out. “Some state and city codes are different, for instance on minimum wage issues, so we have to tailor our business to those differences, but for the most part, the operations are the same. Our employee handbook and job descriptions are the same, we keep all the same tools and chemicals used, and we try to standardize as much as possible.”



Owners Jason Moodie and Jamie Perna operate a Simply Clean wash in Connecticut and New Jersey. Not an easy task, but the partners have found a balance that is producing seamless service.

Moodie noted that each of the Simply Clean Car Wash locations has eight employees, including a manager.

Getting attention from the carwash-buying public was one of the big challenges facing the partners early on, but they chose a five-prong strategy to address the issue.

“When hitting people with our message we use five points of touching,” Moodie pointed out. “We use print, online, text, email and Facebook. We’ve tried Twitter, but it had absolutely no impact for us.”

Moodie says the text club that Simply Clean uses has been very effective.

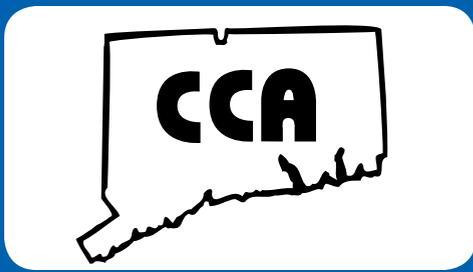
“We use it strategically, where it might be snowing today and when the roads are drying up tomorrow we’ll text our database something like, ‘Show up in the next three hours and everything at the carwash is half price,’” he said. “We have found that to be really successful, especially giving the incentive to come in and wash their car.”

Moodie said that he has found the younger demographic of customers use texting and Facebook.

“You can’t get cheaper in terms of advertising using them,” he said. “Younger people are on the phone all day, looking at Facebook and texting, so we use them quite a bit. With older customers, we’ve found they prefer print advertising like direct mail coupons and Valpak.”

Moodie notes that typically the carwash will direct people back to its website, where coupons can be printed out

*Continued on page 50 ...*



# 24<sup>TH</sup> CCA MINI EXPO & Sales Seminar

Wednesday, April 23, Cromwell, CT

**DATE:** Wednesday, April 23, 2014

**TIME:** 5pm-8:30pm Mini Expo

**LOCATION:** Marriott Courtyard, Cromwell, CT

### VENDOR INFORMATION:

Ph/Fax: 518/280-4767, 800/287-6604

**Vendor Set Up: 3:30PM - 4:45PM**

Table Dimensions: 6 foot draped

Mini Expo: 5:00PM - 8:30PM

Buffet Dinner: 6:00PM

CCA's Mini Expo attracts attendees from all across New England and the Northeast – carwash owners and operators. Don't miss the longest-running table top exhibit on the East Coast and don't miss this opportunity to show off your products and services in a hands-on, intimate setting.

**Booth selection is on a first-come, first-served basis.**

### HOTEL RESERVATIONS:

You need to secure your own hotel room. There is no block set aside for the CCA. Call the Marriott Courtyard for rates and availability at 860-635-1001.

**QUESTIONS? ph/fax: 518/280-4767  
or 800/287-6604**

Please complete the registration form attached and mail with your payment to:

CCA, PO Box 230, Rexford, NY 12148

[www.washctcars.com](http://www.washctcars.com)

### DIRECTIONS:

From I-91 North or South: Take Exit 21 and turn right at the end of the exit. Turn right at the Burger King on to Sebeth Drive. The Marriott Courtyard is on the right.

From I-84 East: Take I-84 to I-91 South and follow the above directions.

From I-84 West: Take I-84 to Route 9 South. Take Exit 20 South for I-91 South and follow directions "From I-91..." at top.

From Route 9 South: Take Exit 19 and turn left at the end of the exit on to Route 372. Follow for 2 miles. Turn right at the Burger King onto Sebeth Drive. The Marriott Courtyard is on the right.

From Route 9 North: Take Exit 20 for I-91 South (the very next exit is Exit 21) and follow directions "From I-91..." at top.

From I-95: Take I-95 to New Haven. Take I-91 North to Hartford and follow directions "From I-91..." at top.

### REGISTRATION:

#### Vendor Pricing

- \$250 CCA member pre-paid for  
(2) buffet dinners & Mini Expo Table
- \$350 Non Member pre-paid for  
(2) buffet dinners & Mini Expo Table
- \$100 Each additional table
- \$300 CCA Vendor Annual Dues

#### Attendee Pricing

- \$45 CCA member pre-paid for Expo and buffet dinner
- \$55 Nonmember pre-paid for Expo and buffet dinner
- \$60 At Door Registration
- \$75 CCA Member Seminar, Buffet Dinner & Mini Expo
- \$85 Non Member Seminar, Buffet Dinner & Mini Expo

## CCA MINI EXPO EXHIBITOR REGISTRATION

ATTENDEE NAME(S) \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

ELECTRICAL NEEDS: (SELECT ONE)  YES, I NEED ELECTRICAL  NO, I DO NOT NEED ELECTRICAL

# TABLES \_\_\_\_\_ TABLE(S) \$ \_\_\_\_\_ # DINNERS \_\_\_\_\_ \*DINNER(S) \$ \_\_\_\_\_ **TOTAL: \$** \_\_\_\_\_

**METHOD OF PAYMENT:**  CHECK  ONLINE CREDIT CARD PAYMENT AT [WWW.WEWASHCTCARS.COM](http://WWW.WEWASHCTCARS.COM)

\*2 vendor dinners with each table registration

**PREPAYMENT IS REQUIRED AND DUE BY FRIDAY, APRIL 18, 2014 • SPACE IS LIMITED, SO PLEASE REGISTER EARLY.**

Make your check payable to: CCA, P.O. Box 230, Rexford, NY 12148 or register online at: [www.wewashctcars.com](http://www.wewashctcars.com)

# Meet New CCA Board Member, Frank Gaglio Of Camp Avenue Car Wash in Stamford



Frank Gaglio

**Q: How long have you been in this industry?**

I've been in the carwash business for 26 years.

**Q: Give us a little history on your background in the industry.**

I went into the business with my father when I knew there was a need for another carwash in Stamford, a town of 120,000 people. I left the industry at the end of 1994 and came back to buy the business outright in early 1995.

**Q: You have been on the board in the past, even serving as treasurer, so why do you want to be a CCA board member again?**

I want to be a board member again because we are at a critical crossroad; during bad economic times it's hard to keep your membership up. I want to see more members come back at a time when we need them the most.

**Q: Why is it important to participate in a state carwash association?**

Smaller state associations can deal with their own issues head on. It's much harder for a large association, better suited for a national issue, to do that.

**Q: What is the main goal you hope to accomplish while serving on the board?**

I want to get everyone together to fight the sales tax issue which makes me think about how critical it is to work together. More members make it possible for us to tackle issues like this.

**Q: How was business in 2013?**

Business in 2013 was much like 2012; just OK. Even though the weather in the 4th quarter was exceptionally dry, making it easier to stay open, our economy is still unstable.

**Q: Are you planning any major operating changes/renovations to your wash in 2014? If so, tell us about them.**

I am ready to undergo a complete overhaul program sponsored by my regional utility company to upgrade to higher efficient lighting and HVAC equipment throughout the carwash.

**Q: What are your biggest concerns as an operator trying to be profitable in today's marketplace? What challenges do you face?**

It is getting harder to be profitable in this market. The

full-service market may be less competitive in the future because I'm seeing more operators lean toward exterior washing. Higher labor costs are making it harder for full-service operators to keep their "heads above water." Lower exterior prices make the times of economic downturn a simpler choice for consumers.

An operator has to make a choice on whether he is going to be a cheap, inexpensive low-priced choice to a consumer or a great value by giving a customer a great experience. That "great experience" has cost the operator, in the past, a financial expense some just can't afford. Being creative to give a great experience to our customers without a large financial cost is the key for the future. We have to try to "think outside the box." ■

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## Simply Clean Car Wash ... continued from page 48.

by the individual users, thereby negating the cost of printing coupons for distribution by the carwash.

"You have to be very aggressive to get people to pay attention to your business because of all the 'noise' out there," said Moodie. "All the time we run promotions that don't make us any money, but they are ways to get people in here to see what we have to offer. Even if we break even, we've pulled the people in and had the opportunity to make them a return customer." ■

*Alan M. Petrillo is an freelance journalist based in Tucson, AZ, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He is the author of the historical mystery, Full Moon, several books on historical military firearms, and the nonfiction work, Ice Hockey in the Desert.*

## 25<sup>TH</sup> NRCC

### Keynote Speaker

**"Elevating Your Business Beyond Adversity"**

**Bob Benmoschè**

**AIG President & CEO**

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**SEPTEMBER 15-17**

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**NRCCSHOW.COM**



# 24<sup>TH</sup> CCA MINI EXPO & Sales Seminar

Wednesday, April 23, Cromwell, CT

Sales Seminar 4-5:15PM • Mini Expo 5-8:30PM

## Want to Add 20% To Your Bottom Line?

Hear what our experts have to say about increasing your bottom line revenue by 20 percent. Take home valuable skills to boost revenue and build volume! This hour seminar is a must see for managers as well as owners!

### AREAS OF FOCUS:

- Detailing Sales
- Lube Sales
- Tunnel Sales

### PRESENTER:

Eric Sehl,  
Mighty Auto Parts

PROGRAM RUNS FROM 4-5:15 PM.

### CCA Mini Expo Attendee Registration Form

ATTENDEE NAME(S) \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

### METHOD OF PAYMENT

- CHECK
- ONLINE CREDIT CARD PAYMENT AT  
[WWW.WEWASHCTCARS.COM](http://WWW.WEWASHCTCARS.COM)

Make your check payable to:  
CCA, P.O. Box 230, Rexford, NY 12148  
or register online at: [www.wewashctcars.com](http://www.wewashctcars.com)

### REGISTRATION:

- \$45 CCA member pre-paid for Expo and buffet dinner
- \$55 Nonmember pre-paid for Expo and buffet dinner
- \$60 At Door Registration
- \$75 CCA Member Seminar, Buffet Dinner & Mini Expo
- \$85 Non Member Seminar, Buffet Dinner & Mini Expo
- cash bar

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including  
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# State Elections, Magnesium Chloride, Wage Bill, Minimum Wage Top Issues Facing CT Operators

By P.J. Cimini, Esq.

2014 is shaping up to be a huge election year in Connecticut. The 2014 Connecticut gubernatorial election will take place on November 4. Incumbent Democratic Governor Dan Malloy is eligible to seek a second term and will likely announce shortly before the Convention in May.

His announced Republican challengers will likely fall into two levels, with Thomas C. Foley, former U.S. Ambassador to Ireland and nominee for Governor in 2010, John P. McKinney, the Minority Leader of the Connecticut Senate and Mark Boughton, the current Mayor of Danbury forming the top level, and Toni Boucher, State Senator, Mark Lauretti, Mayor of Shelton and Joseph Visconti, former West Hartford Town Councilor and nominee for Connecticut's 1st congressional district in 2008 falling into the lower 2nd level of challengers.

All the Constitutional Officers, state Attorney General George Jepsen, Secretary of the State Denise Merrill, Comptroller Kevin Lembo and Treasurer Denise Nappier are up for re-election as well. These positions are all elected to four-year terms in the same cycle as gubernatorial elections. The current incumbent four officers are all members of the Democratic Party.

All the seats in the Connecticut General Assembly are up for re-election as well. In the Connecticut Senate, the upper house of the state legislature, there are 36 senatorial districts in the state and 151 assembly districts in the state that will all be up for election this November.

The 2014 General Assembly session is underway, opening on February 6 due to an opening day snowstorm, which postponed the ceremonial gaveling in for a day. Session will run until May 5.

## Magnesium Chloride Issue Raised

Legislation has been introduced this year in the Transportation Committee concerning the impact of liquid magnesium chloride spray on Connecticut automobiles, roads and bridges.

A disturbing trend of damaged brake lines and rotting vehicle frames has been pointed to as coming from the liquid magnesium chloride spray that Connecticut Department of Transportation vehicles spread atop traditional sodium chloride (essentially table salt).

According to some local auto technicians and state authorities, it isn't the corrosive power of road salt deteriorating undercarriages, but rather, the lack of car owners' ability to maintain their vehicles.

Rep. Pamela Z. Sawyer, a Republican, says the chemicals pose a danger not only to cars and trucks but to state bridges that are rusting prematurely. She recently asked for a report to determine what chemicals the state uses and how much it would cost to add an anti-corrosive chemical to the mix.

"What we've noticed – and it's been documented – is that our bridges are corroding very quickly, obviously from the impact of oxidation and salt reactions," Sawyer says. "We need to slow the corrosion."

Truckers for years have pushed for the change, saying the chemicals the state Department of Transportation (DOT) uses are damaging their trucks faster than the old mix. Michael Riley, President of the Motor Transport Association of Connecticut, in November wrote to Gov. Dannel P. Malloy urging him to add rust inhibitors to the saltwater mix that's put on the road.

"This stuff is eating up metal and putting us in what could be unsafe situations, and it's being done by our government and we don't like it," Riley said.

The chemical the state uses, magnesium chloride, works to melt ice and snow from roads. But it also can eat away at a vehicle's electrical components and rust out undercarriages faster than other chemicals the state has used, Riley says.

DOT has been recommending that the undersides of vehicles should be hosed off when given the chance during the winter months. On state roads, the liquid additive to traditional road salt has clinging tendencies on vehicle undercarriages and the internal components vital to driver safety, like brake lines, transmissions and oil pans. The necessity of cleaning a vehicle's underside might not extend its life, but it will add time between purchasing parts.

James Mahoney, Executive Program Director for the Connecticut Transportation Institute, said that "whenever possible" car owners need to rinse the underside of their vehicles to protect themselves, and others, from any corrosion-related incidents. In fact, the "health concerns" raised by some are minimal, Mahoney said. "The only health concern (from state salt treatments) is (its impact on) well wa-

*Legislation has been introduced this year in the Transportation Committee concerning the impact of liquid magnesium chloride spray on Connecticut automobiles, roads and bridges.*



ter, but most of it is a minimum impact,” he said. “There’s not a lot of health impacts.”

### Standard Wage Bill

A potential labor-cost bill that could impact members of the Connecticut Carwash Association (CCA) and their employees is HB 5069, which requires businesses with more than 500 employees – or small businesses that are part of franchises that collectively have 500 or more employees – to pay their workers at an above-market union wage rate, called the standard wage.

The standard wage is the rate paid to unionized food service, maintenance, and janitorial workers in the Hartford area. Under the bill, the penalty for failing to pay this above-market rate to every employee is \$1 per hour, per employee. So, for example, if each of the 500 employees works only 20 hours per week, the penalty for the franchisor would be \$10,000 per week.

This is a dangerous bill for Connecticut and for our industry. Dictating to businesses, large or small, that they must pay above-market benefits and wages to employees adds one more reason that the state’s business climate cannot compete with neighboring states. Similar to the minimum wage increases, HB 5069 is a direct assault on the availability of job opportunities for teenagers and lower skilled workers. If it costs more for businesses to hire employees, they won’t be able to hire as many people.

HB 5069 also is a poorly disguised punitive tax on some of Connecticut’s corporations – corporations that not only provide opportunities and skills for their employees, but also give much back to the local communities.

### Minimum Wage

Connecticut Gov. Dannel Malloy has proposed a \$10.10 an hour wage, which would be the highest of any state in the nation. The increase would match the Obama administration’s proposal of a \$10.10 national minimum wage. But Connecticut is more likely to pass the increase than the U.S. Congress, since both houses of the state’s General Assembly are controlled by Democrats. Last year, the assembly passed the increases by a large margin in both chambers.

Republicans in Congress have been critical of the proposal to increase the national wage. Despite the objections of Connecticut employers during last year’s legislative session, the General Assembly pushed through a two-year minimum wage hike. Now they could be preparing another set of increases. The first wave of the minimum wage increase took place on Jan. 1, increasing the minimum wage from \$8.25 to \$8.70. Another increase, from \$8.70 to \$9, is set to take place on Jan. 1, 2015.

*Continued on page 54 ...*

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Not even a year later, new legislation in Senate Bill 32 proposes to hike the state's minimum wage increase in 2015 to \$9.15 per hour; to \$9.60 in 2016, and then in 2017 to \$10.10 per hour. That would be a nearly \$2 increase over just four years – just when Connecticut employers have struggled hard to keep afloat, let alone create entry-level jobs. Employers fought last year's proposals largely on the basis that Connecticut's economy still hasn't rebounded from the recession. Studies have shown that increases to the minimum wage do a lot more to deprive work opportunities than provide for lower skilled workers and younger people.

And to make up for the higher labor costs, employers often are forced to do things nobody wants, especially in this economy: cut back on employee hours and benefits, limit opportunities to provide their employees training, and raise prices on goods and services. Given that the majority of Connecticut's poor are not in the workforce now but still buy goods and services, increasing the minimum wage can actually worsen the financial situation for many people.

Since the last minimum wage increase passed, little has changed in Connecticut's economic health: Employers are still struggling with the high costs of doing business in the state, and some perceptions persist that Connecticut is not a good place to locate, or expand businesses.

## **Water Policy**

Following a State Water Summit last fall spearheaded by Rep. John Hampton (D-Simsbury), three subcommittees have been discussing a potential comprehensive water resources plan for the state. There are committee efforts underway on Water Supply and Distribution, Water Quality, Protection and Conservation, and Water Administration, Infrastructures and Oversight.

All are in the process of preparing final reports with findings ultimately to be shared with the entire group and potentially result in legislative proposals. While no final decisions have yet been made, the overwhelming consensus so far is that the state needs to have and implement a state water resources plan.

There is widespread agreement that a comprehensive plan should address protecting water sources, upgrading underground pipes, improving wastewater treatment systems, cleaning rivers and other water bodies, supporting Connecticut's manufacturing, energy production industries, agriculture, tourism, fishing, and continuing to remediate Brownfields to avoid significant groundwater contamination. Currently water is already highly regulated in Connecticut by four state agencies. The Department of Public Health (DPH) has the country's highest drinking water standards; the Department of Energy and Environmental Protection (DEEP) regulates groundwaters, rivers, streams, dams, aquifers, stormwater discharges and stream flow, along with water diversion and discharge permits. The Public Utility Regulatory Authority (PURA) sets water rates; and the Office of Policy & Management coordinates the finances of the state's water programs.

## **CT Business Growth Measured**

CareerBuilder and Economic Modeling Specialists recently released a study that provides a window into the health of the business landscape in the U.S. It explores the net growth in private-sector business establishments from 2001 to 2012, ranking the best and worst states for new establishments post-recession – 2009. The analysis is based on data from the Bureau of Labor Statistics' Quarterly Census of Employment and Wages, which has been updated through 2012.

A business establishment is defined as a single physical location that produces some form of economic activity. One company can have multiple establishments. For example, each coffee shop in a large metro area is considered a single establishment even if it's part of a chain of coffee shops.

Connecticut, ranked by the study at number 36, saw negative growth in business establishments from 2009 to 2012, losing 1 percent, or 595 establishments, and ending 2012 with a total of 107,737. The U.S. produced between 115,000 and 210,000 net new private-sector establishments each year from 2001 to 2007. In subsequent years, net new establishment formation bottomed out during the recession and hasn't approached 100,000 per year since the downturn.

Texas, at number one, gained nearly 30,000 more establishments from 2009 to 2012, an increase of 5 percent. Number-two New York gained 21,000 (4 percent), followed by Illinois with 18,000 (5 percent), Florida with 13,000 (2 percent), and Washington with 12,000 (5 percent). At the bottom was Michigan, coming in with nearly 14,000 fewer business establishments in 2012 compared with 2009, for a loss of 6 percent. Rounding out the bottom five were New Jersey (lost 5,500; -2 percent), Idaho (2,800; -5 percent), Colorado (2,800; -2 percent), and Nevada (2,728; -4 percent).

## **New DEEP Commissioner**

With the recent resignation of Dan Esty as head of the Department of Energy and Environmental Protection, DEEP chief of staff Robert Klee was announced as Esty's successor and that news will ensure continuity at the agency that plays a large role in determining the state's economic competitiveness.

As a key staff member working with Esty, Klee played a critical role in the agency's efforts to improve customer service, increase efficiencies, and consider economic impact in its decision-making.

Klee served as Esty's chief of staff since April 2011. Like Esty, he is a Yale graduate, with a master's degree in environmental management, a law degree, and a Ph.D. in forestry and environmental studies. ■

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



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# This Column Won't Steer You Wrong!

By Cookie Anthony

Al said to me, "You are always writing about Barn Car Wash." My response was, "No, I don't, but when we go there I always see something new, interesting and unique that I want to share."

For 40 years there was a famous restaurant called the Hilltop Steak House in Saugus, MA. Outside the restaurant they had plastic steer in a fenced area where customers waited their turn to enter the building. The restaurant went out of business. It was such a landmark it got news coverage on television and in the newspaper. Then several steers were stolen and that made the news as well.

Imagine my surprise when one of the steers was at the entrance to Barn Car Wash. I asked Joe Coppola, the owner, if this was a "hot" cow and had he rustled it? He said he actually paid a sizable amount of money to buy it! Coppola is very pleased with his purchase and said the Barn Car Wash won't steer you wrong! He likes the steer so much he might add other critters in the future to his barn theme.

So, "steer" your car to the cowwash, whoops, carwash with the steer wearing a Barn Car Wash cap out front!



We have all used construction cones at some point to direct traffic flow, stop cars from entering out-of-service areas. The cones are shaped like the old fashioned dunce caps of yesteryear. According to Coppola, these new tall, slim, bright orange dividers are much better. The old cones were low to the ground. These are more viable to motorists.

Coppola has extra land so he added a prefab glass sun-room to his lot. It's something you can buy in addition to a wash. It can be added to a house quickly, he said. He certainly likes to use his space.

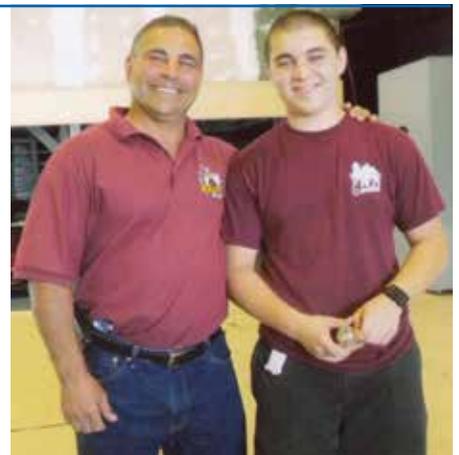


Holy cow, Barn Car Wash sure has a lot of new products and ideas. Coppola bought a Rhino-Mat mat cleaner and is pleased with its results. It washes and dries mats quickly. Do you have a machine that does the same thing? It's so much faster than doing it by hand, and helps your detail business tremendously.



## Who's Who?

Which person is Joe Coppola? Did you say the one on the left? You are correct! Did you say the one on the right? You are correct again! Two Joes work at Barn Car Wash and they are hard to tell apart. Both are good workers and have a great smile.





(Meat) meet me at Barn Car Wash for express overnight detailing! This new service is doing well. A customer can drop off his vehicle coming home from work, and pick it up the next morning. Rear inside windows are hard to do, but Victor is an expert. No streaks or missed areas with this technician. He doesn't mind working at night, either! Once again, Coppola is using his building more completely day and night, night and day.

### Congrats, Anthony's!!!

Al and I have been married for 18,250 days, 2600 weeks, 600 months or 50 years! To celebrate we took a cruise from Rome to Lisbon, Portugal. In Seville, Spain, we watched a fellow detail wheels and wash his vehicle.



Most washes we saw were attached to gas stations. In Gibraltar tour guides wasted no time. While waiting for tourists they'd get out a bucket and wash their vans or car. I got myself a new "hat" there.



### Woulda, Coulda, Shoulda

Have you paid your association dues yet? Or are you, woulda but... didn't have the checkbook? (Go get it!) Stop making excuses and write the check or pay on the website. Keeping your association strong requires your financial support and your participation in meetings! The benefits to you and your business are worth your investment ten times over. ■



*Cookie Anthony is a former CCA Vice President and carwash owner.*

**Cookie Anthony**

### Cookie's Question To You! ?

In the book "Palace Council" by Stephen L. Carter there is a line that made me think of the Connecticut Carwash Association (CCA). It said, "Every organization of any kind can be reduced to two fundamentals - membership and money."

Here's my question to you, "Have you paid your dues yet? And, have you spoken to another new carwasher to encourage him/her to join as well?" Membership combined with money leads to strength, fun and learning.

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It is not the critic who counts, not the man who points out how the strong man stumbles, or where the doer or deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.

Theodore Roosevelt

Some 30 years ago a friend of mine gave this to me. I was racing powerboats at the time and he thought it would help me. If you ever need a kick to get you going, or have to overcome the fear of trying something new, Theodore Roosevelt gives it to you in this one, single paragraph. This excerpt is from his "Citizenship in a Republic" speech given at the Sorbonne in Paris on April 23, 1910. It was on page seven of the 35-page speech and is referred to as "The Man in the Arena." Just remember that at one point we are all that man or woman in the arena.

I'd like to thank those of you who came out to the last NRCC and supported our Restore the Shore efforts at the Hard Rock Café. We were able to raise \$15,000 for the effort and showed what this industry is really made of by helping those affected by Hurricane Sandy. It meant a lot to me as I was one of them. Make sure you mark your calendar for this year's show, September 15-17. To learn more visit nrccshow.com.

Believe it or not, it's almost time to golf again so I look forward to seeing you all at our newly renamed golf outing, June 9, The Children's Specialized Hospital Golf Outing, sponsored by the CWONJ. This effort helps some very deserving children in our state and across the country. To learn more visit childrens-specialized.org.

Here's to great washing ahead!

Handwritten signature of Mike Conte.

Mike Conte
CWONJ President

JUNE 9

The Children's Specialized Hospital
Golf Outing, sponsored by the CWONJ

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The CWONJ wants to help its members better promote professional vehicle washing through a campaign it is kicking off called "Jersey Clean."

Through signage and educational materials the CWONJ wants to educate its customers and encourage them to frequent a professional carwash.

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# The Wash at Galloway Attracts Customers With Mix of Eclectic Artifacts

By Alan M. Petrillo

The Wash At Galloway at 110 W. White Horse Pike in Galloway, NJ, isn't what most operators in the industry would consider a "typical" carwash – at least in terms of the appearance it presents and what it uses to attract attention to itself.

Peter Sarabella, owner of The Wash at Galloway, said that people seem a little surprised when they enter the carwash, located on the Jersey shore, six miles from Atlantic City.

"They find themselves surrounded by an odd mixture of 19th Century wooden cogs, restored antique trucks and beautifully-weathered objects from our nation's industrial past," Sarabella said. "The theme of the carwash is, 'The ongoing relationship of the worker with industry,' which accounts for the odd collection of unique industrial artifacts."

The Wash at Galloway, which opened five years ago, is a 110-foot full service tunnel with a four-bay detached detail center behind it. Before he built the carwash, Sarabella owned and operated the MGM Car Wash in Egg Harbor Township for 13 years.

"One day I was watching the brushes, chain and sprocket of the Egg Harbor carwash and it brought to mind the assembly line of an old factory," Sarabella said. "Growing up in Brooklyn during the glory days of industry, people went to work at assembly plants, taking pride in a job well done. Although I didn't know it at the time, these were the people who had the stuff that built America. The theme of The Wash at Galloway is an homage to these men and women and others like them."

Sarabella pointed out that his Brooklyn working class background taught him the value of good work.

"It is all about quality," he said. "We went beyond what we had to do in building The Wash at Galloway because we wanted to reflect a feeling of good work and exceptionalism."

During the five years it took to take The Wash at Galloway from concept to completion, Sarabella scoured flea markets and auctions for curious

objects with an industrial theme. He then turned those objects over to artists who incorporated them into sculptures and wall installations. He later called on metal artisans to create furniture to complement the collection.

Sarabella believes one of the more novel concepts at the carwash is a conference room designed for groups of businesspeople who want to hold meetings while their cars are getting detailed. The room is available by appointment only.

Located in a Georgian style carriage house directly behind the main carwash structure is a full-service detail center where services include exterior and interior detailing, hand waxing, and carpet and seat shampooing. The carwash and detailing facility boasts 14 employees.

"Our goal is to make the carwash a destination again because there was a time when going to a carwash was a weekend family ritual," Sarabella said. "At The Wash at Galloway we're trying to revive that concept. We always have something different going on so it becomes more than only a carwash – it becomes an experience."

For those customers in a hurry, Sarabella created The Wash Express at 313 East White Horse Pike in Absecon.



*The Wash at Galloway attracts customers with a bit of the whimsy including this old amusement car that has been turned into a piece of sculpture.*

“We took a 1980s utilitarian structure and transformed it into a design inspired by a country stable from an old estate,” Sarabella pointed out. “People in the neighborhood are amazed, finding it hard to believe that this is the same building.”

A striking feature of The Wash Express is the fanciful roadside sculpture in front of the building.

“I have always been fascinated by roadside art,” Sarabella said. “Because we are so close to Atlantic City, there is a tradition of roadside oddities. We incorporated an old amusement park car circa 1950 into a piece of sculpture positioned on a mélange of cogs, wheels and gears. It’s nearly 15 feet high, is spectacular when lighted at night and has become an instant landmark. This has become a great bit of advertising for our business.”

The vintage artistic theme is carried out in the company’s branding and advertising. Twenty-foot billboards were created using vintage artwork to promote the company’s message and brand. Sarabella also had a website built as an online presence to carry out the same theme.

“Recently we turned to social networks and email campaigns,” Sarabella noted. “Every holiday we send out mailings with imagery from collected ephemera and rare postcards. We’ve received a very positive response from these campaigns.”

*Alan M. Petrillo is an freelance journalist based in Tucson, AZ, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He is the author of the historical mystery, Full Moon, several books on historical military firearms, and the nonfiction work, Ice Hockey in the Desert.*

*The Wash at Galloway took five years from concept to completion and it's obvious that the time was well spent.*



*Behind the wash is a Georgian-style carriage house where a full-service detail center is housed.*

*A vintage theme is carried throughout the wash with its scattering of flea market finds that keep the decor interesting and a real destination.*



# Rt. 130 and White Horse Car Washes Aim to Provide Customer Convenience



By Alan M. Petrillo

Al Nicolosi, the owner of two New Jersey carwashes, has a philosophy that giving customers the best wash possible is of paramount importance, but that making the wash convenient for them is also a critical part of the transaction.

“Customers love convenience because we live in a convenience society today,” Nicolosi said. “So we make using our carwashes as convenient as possible for people.”

Nicolosi owns Route 130 Car Wash at 4001 41st St. in Pennsauken, and White Horse Car Wash at 18 White Horse Rd. West, in Voorhees. The Rt. 130 location has a 100-foot express tunnel, a soft touch in-bay automatic, three self-service bays and 10 self-service vacuums. White Horse Car Wash has a 50-foot express tunnel, a touchless in-bay automatic, three self-service wash bays, one pet wash bay and self-service vacuums.

Part of the convenience that Rt. 130 and White Horse Car Washes offer their customers is the equipment that accepts payment, Nicolosi pointed out.

“Our tunnels and in-bay automatics accept credit cards, and bills in \$1, \$5, \$10 and \$20 denominations,” he said. “In our self-service bays and the pet wash bay, the equipment accepts credit cards, \$1 and \$5 bills, dollar coins and quarters.”

Nicolosi said that accepting credit cards in the self-service bays draws a good many commercial customers to his two locations.

“People who work for companies where they have to wash a company vehicle will use the credit card feature so they can track their wash usage and get reimbursed,” he pointed out. “Accepting credit cards in those bays means we get a lot more corporate business and especially from contractors and other business people where their truck is their place of business.”

Nicolosi estimated that the credit card use in his self-service bays has increased average use to around \$10 per visit, compared with his basic wash price of \$3 for a tunnel express wash.

“We also have the electrical conduit installed in the ground for RFID (radio frequency identification), but haven’t installed the equipment yet because we are still growing without it,” Nicolosi said. “We would use it for fleet washing, but it would require more administrative services to bill the companies for fleet use,

track the use and also track receivables. I’m running two washes by myself, so I don’t have time for that yet.”

Nicolosi got into the carwash business after running his family’s cheesecake manufacturing company for a number of years. When that company was sold in 1997, he bought the full service Rt. 41 Car Wash in Cherry Hill.

“I was washing nearly 200,000 cars a year and had 25 employees,” he said. “It was a good wash and was very profitable, but it was very taxing for a single owner because I didn’t have any other family involved.

Nicolosi sold the Rt. 41 Car Wash in 2007 and in June of the same year bought the Rt. 130 Car Wash when it was a five-bay self-service wash. He tore down two of the bays and put in the 100-foot express tunnel, renovating the self-service bays at the same time.

In April of 2008, he purchased the White Horse Car Wash, then a six-bay self serve facility with a touchless automatic. Nicolosi wasn’t satisfied with the touchless bay’s quality, so he converted it to a 50-foot express tunnel, then put in a new touchless automatic, converted one bay to a pet wash, and retained three self-service bays which also were upgraded.

Nicolosi has used newspaper advertising to promote the two washes and said he uses coupons on a small scale, often couponing a Works wash for half off the usual \$6 price. He said he plans on doing a free basic wash this spring for a two-week period at White Horse in order to attract new business.

Tunnel prices at White Horse are \$3, \$7 and \$12, while at Rt. 130 they are \$3, \$6 and \$9 for tunnel washes.

“Business has been growing rapidly,” Nicolosi said. “When I bought Rt. 130 Car Wash with its five bays it was doing \$150,000 annually, but now it’s at \$700,000. At White Horse, we tripled our business so far after we put in the tunnel last December and we’re processing three times as many cars.” ■

*Alan M. Petrillo is an freelance journalist based in Tucson, AZ, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He is the author of the historical mystery, Full Moon, several books on historical military firearms, and the nonfiction work, Ice Hockey in the Desert.*

*Attractive signage and signage that is bilingual is important in this market.*





Al Nicolosi, owns two New Jersey washes. One in Pennsauken and the other in Voorhees.



Bay signage is clean and easy to follow.

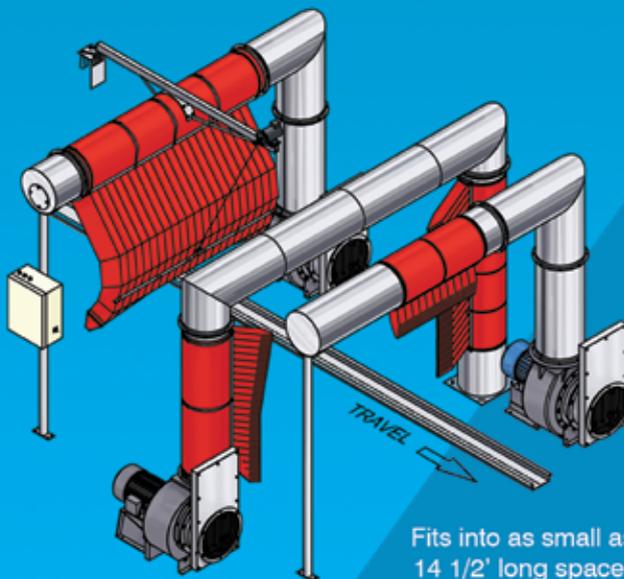


The one-bay pet wash is an example of diversifying your business and hopefully expanding your customer base at the same time.

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# The Rebirth of the Rieck House!



**H**ere's a photo of Doug Rieck's Long Beach Island, NJ, home nearly a year and a half after Hurricane Sandy invaded it and left it inhabitable. The house was raised, reframed, new HVAC and windows were installed and a roof laid.



Over the holidays Rieck said he lost three weeks due to weather, and with all the subsequent storms this past winter a final move-in date is still up in the air, but alas, progress – finally!

Congratulations to the Rieck family for their perseverance and will and a whole lot of patience. ■

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# Meeting Recap To Come!

Look for a recap of our February 25 Membership Meeting at the Holiday Inn, Clark, that will feature financial strategist, Lou Rendemonti of Rendemonti Wealth Strategies. There will also be an update on our new membership benefit from Furguson Enterprises and PCI Compliance recommendations from ICS!



Lou Rendemonti

## 2014 CWONJ CALENDAR

APRIL 22

Car Wash Tour to Phili

JUNE 9

Children's Specialized Hospital Golf Outing  
Sponsored by the CWONJ  
Suburban Country Club, Union

NOVEMBER 18

Fall Membership Meeting, 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:

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

www

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

www

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

Carwash Name \_\_\_\_\_

Physical Location \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Owner or Contact Name \_\_\_\_\_

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

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

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

\_\_\_\_\_

\_\_\_\_\_

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

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_

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

\_\_\_\_\_

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



# Fundraising Car Wash Participation Form

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

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

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

For more information about this program, please contact Doug Karvelas, Car Wash Operators of New Jersey, at (609)888-2568 or Bruce Friedman, New Jersey Department of Environmental Protection, at (609)633-7021. Additional information is also available at [www.cleanwaternj.org](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  
Hamilton, NJ 08610  
Fax: (609) 888-4405



# Build a Culture That Supports High Performance

Employees reflect the culture of their workplace. If you expect high performance from your employees, you have to create a culture that inspires them to work to the best of their abilities. Start with these key principles:

❖ **Communication.** Do employees know how their performance contributes to the organization's success? If they don't understand how their day-to-day activities affect profits or customer satisfaction, they won't know what to focus on or why. Effective, two-way, face-to-face communication is vital.

❖ **Capability.** Do employees have the knowledge and skills they need to do their jobs? Training in technical skills may be necessary, but don't forget other areas. "Soft" skills, such as communication and teamwork, are just as important.

❖ **Resources.** Tools and equipment are important resources, of course,

but don't neglect other, less obvious needs. The workplace itself is a resource, for example: Do workers have enough space and light to perform their jobs? Do they have adequate contact with each other to share ideas and make group decisions? The culture and atmosphere are also key: Do workers trust each other – and you? Do people work as a team or jealously guard their turf? And don't forget the most vital resource of all – time. Do employees have the time they need to do their jobs?

❖ **Motivation.** Employees must want to do a good job. Money is an important factor, as long as its connection to performance is clear. But praise and recognition are powerful motivators as well; so are opportunities for development and advancement. Every individual responds to different motivational stimuli, so be sensitive to each person's unique needs. ■

## A History of the Banknote Worth The Paper It's Printed On?

Governments print it, misers hoard it under their mattresses, rich people light their cigars with it, but where does the idea of paper money come from, anyway?



China, actually. The banknote apparently originated during the Tang Dynasty (7th century), to replace bulky copper coins carried by merchants. The coins were minted with rectangular holes in their center so they could be strung together on cords, but wealthy merchants found that lugging their coins around was difficult.

A system was born in which merchants left their coins with a trusted agent in exchange for a note stating exactly how much money was being held. The merchant could return the note at any time to redeem his or her coins, and in time paper money called "jiaozi" evolved.

In Europe, banknotes first came into use in the 14th century. The term "banknote" derives from nota di banco. The holder of a note could redeem it for an amount of silver or gold held on deposit with a bank.

In the New World, the Massachusetts Bay Colony was the first of the American colonies to circulate its own banknotes in the early 1690s, but all 13 colonies were issuing their own notes by the early 1700s.

The First Bank of the United States, chartered by Congress in 1789 shortly after the signing of the Constitution, was authorized to issue banknotes, but the U.S. federal government didn't start printing its own paper money until 1862. ■



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

**PRESIDENT'S COLUMN**

*There's been a lot in the news lately about things we don't like to hear about – taxes, especially water taxes. These new taxes and fees are aimed at funding projects to reduce phosphorus and nitrogen contamination of the Chesapeake Bay. The object is to improve the local facilities that treat both the sewage and the storm water. These taxes have been nicknamed the "Flush Tax" and the "Rain Tax."*

*The Flush Tax or Bay Restoration Fee has been around for a while and was doubled in 2012 by the Maryland Legislature. The Flush Tax is added to your water bill. Last year, that fee was \$2,221.65 for my wash. It is based on a complicated formula that starts with the average daily water usage, and then finds the Equivalent Dwelling Units by dividing by 250 gallons per day. The Fee is \$5 per month per EDU. Seems modest enough? So, since my wash equals about 36 EDU's, that's about \$2,200 for the year. And, yes, I do recycle water. About the only thing you can do about this Fee, is use less water.*

*The Rain Tax or Clean Water Act Fee is new for 2013. It is based on the amount of hard surface on your property that does not absorb rainwater. For me, the Rain Tax was an additional \$271.38 on my property tax bill. (That's in addition to \$712.08 for Storm water/Flood Control, a fee that has been on the property tax bill for a long time.)*

*For most of us the building and paved areas were designed to channel storm water to go somewhere, usually out to the street where it goes through the storm water system. There are older systems where the storm sewer and waste sewer are not separate. So, in a big rain, the sewage plant can't handle the volume of water and it all goes out without treatment. This is the case in D.C., for example.*

*EPA has approved a \$2.8 billion program to upgrade the D.C. system, much of which involves changing the underground piping, some of which date back to the Civil War. There are also efforts to spend a few hundred million dollars on "green landscaping" around the city. In Maryland, the EPA project is \$14.8 billion. These are large-scale capital infrastructure projects.*

*The general idea is that rainwater needs a place to go. If it can go into the ground, and recharge the water table, that's a good thing for a couple of reasons. First, the rainwater doesn't pick up contaminants that harm the water supply. Second, in recharging the water table, it is building up reserves to get through the dry season and drought. When rainwater is not captured, it just flows out our driveways, into streams and rivers, out to the Bay, and then to the Atlantic Ocean.*

*As carwash operators, we are in a complicated position. We don't like new taxes or taxes masked as "fees." We can't raise our prices to pass them along to our customers, they become an added cost of doing business that erodes our profitability. In addition, we have already seen the Flush Tax double; there should be no doubt what will happen with the Rain Tax when the cost of these projects exceeds expectations. However, we are also a water-based industry. We know what happens in a drought situation. And, it's not good for our business.*

*There are efforts to repeal the Rain Tax, as it is very unpopular in Mary-*

## MCA CALENDAR

APRIL 16

Membership Meeting  
Fredericksburg, MD

SEPTEMBER 17

Membership Meeting  
Towson, MD

NOVEMBER 19

Membership Meeting  
National Harbor, MD (DC area)

land. I wouldn't expect much relief, however. Government has been putting off the day of reckoning for more than 30 years. Legislative leaders are not about to back down now.

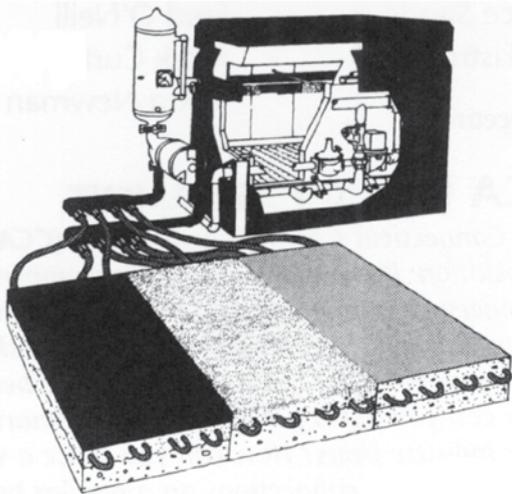
There is at least one thing you can consider doing, if you have a flat roof. See if you can turn that into a green roof. I don't know what it might cost, but it would turn a negative into a positive. There might even be incentive money available locally to help.

On the national stage, 21 states are opposing EPA's program to clean up the Chesapeake Bay. They fear that EPA will impose similar requirements on the Mississippi River and other waters. EPA says that it only wants to work with states that are looking for ways to comply with the Clean Water Act. Meanwhile, California is facing its most serious drought in many years. This is not a simple problem. The politics are not simple. And, the long-term consequences will affect our industry. No doubt about it.

Dave DuGoff  
MCA President

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CARWASH  
Association

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# Bill Lawrence Keynotes MCA Membership Meeting

The Mid-Atlantic Carwash Association (MCA) met November 13 at the Doubletree in Sterling, VA, for a membership meeting and carwash tour. The tour took the group to Flagship Carwash in Herndon. The meeting included a presentation by Bill Lawrence, former owner of Bubbles Carwash in Houston, TX. His presentation was titled "Driving Revenue By Using Technology to Create an Extraordinary Customer Service Experience." According to MCA President Dave DuGoff, "He was energetic and insightful. We are grateful that special people will share their hard won wisdom."

We will report on the association's March 19 meeting at Dover Downs in Dover, DE, in our summer issue. ■

For more information on the MCA  
visit [www.mcarwash.org](http://www.mcarwash.org)



*Dana and Scott Eichlin. A former MCA President, the Eichlins own Miracle Car Wash.*



*Detailing being performed at Flagstop Carwash in Herndon.*



*Ron Block, a Maryland-based insurance agent.*



*Heather and Mike Ashley. Mike is a past MCA President and Heather is the current Operator Vice President. They own Virginia Carwash Industries, Inc.*



*Bill Lawrence, former owner of Bubbles Carwash in Houston, TX, was the featured speaker at the November Membership Meeting.*

---

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**PRESIDENT'S COLUMN**

*I am proud to report that in 2013 we increased our membership levels to 120 member companies, up from 110 in 2012. I attribute this increase to the association's outreach to involve more members on committees and increasing our member benefits. Over the last year, we launched two excited new member benefits:*

**Carwashgifts.com**

*Carwashgifts.com is a free website available to members that allows members to sell gift cards online. We have about a dozen members who have signed up to either list themselves in our directory or sell gift cards and wash books online. Many of our members who signed up to sell gift cards online sold more than \$1000 in gift cards. I encourage all members to sign up for carwashgifts.com.*

**TSYS Credit Card Processing**

*When the association explored partnering with a company to offer discounted credit card processing rates, we looked for a company that could offer our members a low price, and disclose the price to our membership. As a business owner, I have been frustrated with the typical industry pitch, "Let me see your statement, and I can save you a lot of money." Our arrangement with TSYS provides a low set rate of 7 cents a transaction and 5 points over interchange for members with more than 10,000 transactions a year.*

*I just completed our committee assignments, with more than 30 people directly involved in the decision making of the NECA through committees or task forces. Our association continues to have a broad board that is representative of our members. Our board is comprised of three vendor members and 10 operator members. Of the operators, our board represents single operators and carwash chains, as well as industry veterans and newcomers.*

*The key to a successful association is having a board that evolves. This year we welcome two new board members, Scott DeWitt who owns an in-bay automatic and Jeremy Bates, who represents the third generation of his family in the carwash business. Our board is not dominated by a few companies, nor is it controlled by the same members for decades. An evolving board fosters a creative and productive association with new ideas.*

*NECA is only successful when our members actively take part in our networking and membership events, our member services, follow our legislative monitoring, and take part in our member services. If you are currently a member and not involved in a committee, please contact me anytime on my cell at 617/848-4237.*

*I look forward to working with you in my final year as president and am hopeful to continue the trend to increase membership and to broaden our member base. Come Clean With Us.*

Adam Korngold  
NECA President

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# NECA TABLE TOP SHOW ~ WE WORK FOR OUR EXHIBITORS

Tuesday, May 13th, 2014 at Devens Common Center, a beautiful new location convenient to I-495

Vendor Set Up at 3:00 - Show 5:00 - 8:30 p.m.

Buffet Dinner from 6:30 p.m. - Dessert & Prize Drawings at 8:00 p.m.



THE NEW ENGLAND CARWASH ASSOCIATION SHOW OFFERS YOU

- » Traffic building, pre-show bus tour
- » Credit on the NECA web site; in the NECA E-Newsletter & News Brief, & the Northeast Carwasher; on promotional mailers & broadcasts
- » Links to current members' web sites in our electronic promotions
- » Complimentary set of mailing labels to advertise your participation in the Show - exclusively for current NECA members - Just ask!
- » Program with your company products/services & contact information
- » Exhibitors-only prizes to show our appreciation
- » Lead collection tools for your lead generating raffle prize
- » We promote your prizes in the program & conduct the drawing.

**SPONSORSHIP INFORMATION:** For high visibility opportunities, visit our web site <http://newenglandcarwash.org>

## REGISTRATION

### Early Bird Discount

Subtract \$50 from total registration fee if paid by 4/1/2014

NECA Members: \$300.00 Non-Members: \$350.00

Registration includes one 6-foot table; electricity (upon request); 2 complimentary buffet dinners and vendor prize drawing tickets for your company reps (3 if you purchase 2 tables); exhibitor "tools"; participation credit in printed and broadcast material, on the NECA web site and in the Northeast Carwasher.

### Reserve an Additional Table

Members: \$250.00 Non-Members: \$300.00

Maximum of one extra table per exhibitor. Others may be available after 5/1 NOTE: Please remit payment by May 1<sup>st</sup>, 2014 If your registration payment is not received, your table may be released to another exhibitor.

## Cancellation Policy

All cancellations are subject to a \$25 administrative fee. Refunds are not available for cancellations received after May 1<sup>st</sup>, 2014.

### Three easy ways for exhibitors and sponsors to register

1. EASIEST! VISIT OUR WEB SITE

<http://newenglandcarwash.org> OR

2. Complete this form and fax with credit card information to 781/245-6487 OR

3. Complete this form & mail with a check payable to NECA to 591 North Ave., Ste. 3-2 Wakefield, MA 01880

Please note: Registration fees for this event are not tax deductible as charitable contributions; they may be deductible as ordinary and necessary business expenses. If you have special needs (per ADA) in order to participate in this event, please contact the NECA office.

**Questions?** 781/245-7400 [info@newenglandcarwash.org](mailto:info@newenglandcarwash.org)

**UP TO DATE LOCATION DETAILS, SPECIAL HOTEL RATES AND DIRECTIONS** PLEASE VISIT OUR WEB SITE

## 2014 Show and Contest Theme Come Clean with Us!

We encourage you to create a display that best reveals how your products and services offer customers true solutions to their challenges. The winning exhibitors receive prizes & additional, post-show PR. The winning exhibits will be: 1. the most successful in aligning with our theme; 2. the most eye-catching display of otherwise "mundane" products/ordinary items; 3. the best in show - a successful combination of effective branding, best overall appearance, creative display of products, attractive design & use of space.

2014 NECA Table Top Exhibitor - PLEASE COMPLETE AND PRINT NEATLY.

CONTACT PERSON \_\_\_\_\_ JOB TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_ WEB SITE \_\_\_\_\_

E-MAIL \_\_\_\_\_ ITEMS TO RAFFLE \_\_\_\_\_

COMPANY REPS FOR SHOW 1. \_\_\_\_\_ 2. \_\_\_\_\_

**IF YOU HAVE PURCHASED TWO TABLES, BE SURE TO NAME A 3RD REP.**

PRODUCTS & SERVICES (FOR PROGRAM LISTING AND WEB SITE): \_\_\_\_\_

NECA ASSIGNS TABLES ON A FIRST COME, FIRST SERVE BASIS. WE WILL TRY OUR BEST TO HONOR YOUR PREFERENCES SO PLEASE BE SPECIFIC.

WE WOULD LIKE TO BE NEXT TO \_\_\_\_\_ AWAY FROM \_\_\_\_\_

NUMBER OF TABLES \_\_\_\_\_ YES, WE NEED ELECTRICITY. OTHER SPECIAL NEEDS? \_\_\_\_\_

ADDITIONAL ATTENDEES: \_\_\_\_\_ # BUFFET AT \$20 /MEMBER \_\_\_\_\_ # BUFFET AT \$30 /NONMEMBER \_\_\_\_\_

TOTAL FOR TABLES \$ \_\_\_\_\_ TOTAL FOR EXTRA DINNERS \$ \_\_\_\_\_ TOTAL \$ \_\_\_\_\_ ENCLOSED OR TO BE CHARGED TO ...

**CIRCLE ONE**  
MC VISA AMEX DISCOVER # \_\_\_\_\_ EXPIRATION \_\_\_\_\_ / \_\_\_\_\_ SECURITY CODE # \_\_\_\_\_

NAME ON CARD \_\_\_\_\_ BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ IF DIFFERENT THAN ABOVE PHONE ( ) \_\_\_\_\_

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Northeast Regional Carwash Convention

## **2014 Convention**

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### **KEYNOTE SPEAKER:**

**Bob Benmosch**

**President and CEO of AIG**

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*Early Bird Rates • Sponsorships Available*

For more information visit: [www.nrcshow.com](http://www.nrcshow.com) • 609-989-8676

# NECA Member Benefits

NECA offers significant benefits to its members whether you are able to attend one of our annual events or not: fall and winter dinners with programs, Golf Outing, Spring Table Top Show and Carwash Tours. Most important, through NECA, your regional, carwash trade association, you have the combined expertise of many on whom you can call, in good times and challenging times, and an association office ready to help you. That is the true power of association.

Here's a sampling of some of our member benefits.

## NEW!

Over the last 6 months, we have built a website that will allow your carwash to expand its e-commerce offerings. The site is easy to use for you and your customers, will allow you a way to sell gift cards and wash books online immediately, and is completely free for NECA member companies.

Some of the benefits of Carwashgifts.com include:

List your carwash in a directory of carwashes selling wash books online.

Sell any combination of wash books or gift cards online. You can either email a voucher that is valid for the gift cards or mail a physical gift card voucher. You can add a link to carwashgifts.com from your website that will show your wash books online.

Create your own Groupon-type offer, sell gift cards or wash books at a reduced price via email or social media using a unique link that is not made public through your website. Do all of this without paying a middleman.

Send a free coupon for a carwash to a friend, customer, or charity via email.

Curious? Watch our YouTube video: [youtu.be/3EdHCNyeSao](http://youtu.be/3EdHCNyeSao)

## NEW! Group Rates for Credit Card Processing

A program specifically designed for carwashes and administered by TSYS Merchant Solutions has been established for members of the New England Carwash Association.

Why pay high processing rates for small credit card transactions? The New England Carwash group program features true interchange plus great rates. This program waives monthly merchant account fees for all current NECA members who take advantage of this new member benefit.

To get started, or just to find out more... call our program coordinators at TSYS: Mike Cushing 402/574-7024 or Roger Kinney 402/574-7141 or visit <http://www.newenglandcarwash.org/category/9018/credit-card-services-for-members-from-tsys.htm>

## Ongoing: Legislative Monitoring

Do you have the time to regularly research activity in your state legislature for bills and regulations that might affect your business? Of course not. That's why NECA employs an intern to monitor legislative activity in MA, ME, RI, NH, and VT – all of the states we represent. Our legislative intern provides monthly reports on pertinent activity that either you will want to address or that NECA will address on behalf of the industry.

There reports are published in the quarterly NECA E-Newsletter (for members-only); in the NECA News Brief, which is distributed every other month to everyone for whom we've an email address; and archived on the NECA website.

In addition, in each of the states we represent, we've a grassroots monitor, a member who has volunteered to keep us apprised of important issues. We encourage all of you to be our eyes and ears on the ground. We can do so much more together than individually.

Note: We are currently monitoring the progress of a possible minimum wage hike in Massachusetts which could affect neighboring states. ■

## THE POWER OF ASSOCIATION

It's time to renew your NECA membership.

The NECA membership year runs from Jan. 1st – Dec. 31st. If you've not renewed your membership, please do so today. Mail in your renewal form with a check, renew on line or call the NECA office for assistance. We also offer the convenience of automatic, recurring, quarterly dues payments. ■

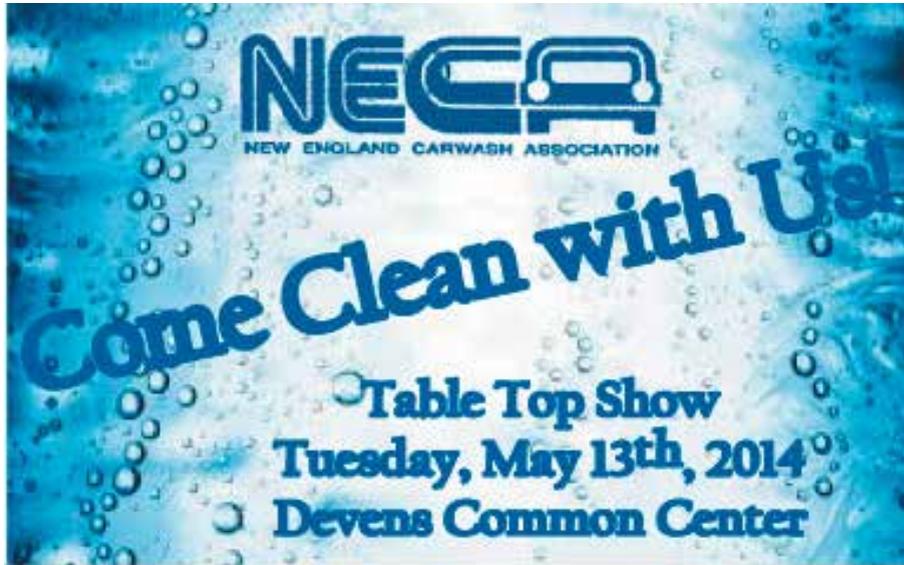
**“Come Clean with Us” in 2014!**



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Tuesday, May 13th, 2014

5:00 - 8:30 p.m.

Devens Common Center, beautiful new location, (convenient to I495),

Directions and special room rates can be found on the NECA web site

<http://newenglandcarwash.org>

FREE ADMISSION TO THE SHOW

EXHIBITS OF THE LATEST PRODUCTS & SERVICES

ALL-YOU-CAN-EAT BUFFET DINNER

\$20 PP/MEMBERS

\$30 PP/NONMEMBERS

DRAWINGS FOR VALUABLE PRIZES

(AND DESSERT) AT 8 P.M.

The always popular Car Wash Tours will visit facilities in and around Leominster, Fitchburg and Marlboro.

Board at 11:30 a.m. and return to the Show at 5:00 p.m.

\$55 PP/MEMBERS \$65 PP/NONMEMBERS (LIMITED TO 55 PEOPLE SO DON'T DELAY)

INCLUDES TRANSPORTATION, TOURS, LUNCH, AND DINNER AT THE SHOW

For all available details, to register for the show, the tour, or as an exhibitor or sponsor

<http://newenglandcarwash.org> or call 781/245-7400



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# Winter Meeting Acknowledges Leadership; Rallies the Troops



The NECA's Winter Membership Meeting was both celebratory and serious. We began by introducing our two newest Board Members, Scott DeWitt of Cape Ann Car Wash and Jeremy Bates of South Shore Car Wash, and acknowledging those who have new Board of Director positions. Dave Ellard of Triple Play Car Wash in Attleboro has stepped up into the position of Operator Vice President. Bob Katseff was sincerely thanked for so ably filling that role in 2013. Mike DiOrio of Maddy's Car Wash in Peabody and Beverly Car Wash has stepped up to the position of Treasurer. From their work on the Board up to now, we know Dave and Mike will do great jobs.

In recognition of NECA's 40th anniversary, a wonderful vintage video from the 1970s was projected during dinner. Also, many past presidents were in the room and we acknowledged their ongoing commitment to NECA. Then, we presented the 2013 You Make It Happen Award to one of those past presidents, Danny Paisner, of ScrubaDub (see article on page 82).

The serious part of the program featured a very special guest: Bradley H. Jones, Jr., Minority Leader of the Massachusetts House of Representatives. Rep. Jones has been a Republican member of the Massachusetts House of Representatives since January 1994, representing the 20th Middlesex District, and minority leader of the House since 2003. His district includes parts of Lynnfield, Middleton, North Reading and Reading.



*Bradley H. Jones, Jr., Minority Leader of the Massachusetts House of Representatives*

The focus of this portion of the program was on a bill to increase the minimum wage in Massachusetts. Although we agreed that an increase was imminent and was no doubt needed, we hoped to influence the debate (and results) on how much, how fast, whether it would be indexed to the cost of living and what reforms might be offered to employers, such as unemployment tax reform, to soften the effects. We also agreed that grassroots efforts – contact from constituents – would be more effective than hiring lobbyists, especially since like-minded organizations such as RAM (Retailers Association of MA) already have lobbyists working on this issue.

Recently, the various New England State's Legislatures have introduced bills to increase the minimum wage but SB 1925: An Act to Restore the Minimum Wage has been of the greatest concern to our members because of its scope. The MA Senate already has voted "yes" on the proposal to raise the MA minimum wage to \$11 by 2016 and to require cost of living indexing. We emphasized that it was in everyone's best interest to speak up, and the more people who make contact, the better. Even if members live in a neighboring state and do business/work in MA, or both live and work in a neighboring state, this ambitious legislation will have a ripple effect. ■

**As a follow-up to the meeting, NECA prepared and distributed letters that can be easily customized and link to legislative contact information. The outcome of the legislative session and our efforts will be reported in the NECA E-Newsletter and NECA News Brief.**

## *Some NECA Past Presidents Strike a Pose*

*Danny Paisner, Mike Gardner Sr., Ron Bousquet, Paul Vercollone, Bobby Paisner, Mike Gardner, Jr. and Bob Katseff.*



*Treasurer Mike DiOrio of Maddy's Car Wash and Operator Vice President Dave Ellard of Triple Play.*





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# You Make It Happen, Danny Paisner!

Our 2013 “You Make It Happen” award recipient, Danny Paisner, has been an actively member of NECA for decades. He is a very familiar face. In fact, it’s unusual, and noticed, when he’s not in the room, on the bus, at a Board meeting, or on the links.

Here are some of the hints we provided in our award presentation since we never let the recipient know he or she is the one.

- ❖ He was born in Brookline, grew up in Newton and is a graduate of Tufts University.
- ❖ He didn’t join the family business right away: He was a Budweiser representative on his college campus, sold vacuum cleaners door to door, and worked for a few years trying... unsuccessfully... to sell Hanna Car Wash equipment.
- ❖ He may have missed his son’s first home run in Little League – there were not very many – but is a” Keeper of the Flame” Award Winner.
- ❖ If he didn’t wash cars, he would be a graphic designer.

Some personal preferences and information:

- ❖ He travels a lot and Marriott is his favorite hotel chain.
- ❖ He doesn’t know his favorite color because he’s colorblind.
- ❖ His hobbies include skiing, softball and ... drinking.
- ❖ But, he drinks a healthy green juice concoction every day.



NECA President Adam Korngold presents Danny Paisner with the “You Make It Happen” award.

You all know that our honoree has worked as partners with his brother for the past 30 years at ScrubaDub and is a past president of the NECA. Our honoree also is deeply committed to giving back to his community. ScrubaDub is well known for its charitable work but lesser known is what Danny does on his own. Danny took off time from his busy schedule to go to Africa to teach entrepreneurship and deliver school supplies. He often can be found at the Massachusetts Avenue Baptist Church in Cambridge in their soup kitchen preparing meals for the poor. He spearheaded a fundraiser to benefit the victims of the Boston Marathon bombing.

Danny has never rested in his efforts for NECA, and we are so very grateful for his creativity, energy and commitment. He truly does make it happen! ■



[Carwashgifts.com](http://Carwashgifts.com)

## *You're losing money if you haven't signed up!*

The NECA has built a website that will allow our carwash members to expand their e-commerce offerings. The site is easy to use for you and your customers, will allow you a way to sell gift cards and wash books online immediately, and is completely free for NECA member companies.

Some of the benefits of Carwashgifts.com include:

- ❖ List your carwash in a directory of carwashes selling wash books online.

- ❖ Sell any combination of wash books or gift cards online. You can either email a voucher that is valid for the gift cards or mail a physical gift card voucher. You can add a link to [carwashgifts.com](http://carwashgifts.com) from your website that will show your wash books online.
- ❖ Create your own Groupon-type offer, sell gift cards or wash books at a reduced price via email or social media using a unique link that is not made public through your website. Do all of this without paying a middleman.
- ❖ Send a free coupon for a carwash to a friend, customer, or charity via email. ■

Curious? Watch our YouTube video  
<http://youtu.be/3EdHCNyeSao>

# 2014 NECA Scholarship

## Financial Support for Members of the NECA Community

Today, a high school education isn't enough but it's increasingly difficult to meet the high cost of post high school education and training. NECA is very aware of this and offers \$1,000 scholarships to NECA member company employees and their direct family members.

The deadline for application submission is April 29, and the recipient will be notified on or before June 3. Please encourage your employees and/or their fam-

ily members to take advantage of this valuable member benefit. All the details and the scholarship application are posted in the members-only section of the NECA website, [www.newenglandcarwash.org](http://www.newenglandcarwash.org) or contact the NECA office: 781/245-7400. ■





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### TREASURER'S REPORT New England Carwash Association

Treasurer's Report: Jan. - Dec. 31st, 2013 4th Q

#### Income

Interest Income.....	\$105.39
Meetings.....	\$43,713.39
Member Services.....	\$385.00
Membership.....	\$29,095.00
NRCC.....	\$14,332.95
Scholarship.....	\$1,751.61

**Total Income..... \$89,383.34**

#### Expenses

Board Expenses.....	\$2,418.41
Charitable Contribution.....	\$3,000.00
Insurance.....	\$2,341.00
Management Services.....	\$36,715.57
Meetings.....	\$34,714.05
Member Services.....	\$3,563.95
Membership.....	\$1,035.34
Office Expense.....	\$3,301.85
Professional Expense.....	\$2,275.00
Tax.....	\$15.00

**Total Expenses..... \$89,380.17**

**Net Income..... \$3.17**

Other: Wash for a Cause	
Income.....	\$2,220.00
Expenses	
distributions to car washes.....	\$970.60
Distributions to participants.....	\$897.00
Wash for a Cause - other exp.....	\$322.73
Website.....	\$656.04

**Total Expenses and Distributions..... \$2,846.37**

**Net Income..... -626.37**

#### Cash Balances

Citizen's Bank Savings.....	\$88,252.03
Citizens Checking.....	\$19,170.65
Citizens Bank Reserve Fund.....	\$86,000.92
Total Checking / Savings.....	\$193,423.60



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[ A U R O R A D E S I G N ]



**Walt Hartl**

**OFFICERS**

**Walt Hartl, president**

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518/527-4202 • whartl@hoffman-development.com

**Paul Vallario, vice president**

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**Timm Baldauf, secretary**

Advanced Car Wash Systems, Voorheesville  
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**Mike Benmoschè, treasurer**

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Steve Weekes, Sitterly Road Car Wash LLC  
518/383-8126 • sweekes@nycap.rr.com

**PAST PRESIDENTS**

- |                 |                           |
|-----------------|---------------------------|
| Tom Hoffman Sr. | Dan Kailburn              |
| Ron Burton*     | Don Scordo                |
| Raymond Justice | Ken Knightes*             |
| Steve Voll      | Walt Hartl                |
| Mark Kubarek    | Dennis O'Shaughnessy, Sr. |
| Tom Hoffman Jr. | Steve Knightes            |
|                 | Mark Kubarek              |

\*Deceased

**EXECUTIVE DIRECTOR**

Suzanne L. Stansbury  
Ph/F: (518) 280-4767  
mediasolutions@nycap.rr.com  
P.O. Box 230, Rexford, NY 12148

[WWW.NYSCWA.COM](http://WWW.NYSCWA.COM)

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**PRESIDENT'S COLUMN**

*"Preparation is the key."*

*Like most sports fans, I watched the seemingly endless post game interviews at the Super Bowl. Seemingly every coach, player and analyst had some comment about how "prepared" the Seahawks were, how disciplined, how focused....*

*Preparation is a word that is used continuously in our business. We have a limited number of opportunities so we have to hit on all cylinders when the conditions are right. Fortunately, for New York operators, this "throwback" winter has given us opportunities to test our preparedness.*

*Cars that look like powdered doughnuts and salt so heavy on the roads that you can taste it are conditions that operators dream about. What we have nightmares about are all the things that can interrupt our best-made plans, such as employees who decide it's better to stay in bed when it's 20 degrees than clock in at the wash. Equipment that freezes up, mechanical failures that cause your smooth production to come to a grinding halt is our greatest fear. But we've certainly all been there. We do what we need to do to fix the issue at hand and try to get back up to speed as quickly as possible and recover to the best of our ability.*

*We all know the importance of preventative maintenance and there have been several articles written in this magazine about "being prepared" and the importance of a "post" game review (what did we do well, and what could we have done better). Operators who take those things seriously greatly improve their chances of not making the same mistakes twice.*

**Sales Tax Update**

*So, with that thought as a backdrop I'd like to transition to the New York State Car Wash Association (NYSCWA) and the news that we received from our Lobbyist, Bill Crowell, that there was a recommendation in a report commissioned by Governor Cuomo that included the repeal of the sales tax exemption for cash sales in self-service and in-bay automatic operations.*

*The report, from the New York State Tax Reform and Fairness Commission, came out just prior to the Governor's budget and did not leave us much time to mobilize a counter argument. As many of you may remember, the NYSCWA was involved in a long, drawn out battle over self-service sales tax and finally a decision to exempt sales tax collection from cash transactions in our self-service operations was instituted in 1997. That victory took many, many years to accomplish.*

*The association provided our membership with a letter to send to their legislators asking them to support our position that reinstating this tax would be a detriment to our small business community and is simply unfair. The membership responded and we were successful in getting our position heard. We just received news from our Lobbyist that the Governor did not include the recommendation from the Commission and as of February 20, we can breathe a sigh of relief.*

*"Thank you" to those members who worked tirelessly with us on this topic and also contributed to our PAC fund.*

This is just one example of what your association is doing for its members. We are also monitoring other issues and hope to provide our membership with webinars on such topics as the tip credits, Obamacare and OSHA regs and health care, just to name a few.

We have also begun to work on a fiscal impact study with the help of vendors and operators across the state to gather real world data to be able to present to legislators, if and when the discussion about repealing the sales tax exemption resurfaces, always being "prepared" for what "might" happen. As a member of the NYSCWA, we offer many member benefits that you can review by visiting our website [www.NYSCWA.com](http://www.NYSCWA.com). Consider joining the association and become part of a group of operators whose knowledge, support and years of experience can help us all prepare for what's next.



Walt Hartl  
NYSCWA President

## BECOME A NYSCWA MEMBER TODAY!

To join the NYSCWA complete the following, and mail your check for \$250 to:  
**NYSCWA, PO Box 230, Rexford, NY 12148**

MAKE CHECKS PAYABLE TO "NYSCWA"

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EMAIL

### New York State Car Wash Association

## Profit & Loss

January - December 2013



Income	
Interest Income.....	5,491.03
Meetings Income.....	15,435.00
Membership Dues.....	17,580.00
Northeast Convention Income.....	14,332.50
Promotional Fees.....	1,057.55
Services.....	0.00
Vendor Sponsorships.....	4,218.00
<b>Total Income.....</b>	<b>\$58,114.08</b>
<b>Gross Profit.....</b>	<b>\$58,114.08</b>
Expenses.....	
Board of Directors Expenses.....	191.87
Credit Card Fees.....	1,009.55
Director Fees.....	21,750.00
Insurance Expense.....	1,425.00
Legislative Expense.....	76.70
Legislative Fees.....	13,000.00
Meetings Expenses.....	18,657.61
Northeast Convention Expenses.....	152.35
Office Expenses.....	552.69
Postage Expense.....	520.16
Printing/Graphics.....	408.02
Professional Services fees.....	470.00
Telephone.....	383.32
Travel.....	225.43
Website Host.....	230.00
Website Maintenance.....	1,400.00
<b>Total Expenses.....</b>	<b>\$60,452.70</b>
<b>Net Income.....</b>	<b>-\$2,338.62</b>
<b>Checking Account Balance.....</b>	<b>\$5,153.34</b>
<b>NBT Money Market.....</b>	<b>\$44,770.45</b>

Mike Benmoschè is with McNeil & Co., Inc. You can reach him at [m benmosche@mcneilandcompany.com](mailto:m benmosche@mcneilandcompany.com)

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# Westbury Operator Converts Hand Wash to Flex Serve



By Alan M. Petrillo

A carwash operator with full-service hand washes in Westbury and East Northport, NY, has converted one of them to a flex serve in order to improve the company's flexibility and reduce the costs of running the wash.

Paul Vallario, the owner of Westbury Personal Touch in both locations, converted the East Northport carwash to a flex serve in June of this year and thinks his is the first flex-service wash on Long Island.

"I think the closest flex-serve washes to me are in up-state New York and Connecticut," Vallario observed.

Vallario has run the East Northport location as a full-service hand wash for three years, while he's had the Westbury hand wash for 20 years.

"Converting East Northport to a flex serve allows us a lot more flexibility with our hours," Vallario said. "As a hand wash, we pretty much would close at 5:30 pm in the evening. But now we can run the flex serve until 9 pm and increase the hours we're selling washes."

The East Northport location opens at 8 am and closes its full-service hand washes at 5:30 pm. Flex service is available from opening until 9 pm.

"That cuts way down on our labor cost – drastically, actually," he said. "And we are open an additional 30 hours a week compared with our hours before the switch."

The cost of labor also was a big consideration in Vallario's conversion of the carwash.

"It's probably the number one reason for converting to flex serve," he said. "In New York State, the minimum wage went up the first of the year, unions are organizing carwashes in New York City and the Obamacare health insurance regulations are coming into play. So we were able to reduce our staffing, going from between 25 and 30 on a Saturday, now down to 12 to 14 employees."

Another consideration for Vallario was the fact that he wanted to be able to offer a less expensive wash to his customers.

"Our hand wash is set at a minimum of \$13 for exterior only," he pointed out. "But with the flex serve we can offer a \$7 express wash and a \$20 unlimited wash."

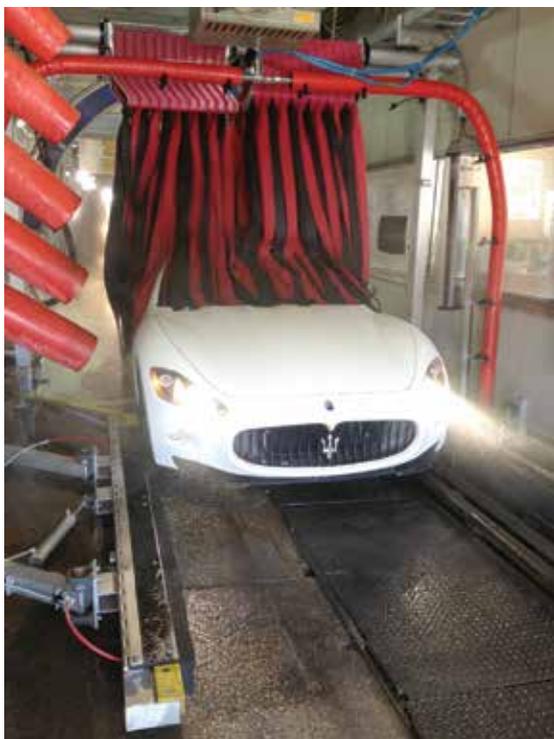
## Not Without Challenges

But switching to a flex serve had its challenges for Vallario.

"We had to re-equip the tunnel so now it has all new equipment that we automated as much as possible," he said. "Wheel cleaning is automated, tire shine is automated, and we added more dryers at the end because there would be no more wipe down with the flex serve. So we added 40 horsepower in drying power, but plan to put in an additional 10 horsepower to get us up to a total of 90 horsepower."

The change meant a big learning curve both for Vallario's staff and for his customers.

"Customers now stay in the car and drive through, no matter what the service," he noted. "There's only one carwash on Long Island like that and it's way at the eastern tip of the



*The flex-serve format allows Vallario to keep the wash open to 9pm.*

*Westbury Personal Touch in East Northport was converted from a full-service hand wash to a flex serve facility to improve the company's flexibility and reduce the costs of running a wash.*



island, so people aren't used to doing that. Customers were jamming on the brakes and jumping rollers, and others complained they were claustrophobic and didn't want to be in the tunnel, so we had to address those issues."

Vallario said he put up a lot more signage with tips for going through the tunnel and tried to educate his customers as much as possible.

"We spent a lot of time talking with our customers," he said. "We even gave them handouts that they could read while they were in the tunnel to take their mind off going through."

Vallario said the first two months of providing flex service has proven to be very favorable.

"I think flex serve has increased our bottom line," he said. "With the hand wash, we were doing about 40 to 45 cars an hour, but with flex serve we hope to get to the 75 to 80 cars an hour range and still put out a superior product."

Vallario believes he's lost a few customers because of the flex-serve model, but thinks he's gained more than he's lost.

"People tell us the express wash is faster and they like our longer hours," he said, "plus they are out of the wash in half the time compared to when it was only a hand wash."

Will he convert his Westbury location to a flex serve too?

"We may not be able to do flex serve at our Westbury carwash due to the layout of the property," he said. "It's much smaller and tighter there, but we may be able to automate our processes more to speed things up and be a little more efficient." ■

*Alan M. Petrillo is an freelance journalist based in Tucson, AZ, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He is the author of the historical mystery, Full Moon, several books on historical military firearms, and the nonfiction work, Ice Hockey in the Desert.*

*Converting the wash to a flex-serve model also affords Vallario the opportunity to provide his customers with a less expensive option.*



## Westbury Personal Touch Voted Best On Long Island

By Alan M. Petrillo

Westbury Personal Touch Car Wash at 14 Urban Ave., Westbury, has the distinction of being voted the Best Carwash on Long Island in an annual contest sponsored by the Long Island Press in Bethpage.



This is the second consecutive year that Westbury Personal Touch has been awarded the first place honor.

Paul Vallario, owner of Westbury Personal Touch, said the newspaper began the program about eight years ago, and that 2013 was the first year that his carwash was nominated, winning in its category for that year. In winning the award for 2014, Vallario pointed out that people outvoted 14 other Long Island carwashes to put Westbury Personal Touch in the first place spot.



The Long Island Press runs the Bethpage Best of Long Island program annually, opening up voting on its Internet site (<http://bestof.longislandpress.com>) from October 1 through

*Continued on page 88...*

# Hoffman's Launch into Used Car Financing is Building Momentum



The new J.D. Byrider franchise on Central Avenue in Colonie.

**I**n July Hoffman Car Wash further diversified its brand by purchasing a J.D. Byrider franchise on Central Avenue in Colonie. J.D. Byrider is the country's leading used car and finance company franchise,

doing business in 32 states and handling more than 4,300 customers each month. According to Hoffman Car Wash Chief Executive Officer, Tom Hoffman, Jr., "It's been slow, but money is flowing easily at the moment for traditional car dealers and that effects us. When money tightens up we'll get busier."

A great way to attract business into his franchise, said Hoffman, is by providing a tax return filing service so customers can use their tax refund toward a down payment. "Tax season is a busy time of year for all car dealers," said Hoffman. "We get you in a car early if you let us do your tax return."

"We have tons of inventory and our people are good so we are ready," said Hoffman. ■

## Westbury ... continued from page 87.

December 15. During the 75-day window, people can vote for whatever local carwash, store, restaurant, business or person in a number of categories that they feel should hold a Best of Long Island title. Those voting are allowed one vote per IP address per day for each category.

Categories include sections such as automotive, arts and entertainment, food and drink, nightlife and spirits, health and wellness, restaurants and others.

The notification about Westbury Personal Touch Car Wash being named Best on Long Island in the carwash category pointed out that Westbury Personal Touch provides "100 percent hand wash service, quality and satisfaction first and foremost."

Vallario said that he had promoted the carwash's nomination through a number of methods.

"We promoted it to customers in house, though email blasts, on social media such as Facebook, and we even had a QR code customers could scan with their smart phones," Vallario noted. "Now that we've won again, we get another plaque, can put a big banner up outside the carwash, get T-shirts for our employees and put the winner's logo on all our advertising, our Facebook page and our website."

Other carwashes that Westbury Personal Touch Car Wash beat out in the voting were Aqua Car Wash in Huntington Station, Bethpage Car Wash in Bethpage, Car Wash H2O in Lindenhurst, Clean Machine Car Wash in North Bellmore, Commack Car Wash in Commack, Cottage Car Wash in Bethpage and Eager Beaver Car Wash in Port Jefferson.

Also, Five Corners Car Wash in New Hyde Park, Fly In Car Wash in Farmingdale, Formula Auto Wash in West Islip, Holbrook Car Wash in Holbrook, Some Guys Car Wash in North Babylon, Miami Car Wash in East Meadow and Touch of Class Car Wash in St. James. ■

*Alan M. Petrillo is a freelance journalist based in Tucson, AZ, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He is the author of the historical mystery, Full Moon, several books on historical military firearms, and the nonfiction work, Ice Hockey in the Desert.*

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for registration and sponsorships.



*Mr. Met and even organizer Mike Benmosch at the 2013 outing.*

## In a Fog!



*The erratic temperatures of this past winter created a real foggy situation in this wash one fickle January day. ■*

## Norman B. Zullin 1970-2014

Norman B. Zullin, 43, who operated the Bohemia Hand Wash that included gasoline, a lube and c-store in Bohemia, on Long Island, died after a snowmobile accident in Idaho Falls, ID, near Yellowstone National Park, February 1.

A fund has been set up for his family. If you wish to contribute please contact The Norman B. Zullin Family Foundation, c/o Jason Zullin, 305 East 85th St., Apt. 20A, New York, NY 10028. He leaves behind a wife, Heather, and an 11-year-old daughter, Alexis. ■

# Do Your Homework Before Putting Your Insurance Plan Together



By Mike Benmosché

Protecting your assets by purchasing an insurance policy is a gamble? True or False?

Most people are under the impression that if they do not collect more money from the insurance company than they paid in premiums, they lost the wager. The truth of the matter is, this is simply a misinterpretation of the basics behind insurance. The pure concept was to barter between the insurance company and the insured. In exchange for a premium, which is considered a known loss, the carrier agrees to pay on behalf of the insured a predetermined limit in the event of an unexpected or unknown loss. The idea was that the insured could budget this expense more cost effectively in lieu of putting that same amount of money in an account of their own. Also, since most of the limits for property and liability are in the million-dollar range, most people do not have that kind of cash to set aside in the event of a catastrophic loss.

So, assuming that you agree with this theory, the answer is false to the initial question asked. With that in mind, I believe that your responsibility in this arrangement is to ensure that you get the best trade for your money. Over the years, I have seen way too much energy centered on the premium rather than the product.

The main purpose of this article is to address some of the ways to avoid any misunderstanding purchasing your insurance plan.

The following are a few ideas that may assist you in getting the best return for your premium dollar.

- ❖ Do some research on the selection of your insurance professional. Does he have the business insurance experience in your industry to understand the products that are necessary to best protect your assets? Be careful not to fall into the trap of selecting your best friend, your roommate, your family, and others who may not have the expertise or resources that are required to offer you the best options possible. Certainly, there may be many instances where these individuals are the best choice, but you should do the same due diligence to ensure they meet the same criteria that you have set no matter their personal relationship to you.

- ❖ When you think about setting the criteria for selecting an agent, it's often a good idea to check referrals from associates in your industry. In doing so, it's often a good practice to ask them what they like about the individual they're working with, and write down the specifics. You can then decide if this is important to you, and compare this with your list. The combination should provide you with a good checklist.

- ❖ Be sure to set aside some quality time to spend with the agent that you have selected. It is very important to be sure that they completely understand your business. This knowledge will be the building blocks from which they will design your insurance program.

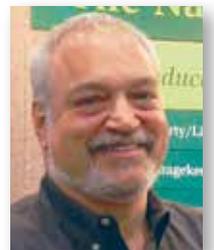
- ❖ Many times, businesses will elect to choose from among several agents in a bidding forum to get the best pricing. Although, under certain circumstances this may prove to be a positive experience, there are some definite pitfalls that should be understood ahead of time. The first concern is that this often brings the focus back to premium only. Of course, this is a big consideration but as it was said earlier, it can often lead to a false sense of security.

Here are some questions you may want to ask:

- ❖ Is the policy auditable and if so, what is the basis?
- ❖ Does the policy have a coinsurance clause?
- ❖ Is it written on a blanket basis?
- ❖ What are the property values and liability limits?
- ❖ If the quote includes an enhancement endorsement, are all the sub limits adequate?
- ❖ Has your agent pointed out all coverage limitations and exclusions?
- ❖ Have you compared deductibles?

To get the best out of your investment you need to be methodical and create a process. You need to devote the same time and energy that you would when choosing a good Accountant, Doctor, Investment Counselor or even a Lawyer to selecting an insurance agent. Even if you feel satisfied with your current arrangement, it's not a bad idea to reevaluate your position periodically, just as you would with other partners.

Whatever you decide to do, you should take the time right now to put together the criteria that will bring you the best results and your business the best coverage. ■



Mike Benmosché

Michael Benmosché is with McNeil & Co., Inc. based in Cortland, NY. You can reach him at [mbermosche@mcneilandcompany.com](mailto:mbermosche@mcneilandcompany.com) or 607/220-6344.

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THURSDAY, MAY 8

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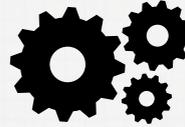
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# “Lonely is The Night” Changing what you think is so.



By Ray Justice

How much of my life, of your life, is a habit or pattern?  
My answer is quite a bit, often much more than I am aware of.

The way is has been, during our life, is often the way we do it, think it or believe it.  
A great deal of this we are not aware of and on a form of automatic pilot.

Questions to ask ourselves when we become aware of those repeating thoughts and beliefs.  
Are they real? Are they true? Or just what you are used to?

Here is an example story that happened to me.

There was the time, many years ago, when my son was about 12 years old and wanted to go to a rock concert featuring Billy Squire. My story was that I did not like his music, with his loud screeching guitars. So my belief was I don't like rock, or at least this type, at all.

He was too young to let go alone or with friends and he really wanted to go.  
I had an idea and asked him to make me a cassette tape. Remember this was way before iPods were invented. He copied several Billy Squire songs and I listened to them twice a day for two weeks. I would go for a two-mile jog in the morning and again when I got home from work. I estimated I listened to about seven hours of Mr. Squire during my daily runs.

I intentionally decided to work on my mind before I took him and his friend to the concert. I had to find a way to not be aggravated by it all. Earplugs were also on my list of possibilities. It worked beyond my expectations; I just needed to be open to possibilities.  
Guess what? I still enjoy Billy Squire to this day and that was 30 years ago.  
“Lonely is the Night” still pops into my head now and then, and I love it.

So, what is the meaning of this story?  
My belief was that I do not like this type of music. Even stronger I would of said, then, that it drives me nuts and is annoying. I changed my belief because I had a reason big enough to have me figure out a way to enjoy it or at least tolerate it.

With “Lonely is The Night” as the theme it becomes a reminder that when we go to bed at night it is a perfect time to pay attention to what we are thinking. What is going on with our thoughts? It is also a perfect time to practice thinking about, or visualizing what and how we would like things to be instead of how the are.

Major change is possible and not as difficult as you would think.

Rock on Billy Squire.

“Learn How to Live” by Billy Squire

Year: 1982

Album: Emotions in Motion

*Ray Justice is an entrepreneur, poet and creativity explorer. He is a former carwash operator and past president of the New York State Car Wash Association. Visit him at [Thoughtcompass.com](http://Thoughtcompass.com).*

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## That Smile

By Ray Justice

That smile of yours  
there it is again.  
Oh my gosh,  
that smile.

It attracts me  
no even more  
it draws me  
pulls me in.

That little smile you have  
is magic  
to my being.

I forget everything else  
Where was I?  
What was I going to do?

Oh, my gosh!  
Now I am lost  
but you don't know

as I just smile back.



Ray Justice

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# Governor's Budget Does Not Include Reinstatement of Coin-Op Sales Tax!



By William Y. Crowell, III

In December 2012 Governor Cuomo established the New York State Tax Reform and Fairness Commission to review the state's tax structure. On November 11, 2013, this Commission issued its final report. In a letter to the Governor the co-chairs of the Commission, Peter J. Solomon and H. Carl McCall, pointed out that there are 150 exemptions in the Sales/Use Tax. The letter also reiterated the Governor's charge to the Commission to make the New York State tax code "... simpler and fairer and to help reduce the tax burden faced by New Yorker's and businesses."

The Commission's recommendations were forwarded to the Governor as he was preparing the state budget for 2014-2015.

The Commission examined the sales tax and reached a general conclusion that "owing to shifts in consumer spending, technological

advances and a proliferation of exemptions from the tax, sales tax revenue has grown much more slowly than New York's economy. While sales tax collections are increasing over time, these increases mark underlying weaknesses in the tax that have diminished its role as a revenue producer for the state,"

In its specific recommendations, the Commission suggested that among special tax exemptions that could be eliminated was coin-operated carwashes. The Commission found the public policy rationale for the carwash sales tax exemption was unclear and outdated. The report specifically pointed out the current inconsistency that the exemption applies only to cash purchases for coin-operated carwashes and not credit card payments.

In addition, to repeal of the carwash sales exemption for the in-bay automatic and self-service carwash facilities, the Commission also focused on vending machine sales of food and drink otherwise taxable at stores and rental of self-storage units.

The Commission attributed a \$10 million increase in revenue to the elimination of the sales tax exemption for coin-operated carwashes.

Your association prepared a memorandum in opposition to the Commission's recommendation, which articulated solid reasons for this tax exemption to continue. It also urged members to reach out to their legislators to explain the unfairness in targeting elimination of the sales tax exemption for coin-operated carwashes.

Governor Cuomo did not adopt the Commission's recommendation. The Governor has not only benefited the carwash industry by his decision, but also the consumers who use coin-

operated carwashes. As carwash operators know repeal of the coin-operated carwash sales tax exemption would have hurt these small business owners throughout New York State. Carwash operators would have been forced to absorb the cost of a substantial portion of the sales tax increase to remain competitive.

At this writing the Governor still has the ability to submit an amendment to the budget to eliminate the carwash tax exemption (until February 20). This action by the Governor would, however, be highly unlikely.

The carwash industry in New York State can breathe a collective sigh of relief for escaping inclusion in this budget along with a thanks to the Governor. However, the fact is that this recommendation along with the repeal of other sales tax exemptions will remain in the public dialogue. The state budget is cyclical in its need for revenues. At the point in time when the state is searching for revenues, the Commission's report ensures that the coin-operated carwash sales tax exemption will always be a point of discussion.

The carwash industry in New York must be prepared to respond to future challenges to the coin-operated tax exemption, and continue to advocate for the sales tax exemption. ■



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

William Y. Crowell, III

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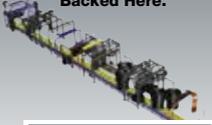
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