

# northeast carwasher



Turnpike's Renovation A  
True "Customer Experience"

NRCC Moves to ACCC

GFV Washes 200,000+

State Minimum Wage  
Increase Impacts NE Washes

Tips for Improving Efficiency

Do You Have an  
Exit Strategy?

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# northeast carwasher

Spring 2015

Vol. 20 No. 2

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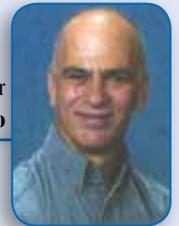


On the cover: Photo courtesy of Turnpike Car Wash, Peabody, MA.

## northeast carwasher



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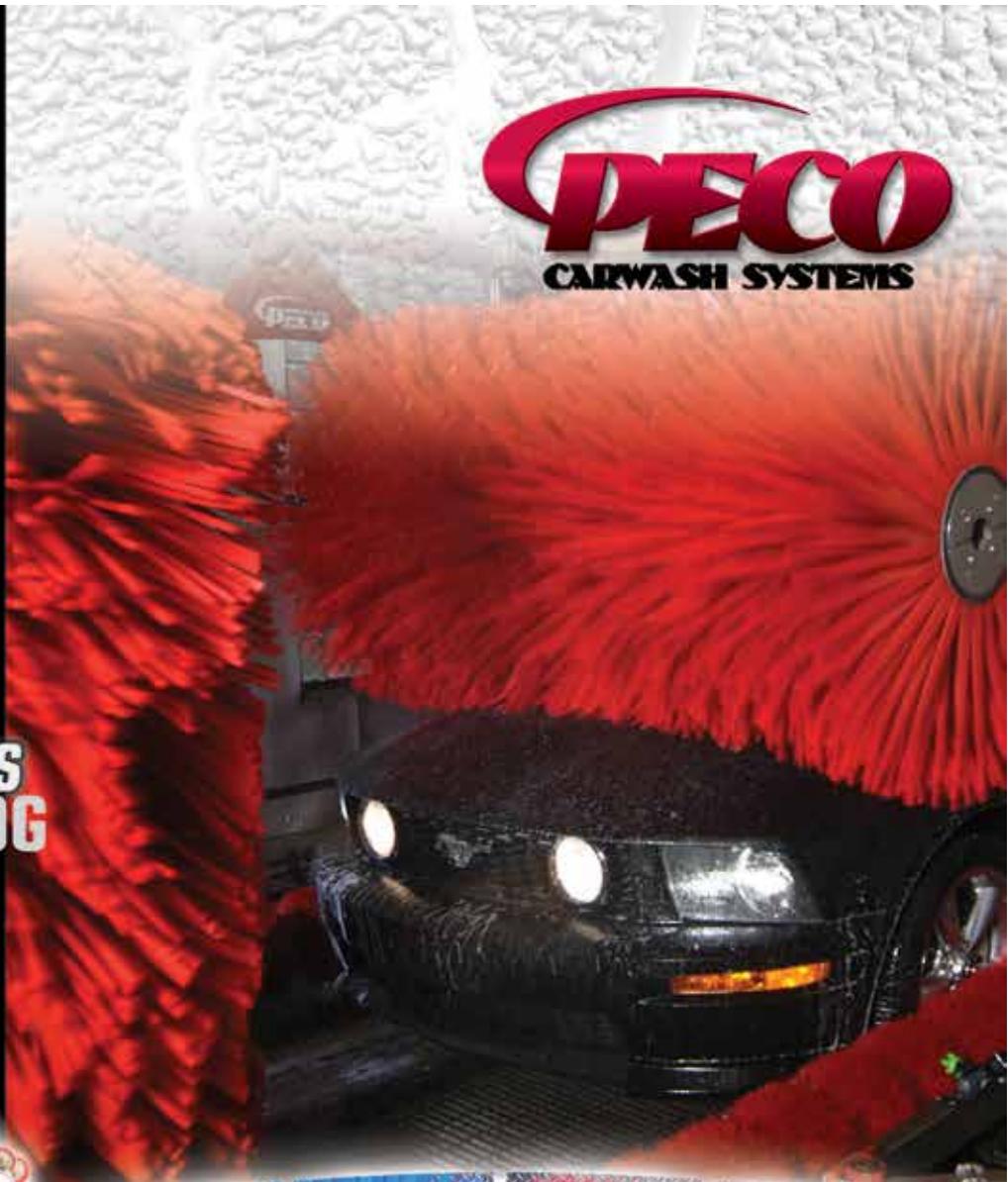
Space reservations and materials for the Summer 2015 issue are due April 25, 2015.

# CARWASH

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*Most of you reading this column have a lobbyist representing your interests at your capitol. The price of having such a gatekeeper is significant and necessary. In fact, I just did the math and the New York State Car Wash Association, for example, has spent more than \$240,000 over the last 20 years ensuring that its members' interests are priority and that their views are heard. If the association did not employ a paid lobbyist, its bank account would be more than three times what it is today, but the board believes keeping a close eye on legislative activity with someone who is actually walking the halls of the capitol is paramount to protecting the interests of its membership. In fact, it's a critically important member benefit. And I couldn't agree more.*

*Take a moment to read PJ Cimini's column in Connecticut and Bill Crowell's in New York, and see what Keith Lutz's association is facing in Pennsylvania. All these issues are real and impactful. Without the ability to tackle them head on through grassroots efforts and lobbying key legislators the small businessmen in this industry face an uphill battle that without unity and inside connections they would often lose.*

*Remember that when you pay your dues a huge portion of it likely goes to these gatekeepers who have your back. And when your association and your lobbyist reached out for help, step up. It's only going to benefit your business and your bottom line.*

### **Outside the Box**

*Our cover story this issue is on one of the most respected and gutsy operators in our industry. Bob Katseff, the owner of Turnpike Car Wash in Peabody, MA, has seen a lot in his 30 years in the industry. He has also learned a lot and in doing so knows that innovation and taking a risk from time to time will likely pay him back in customer loyalty and profits. Learn what he has done to his now sole location and why he believes it's what his customers want on page 14. We'll be sure to check back with him in a year and see how the reinvention of his wash has worked out.*

### **An Amazing Run**

*On a contributor note, I need to welcome Heather Ashley as our new "Venus." Heather is a bright and insightful operator and educator who will bring a new tone to the column that has been written by my good friend of 25+ years, Linda Feriod. We welcome Heather's insight and humor and look forward to many years as "Venus."*

*But on Linda Feriod I could write a book. Anyone who knows Linda is probably smiling right now as I type her name. She is simply amazing. How do I even begin to thank her for her first-hand knowledge of running her family's washes? How do I acknowledge her humor and passion and candor in words?*

*Linda is a force of nature and known by many in the industry for her dedication to her family business, the associations she has led and managed, but most importantly she is known for her loyalty and friendship. When we first met at an ICA show many years ago, I was a green carwash reporter with PC/D and she was running the PennDel Carwash Association like a seasoned pro. I knew in the first*

*Continued on page 12...*



**northeast**  
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New!

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## Speed Up Your Tunnel

Each car picture also shows any messages you want to attach to the purchase. For instance, if the service purchased includes wheel cleaning, a "badge" can be applied to that car's picture, allowing the loader to easily recognize what work needs done. No more reading receipts and slowing down production!

## A New Productivity Measurement

The CarPics Vehicle Manager introduces a new statistic called "Prep Time." This stat is calculated based on the amount of time it takes to prep and send each car. On busy days, you may ask your loader to spend only 30 seconds prepping each car. CarPics calculates this stat and makes it available for the loader, the manager and the owner.

## Bring Back the Rewash Guarantee!

A popular promotion of the 1990s was the rewash guarantee. Offered as bad weather protection, the guarantee provided some comfort that the consumer's wash won't be wasted if it rains tomorrow. Because CarPics takes a photo of every vehicle, the customer can be asked to confirm the vehicle they are driving. They can be shown the picture from their last visit if a discrepancy occurs. This control allows you to re-introduce a terrific promotion that will further hedge you against poor weather forecasts.

## Double-Check Automatic Recharge Customers

When monthly pass customers return, CarPics shows the current picture beside a picture from that customer's last visit. You will immediately see if the cars don't match and can take action or press a "needs attention" button. This will prevent abuse of the monthly pass plan.

## View Customer Names at the Tunnel Entrance

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# 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 2014 to January 2015 the numbers were generally ugly with a high of +6.3 in upstate New York and negative reports coming from the other three operators with the greatest drop of -19.6 coming from the Jersey Shore.



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. ■

## Contributing Editor Petrillo Has Second Novel Published

Alan M. Petrillo, a journalist based in Tucson, AZ, and contributing editor of Northeast Carwasher, has had his second historical mystery, *Asylum Lane*, published through Amazon Publishing.

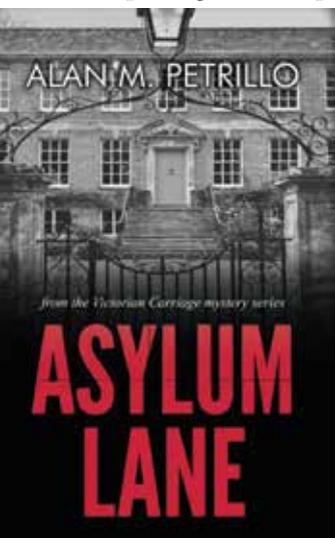
In the book, Detective Sgt. Frederick Hume, called Round Freddy by friend and foe alike because of his girth and easy way of dealing with unusual situations, is puzzled by the abduction of a young woman from the Bootham Park Insane Asylum in the middle of a quiet Spring night in 1910. Investigating the kidnapping, with a fire-breathing chief constable continually at his back to deliver results quickly, Round Freddy uncovers a web of lies, deceit, embezzlement and murder.

Round Freddy finds he has a room full of suspects, including an unscrupulous banker, two shadowy financial fixers, a pair of lowlife ruffians, and even her uncle, a church vicar. He scours York, England, for the woman until he's able to put together the puzzle pieces that allow him to make a

final effort to get her back and clap the irons on those responsible.

*Asylum Lane*, which is the first installment in the new Victorian Carriage mystery series, is available in paperback (ISBN-13: 978-1-942018-00-1) for \$13.99 or in digital Kindle format (ISBN-13: 978-1-942018-01-8) for \$4.99 from either [www.AugustWordsPublishing.com](http://www.AugustWordsPublishing.com) or [www.amazon.com](http://www.amazon.com).

Petrillo's first historical novel, *Full Moon*, (ISBN-10: 1-932673-30-X), which follows the hunt for a serial murderer who kills in werewolf fashion in 1902 Newcastle, England, is available for \$13.95 from [www.amazon.com](http://www.amazon.com). ■



## Enough Already!



Remember this a few brief weeks ago?

Just in case you're curious about "average" snowfall totals, here they are, but we all know that we went WAY above those this past winter! Thank God it's spring!!!! Bring on the pollen!!! ■

## Average Snowfall Totals In Key Northeast Cities

	AVERAGE
Albany, NY	59.1"
Boston, MA	43.8"
Buffalo, NY	94.7"
Hartford, CT	40.5"
Newark, NJ	28.6"
NY, NY	25.1"



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# 2014 Grace For Vets Event Washes More Than 200,000 Cars

Military Veterans in four countries were treated to free carwashes this past Veterans Day, November 11, at more than 2,887 carwash operations in four countries as thanks for their service. Carwash owners in the United States, Canada, Australia and New Zealand participated in “Grace for Vets,” a one-day event where Veterans and active-duty personnel get their cars washed at no charge at participating carwashes. The total number of free washes given in 2014 was estimated to exceed 233,000.

Started 11 years ago by Mike Mountz, a carwash owner who operated four washes in the Lancaster, PA, market, Grace for Vets has grown each year since its start in 2004. Local operators in each country publicize the event to ensure that as many Vets know about the free wash as possible. Vets can check the organization’s website – [graceforvets.org](http://graceforvets.org) – for participating carwashes in their area. “It’s a great event and a super way to show the men and women who have done so much for us a small gesture of our appreciation,” stated Jack Anthony, owner of Seven Flags Carwash, which operates washes in northern California. “We are always amazed at how much goodwill is generated by the free washes, not only by those getting the free wash, but also by the rest of our customers,” he added.

Mountz hopes that the event will continue to grow in each of the four countries, as well as in other countries that have yet to join in the event. “There are Vet-

erans, who have made incredible sacrifices, in every country who have fought to protect their countries and their way of life. I think they all should be honored,” he said. Ultimately, Mountz projects that more than a million cars will be washed for free on an annual basis.

Participation in the event is easy as it only requires the carwash owner to sign up at the website and agree not to charge Veterans for their carwash on November 11. The owners can then report their free wash totals to the website following the Veterans Day event. ■

*For more information contact Mark Curtis, International Carwash Association Liaison, at 203/324-5400 x 7011 or [mark@splash1.org](mailto:mark@splash1.org).*



---

## Acknowledging 20 Years

A special “thank you” to the team at Carwash Insurance Program by McNeil & Co., Inc. in Cortland, NY, for these beautiful flowers celebrating our 20th year of publishing!

Thanks so much Mark Nash, Brandy Armstrong, Mike Benmoschè and Dan McNeil! ■

### On the Significance of Grace for Vets...

Grace For Vets is a fantastic program that every carwash operator can participate in – and should! It’s great to be able to give something back to those men and women who have sacrificed so much for us by serving in the military. There are so many wonderful stories of vets showing up and thanking us for recognizing them in this small way. And the wonderful thing is the benefit the carwashes get from doing this – not only from those receiving the free washes, but from the goodwill created in the community by all who see the generosity demonstrated by the participating washes. The fact that there are so many carwashes participating and promoting the event can only serve to cast a great light on our industry. I think as we near 3000 washes participating worldwide, the publicity generated by this one-day event will ultimately reward those washes with additional paying volume. ■

*Mark J. Curtis, CEO, Splash Car Wash and International Carwash Association Liaison for Grace for Vets.*





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SONNY'S FORMS INTERNATIONAL PARTNERSHIP



SONNY'S The CarWash Factory has announced a new partnership with Chinese A & T Car Wash Systems, according to a press release. The company is the newest SONNY'S Select Service Organization member.

The growth in car ownership in China has created a need for additional state-of-the-art carwash facilities in the country, said the release. "The (carwash) operators we sell to demand equipment that delivers clean, dry, shiny cars every time, so that they can keep their focus on attracting and retaining customers, not repairing equipment," shared Mr. Shihou Li, A & T Car Wash Systems owner and chairman of the board, in the release. "We chose Sonny's because they make equipment that's dependable, durable, reliable, and simply put, built for the long term."

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SONNY'S APPOINTS AUTOPILOT DIRECTOR



SONNY'S Enterprises Inc., Tamarac, FL, has named Reginald "Regi" Flanagan as Managing Director of AutoPilot Controls. In this role, Flanagan will re-launch and oversee SONNY'S web-based carwash management division. "We welcome Regi to our team and feel that with his software project management background and experience, he will greatly benefit SONNY'S and help our customers grow their businesses," said Sonny's CEO Paul Fazio.

Flanagan is a technology and operations executive with more than 10 years of experience leading end-to-end technology solutions and growing existing companies, along with building and running tech startups.

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

VIESTENZ MOVES TO GP OUTSIDE SALES STAFF

Nick Viestenz has recently joined the outside sales staff of General Pump, Mendota Heights, MN, according to a company press release. A familiar face to the industry, Viestenz has been with the company for 12 years in a variety of capacities including two years in the service department, three years in research and development and the past six years in customer service/inside sales.

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

WAWA TO MODERNIZE OLDER STORES

Wawa Inc., Wawa, PA, has launched a Wawa Remodel Program to modernize its older facilities to reflect the company's new design and food service offerings, said a company press release. The company, which was founded in 1964, has more than 650 convenience retail stores in Pennsylvania, New Jersey, Delaware, Maryland, Virginia and Central Florida. The effort will involve a remodel of 40 existing stores in a year, the most remodels Wawa has ever done in that time frame, said the release. The remodeled sites will include diesel pumps, hand-spun milkshakes, Coca-Cola Freestyle® and new graphics and signage.

To improve efficiency and to facilitate food and beverage expansion, store layouts will be reworked as well. "This effort is extremely meaningful to all of us at Wawa, as it will enable us to share the most up-to-date Wawa brand features with more people in more places than ever before," said Chris Gheysens, Wawa president and CEO, in the release.

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

As I See It ... continued from page 6.

*five minutes of meeting her that we'd become friends and that she would be someone I would always admire, respect and be able to count on. She showed me this friendship on many occasions but none more than when she traveled to Albany Med to check in on her rather beat-up friend after a number of surgeries and made the long journey from Pennsylvania to New Hampshire to attend my dad's funeral. I'm told that if you can count on one hand the real, true friends you have you are a very lucky person. I can say that about Linda and know that she will always be my biggest cheerleader and I hope she knows that I am hers as well. Thank you, dear friend, for your years as the first and unforgettable Venus. Best wishes as you expand your mortgage business and spread your wings to touch many other lucky people. I look forward to our next adventure!*



*Suzanne L. Stansbury*

Suzanne L. Stansbury  
Editor/Publisher

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# Turnpike Car Wash's Renovation Creates a True "Customer Experience"

By Alan M. Petrillo

**B**ob Katseff, a longtime member and former president of the International Carwash Association and the New England Carwash Association, owned two carwashes in Massachusetts, Plaza Car Wash in Leominster and Turnpike Car Wash in Peabody.

But he was having a tough time being in two places at once, since he's a hands-on operator. So Katseff sold Plaza Car Wash (since renamed Big Steve's Car Wash by the new owner), and decided to remodel his three-acre Turnpike Car Wash into an express exterior wash with five attached self-service bays.

But he chose a business model that is not universally popular among carwash operators. It appears, however, to be wildly popular with his customers – free vacuums.

"We remodeled the interior of our 130-foot conveyerized tunnel with new Glasboard®, lighting, driers, pumping systems and an arch that dispenses Armor All's Extreme Shine Wax that bubbles out the product," Katseff said.

He also lowered the pricing on his basic wash from \$9 to \$5. "Our basic wash is now \$5," said Katseff. "The Bronze is \$9 (used to be \$12), Silver is \$13, Gold is \$17 and Platinum is \$22," he added. The Gold and Platinum washes also offer Rain-X Complete Surface Protectant. The remodel, from

*Continued on page 16...*



*In a short two-month remodel, Turnpike Car Wash's Bob Katseff, made significant changes to his Peabody wash by turning it into an express exterior, remodeling his tunnel and signage and adding a bank of incredibly eye-catching vacuums he is giving away to his valued customers.*



## Vacuum Plaza Means Record Profits

“Vacutech Vacuum Systems are engineered and designed to enhance your site’s performance and profitability.”

*Tom Hoffman, Jr.  
Hoffman Car Wash, Amsterdam, NY*



## Turnpike Car Wash's Renovation

... continued from page 14.

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*Reworking the pricing on his packages and how they are displayed in his signage gives Turnpike customers simple, easy to select options when they pull into the wash.*

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the concept/engineering drawings to a December 2 opening, took approximately two months.

## Vacuums Galore

But the dominating element of the renovated Turnpike Car Wash, Katseff believes, is a line of 15 double-hose turbo vacuum spaces that are hooked up to a central vacuum unit and are FREE to customers.

“We were going to try to go with a double row of vacuum arches, but didn’t have the space for it if we had big SUVs queuing in the middle of our property,” he said. “So, we decided to go with 16 arches in a line with spacing so a customer can open both doors at the same time, which means they are 12 feet wide on the center of each support pole.”

Fred Grauer, executive vice president of business development for Vacuum Technologies Corp., Sheridan, WY, said that Katseff approached him about what the company could do for him with their Vacutech system.

“We had put in a Vacutech system for Tom Hoffman, Jr. at the new Hoffman Car Wash in Amsterdam, NY, and that was a free vac system,” Grauer said, “and encouraged Bobby to check out Tom’s system. He drove out there, met with Tom and toured the site, but decided to do something different from Tom’s two rows of free vacs.”

Turnpike’s single row of 15 double-hose turbo vac stations are controlled by two twin 40-horsepower turbines, Grauer noted. One of the turbines runs the vacs until it hits 50 percent capacity and then the second turbine kicks on. That second turbine will also shut off if capacity decreases.

“We figure 3.5- to 4-horsepower per open hose,” Grauer said. “So we put in a VFD (variable frequency drive or adjustable speed drive to control motor speed) on a Lead Lag. The

*Continued on page 18...*



*Turnpike Car Wash's Bob Katseff, former President of the New England Car Wash Association, the International Carwash Association and a Northeast Regional Carwash Convention board member, proudly strikes a pose by his impressive vacs.*



*The Vacutech vac system is controlled by two twin 40-horsepower turbines run on variable frequency drives.*



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## Turnpike Car Wash's Renovation

... continued from page 16.

VFD only turns on the second turbine when the pressure gets to the point where it falls below the first VFD's parameters. We predict a payback of a year-and-a-half on the cost by not running the second turbine all of the time."

### A Visual Winner

Grauer pointed out that the line of vacuum arches changes the architectural look of the site.

"As drivers are going by, the visual row of vacuums acts as the bait, and the free vacuums are the hook," he said.

Katseff concurred with Grauer's assessment of the visual appeal of the vacuums.

"The single line is very eye-catching, especially with the

double LED lighting strips to show them at night," he said. "They are set off our front property line about 24 feet and the adjacent buildings contiguous with our lot are set back enough so these vacuums can easily be seen from the road. The vacuums clearly bring people into our carwash and they love the concept of them being free."

Katseff said that in considering the remodel and free vacs, he wanted to give people a reason to wash their cars.

"Giving them a combination of low prices and free vacuums has worked," he says. "We reopened after renovation last December 2, but never shut down the carwash during renovations, working at night or on inclement weather days. December was a terrible weather month for carwashing, but our January was up over the previous January, so I think the lower prices, and especially the free vacuums, are the reason."



The renovation also included new Glasboard, lighting, driers, pumping systems and a Lava wax arch.



The double hose setup at each vacuum station was important for both customer convenience and also to keep people moving through the vacuum area smoothly and quickly.

“We wanted it to be as easy as possible for a customer to vacuum their car without dragging a hose from one side to the other,” Katseff said. “And if there are two people in the vehicle, they both can be using a hose, which means they will finish that much quicker and open up the space for another customer.”

And while one might think that the low prices for the exterior express wash would cannibalize business from Turnpike’s self-service bays, according to Katseff, that hasn’t happened.

“Our self-service bays have gone wild, even with the \$5 basic exterior express wash,” Katseff pointed out. “We’re even looking at expanding our free vacuums by adding another row of double hose stations. We want our customers to enjoy the experience.”

*Alan M. Petrillo is a Tucson, AZ-based journalist, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He’s the author of the historical mystery, Full Moon; the nonfiction work, Ice Hockey in the Desert; and his newest historical mystery, Asylum Lane, all available at [www.amazon.com](http://www.amazon.com).*

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# State Minimum Wage Increases Impact Northeast Carwashers

By Alan M. Petrillo

**W**ith the turn of the New Year, minimum wage rates increased in 23 states across the country, seven of which were in the Northeast. And in six of those states – Connecticut, Maryland, Massachusetts, New Jersey, New York and Vermont – the minimum wage rate is scheduled to increase again in 2016 and beyond.

The impact of increasing the minimum wage rate on carwash operators in the Northeast is unclear at this time; however, carwash owners are concerned about the increased costs their business, as well as the potential to modify personnel hours and staffing levels.

States that raised the minimum wage rate, and their projections for future years include:

- ❖ **Connecticut:** \$8.70 in 2014, \$9.15 in 2015, \$9.60 in 2016, \$10.10 in 2017 and 2018.
- ❖ **Delaware:** \$7.75 in 2014, \$8.25 in 2015 through 2018.
- ❖ **Massachusetts:** \$8.00 in 2014, \$9.00 in 2015, \$10.00 in 2016, \$11.00 in 2017 and 2018.
- ❖ **New Jersey:** \$8.25 in 2014, \$8.38 in 2015, \$8.59 in 2016, \$8.78 in 2017, \$8.97 in 2018.
- ❖ **New York:** \$8.00 in 2014, \$8.75 in 2015, \$9.00 in 2016 through 2018.
- ❖ **Rhode Island:** \$8.00 in 2014, \$9.00 in 2015 through 2018.
- ❖ **Vermont:** \$8.73 in 2014, \$9.15 in 2016, \$9.60 in 2017, \$10.00 in 2017 and 2018.



Burton Car Wash in Brattleboro, VT, already pays its employees above minimum wage.

Ron Bousquet, owner of Randy's Car Wash, exterior and self-service washes in Watertown, Waltham, Medford and Melrose, MA, thinks that most carwash operators, faced with the issue of an increased minimum wage, will try to cut back on labor, especially part-time labor.

“Also in Massachusetts, if you have more than 11 employees in your company, you have to now give part timers sick time, one hour for every 30 hours worked,” Bousquet said. “I think the government has good intentions, but that’s not the reality. Businesses have to survive and can’t continue to give money away and not have enough in the till to put back into the business.”

Bousquet said he believes the minimum wage rate increases will force employers to save on labor costs by using more equipment and better technology.

“We can’t keep raising prices of the carwashes to cover expanded costs,” he said. “It becomes a vicious cycle of increases for payroll, regulations and insurance.”

Connie Burton, owner of Burton Car Wash and Detailing Services in Brattleboro, VT, has one employee at her facility with three automatic bays and an express detail bay, but a dozen employees at her full-service and express-detail location.

*Continued on page 22...*



Owner Connie Burton (center) is pictured with Co-Managers Joe Scroggins (left) and Paul Sargent (right). Burton said with the recent minimum wage hike, she will have to keep a closer watch over scheduling which might put a greater demand on employees.

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"I'm very concerned about the increase in the minimum wage rate, especially how substantial it is in Vermont," Burton said. "A raise in the minimum wage means a raise for every employee because you have to filter it up the chain for everyone. When they passed the minimum wage increase, I don't think (Legislators) had any concept of the effect on others who make above the minimum wage."

Burton pointed out that all of her employees already make more than the minimum wage, especially when tips, detailing shop incentives and sales bonuses are considered.

"I'm not sure what the answer is for us," she said. "We'll have to pay a lot more attention to scheduling, which might make it harder on employees because we may not have as many working at the same time and that might demand a greater output from those working."

Burton said there is a sub-minimum wage category for workers who earn tips, but that it only applies to restaurant workers.

"I have talked with the National Federation of Independent Business Owners to include more businesses, like car-washes, in that category," she said.

An increase in the minimum wage rate carries with it hidden costs for businesses, according to Burton.

"It increases the cost of worker's compensation insurance, which is based on gross payroll," she said, "and on package policy insurance, which is partly based on gross payroll, and also the employer's Social Security contribution for employees.

Mark Curtis, chief executive officer of Splash, which has 18 carwash locations in Connecticut and New York, believes wages will continue to increase, prompted primarily by governmental intervention.

"Upward shifts always have some impact on us, but because of the longevity of many of our employees who are already above the new minimum wage, our impact is perhaps less," Curtis said. "We're always closely monitoring our labor as it is our single largest expense, being primarily full service and in most cases, hand washes, but there is no intention to reduce staff or hours as we believe that would disserve our customers."

Curtis believes carwash operators only have one choice to manage the increased cost of minimum wage rates and that is to raise prices.

"I think we as an industry have too often scared ourselves into believing that customers won't understand that increased costs require us to increase our prices," he said.

Curtis provided a couple of examples of his thinking.

"I give the example of my barber who was charging about the same price for a haircut as I was for a full-service wash, about \$8.75 in 1990," he said. "I now pay him \$27. One person working on a dwindling amount of hair for 15 minutes. I have 15 guys working on the cars for the same time and using a lot more soap, water and electricity. Shouldn't I charge the same?"

Curtis continued, "As for the \$3 wash – I was charging \$3 for an exterior wash in 1983. I do believe my costs have grown substantially in the past 30 years," he said. "We provide a legitimate service. We should charge a legitimate price."

**"We provide a legitimate service. We should charge a legitimate price."**

**-Mark Curtis**

Ron Slone, president of Hoffman Car Wash, which has 23 full service, express, automatic, self serve and lube shops in New York, said the increases to the minimum wage have caused the company to be more disciplined about monitoring labor.

"We have always watched it closely," Slone noted, "but now we watch it even closer. We have not had to either reduce hours or trim staff at this time. We feel that it is important to be able to continue to provide adequate service levels for our customers."

Slone added that Hoffman Car Wash "will need to continue to review our pricing and look for ways to reduce labor and other costs while not negatively impacting customer service levels."

Stu Markowitz, owner of Posh Car Wash and Oakley's Car Wash locations in New Jersey and New York, agreed there are unseen costs for a business when the minimum wage rate is increased.

"The increase in the minimum wage just went up approximately 10 percent," Markowitz said. "That does not include the tax ramifications, which probably pushes the increase to 17 to 20 percent. Unfortunately, the increase has to be passed on to the consumer."

Burton took issue with a mandated rise in the minimum wage rate.

"It's not a pay raise that's earned by the employees, it's mandated," she said. "We would much rather foster a climate of a deserved pay raise for an employee's efforts where they earned it, instead of simply getting it." ■

*Alan M. Petrillo is a Tucson, AZ-based journalist, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He's the author of the historical mystery, Full Moon; the nonfiction work, Ice Hockey in the Desert; and his newest historical mystery, Asylum Lane, all available at [www.amazon.com](http://www.amazon.com).*

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*"We are prone to judge success by the index of our salaries or the size of our automobiles rather than by the quality of our service and relationship to mankind."*

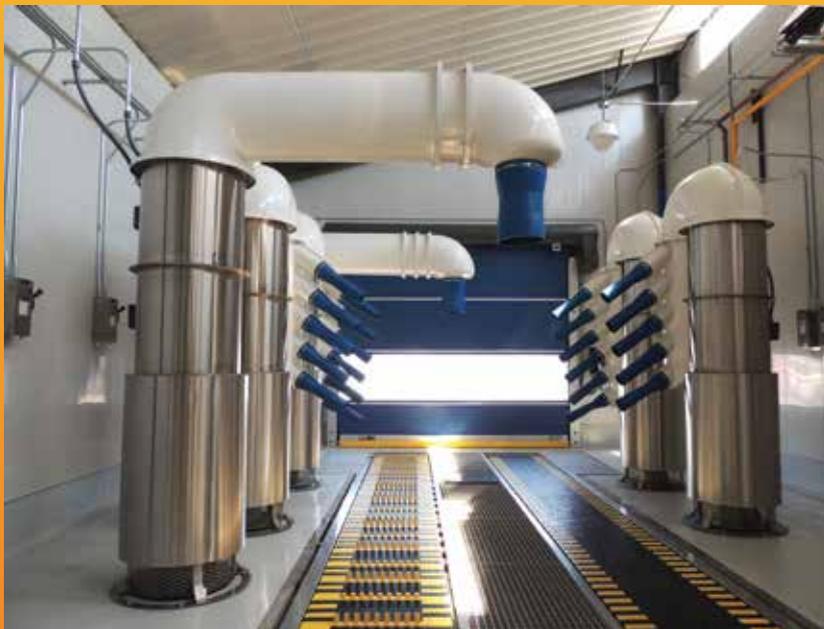
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# Tips for Improving Efficiency to Help You Save And Make More Money

By Alan M. Petrillo

**C**arwash operators are always on the lookout for ways to make their operations more efficient. They also want to save money where they can, spend their dollars wisely and increase revenue.

Northeast Carwasher spoke with several operators throughout the Eastern seaboard, and one inland operator, about strategies to achieve efficiency, and save and make more money.

In terms of making a carwash more efficient, Doug Rieck, owner of Magic Wash in Manahawkin, NJ, said that by converting to a variable frequency drive (VFD) pump for his water well, he's not only making his wash more efficient and conserving energy, he's also saving money.

"Typically, a carwash with water wells will have two or three water pressure tanks with a well pump," Rieck said. "By converting to a VFD submersible pump, like we did for our express wash, it will last longer than a typical well pump which runs longer and has many more on-off cycles, which are the killers of pumps."

Rieck said that he now gets a steady water pressure for his wash from the VFD pump, and that pressure is adjustable.

"I set mine at 70 pounds per square inch and because of the pressure transducer, all the equipment in the carwash has the same pressure going to them," he noted. On the issue of saving money, Rieck said, "The chemical savings alone will make the money for the pump back in about a year."

## Keep Current

Dave DuGoff, owner of College Park Car Wash in College Park, MD, performed renovations on his laser wash and self-service bays that have attracted more customers, and in the case of the self-service bays, his customers now spend longer amounts of time washing their vehicles.

DuGoff's said his carwash is coming up on its 18th birthday, so he decided to give the place a facelift.

"We had three laser wash bays and reclaimed one of them for a self-service bay, giving us six self service and two automatic bays," he said. "We replaced all the ceilings in our self-service bays and put up four Mosmatic booms that have a Z shape to allow them to swing completely around the car."

The four booms are color coded for ease of identification by customers. The high-pressure wand and hose is black, the foam brush is blue, the newly-added wheel brush is red and the air blow dryer is green.

"We added the wheel brush because customers were using the foam brush with its soft hogs hair bristles on the wheels and destroying the foam brushes, which cost more than \$40 each," DuGoff said. "The wheel brush has a stiffer nylon bristle and uses a stronger soap to clean the tires, so they aren't tearing up the foam brushes any more and the customer gets cleaner wheels."

DuGoff put a meter in one of the bays to track usage of the wheel brush and has found that it generates about five percent of the bay's revenue.

"We knew people would use it and expected it to be used less time than the foam brush because four wheels take less time than the entire car," he said. "I think we've gained business because of our wheel brushes."

DuGoff also added a Carnauba Wax option to his self-service bays.

"We still have the high-pressure clear coat protectant, but (we) also have low-pressure Carnauba Wax, which is a really good product. For people who like washing their car, want a good result and don't mind spending the time, it gives them a great result."

Because DuGoff's operation is open 24/7/365, rain or shine, it has become a target for vandalism.

"Our bays now have Carolina Pride self-service equipment where the software allows us to take credit and debit cards, and dollar tokens," he said. "We have a bill-to-bill changer that takes dollar bills through hundred dollar bills. If a customer puts in a

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*Variable frequency drives (VFD's), like this, are used in many wash applications. New Jersey operator Doug Rieck has converted to a VFD for his well water and is now saving energy and money.*

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\$20 bill, we give them six tokens, a \$5 bill and a \$10 bill in change.”

DuGoff noted that most customers come to the carwash with \$20 bills that were dispensed from ATM machines.

“They don’t want \$20 in tokens, so we give them what they want to make them happy,” he said. “If any self-service carwash operator doesn’t have a bill-to-bill changer, they are leaving business on the table.”

### Diversify Your Site

Ancillary services aligned with carwashing are another profit center that carwash operators should consider, according to a couple of New Jersey operators. Rieck of Magic Wash has two facilities at his Manahawkin site – a 100-foot conveyor express carwash with an ICS Auto Sentry payment system and self-service bays, and an adjacent Laundromat.

“We built the Laundromat when we built the self-service bays,” Rieck said. “We have four triple-load, front-loading, heavy-duty Maytag washing machines and 15 Maytag high-efficiency, single-load washers. Last December we invested in new dryers to improve efficiency and customer satisfaction.”

Rieck purchased six high-efficiency Maytag 35-pound dryers, and one Maytag 45-pound double box dryer for comforters and large items. He estimated that a properly run Laundromat with new equipment sized as his is should bring in a comparable gross revenue to four self-service carwash bays.

Mike Conte, who owns Rain Tunnel Car Wash in Long Branch, NJ, also owns a Laundromat, but on a different piece of property from his carwash.

“The Laundromat currently is 1,700 square feet, but we are in the process of adding 700 square feet to the building, taking it from a dry cleaning business next door,” Conte said.

Conte’s Laundromat has 30 washers and 28 dryers, and with the expansion, he is adding 10 more double-stacked dryer units, which will give him an additional 20 dryers for a grand total of 48 dryers.

“Dryers are the key to moving people through a Laundromat,” Conte pointed out. “Dryer space is at a premium.”

Conte said that in his area, drying cycles average 25 cents for between five and seven minutes of drying time.

Conte currently has four flat screen televisions in the main section of the Laundromat and intends on adding three more in the expansion, as well as new seating and clothes folding areas.

“We use a computerized card system in the Laundromat where the customer purchases a card, puts money on it, and then can use it in any machine in the facility – washer, dryer,

*Since renovating his wash, and more specifically his self-service booms, College Park operator Dave DuGoff’s customers are spending more time in his bays.*



soap dispenser, soda machine, anything,” he said. “When a customer spends \$5 they get a point, and when they accumulate 50 points, they qualify for a \$25 gift card of their choice from local businesses like Olive Garden, Burger King, Wendy’s and others.”

In terms of developing strategies to make more money, a Kentucky carwash operator has some strong opinions.

Chris Presswood, co-owner of Finish Line Car Wash and Detail, which has two flex serves with detailing and an express exterior carwash in Kentucky, and an express exterior in Tennessee, uses a number of electronic methods to connect his carwashes with regular and potential customers.

“There are a million different ways to interact with customers today, and phones are an important part of many people’s lives now,” Presswood said. “We use a number of methods of marketing our customers and others, from email to texting, Facebook and Twitter. There’s also LinkedIn and Foursquare, but the important thing is that we all need to do more than only have a website.”

Presswood maintains that connecting with customers is all about building a relationship.

“In our marketing efforts, we want to quantify and measure the success or failure we are having, and then make adjustments,” he said. “We have to get away from billboards and newspaper ads in order to truly begin to measure how many click-throughs we get on our websites, Facebook pages and emails.”

Presswood will text or email promotions to customers based on the weather forecast. He noted that it doesn’t make much sense to promote electronically during the heavy end-of-day drive time, but chooses to do so early in the day, around 6 am when people may be leaving for work, or 7 pm when they are home and receptive to messages.

“Send the message and then track the measure of your success,” he said. “This kind of marketing allows a smaller business to make a bigger splash in this busy world.” ■

*Alan M. Petrillo is a Tucson, AZ-based journalist, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He’s the author of the historical mystery, Full Moon; the nonfiction work, Ice Hockey in the Desert; and his newest historical mystery, Asylum Lane, all available at [www.amazon.com](http://www.amazon.com).*

# Do You Have An



By Louis Rendemonti

*Remember the last time you entered a multi-story building. On or close to the front door is a sign that displays the exits even before you entered the building. It is important to know the exit strategy before you enter the building because of the unexpected calamities that can happen at any time. But what about your business? Every business owner, whether it is your first day in business or you are celebrating your 25th anniversary, needs an exit strategy.*

I tell my clients that every business owner should be thinking about their eventual departure from their business because one of two events is going to happen to them. First, you will transfer ownership of your business during your lifetime because you want to get out and do something different with your life. With a plan you will be able to sell to a third party, your key employees or family members. Without a plan you will have to be liquidated and you will receive pennies on the dollar.

Second, you will die or become disabled, and the business will have to be liquidated unless you have a serious business continuity or “strategic contingency plan.”

**Every business owner, whether it is your first day in business or you are celebrating your 25th anniversary, needs an exit strategy.**

Because you have no readily marketable value for your stock or business entity, like owning stock in Microsoft, there is

no one willing to purchase your shares for their full value. It is a much more serious problem as the business must still operate and your family will still be around even after you are gone or incapacitated. Therefore, it is imperative that you create an exit plan before one of these events come true.

To help you formulate a well-designed exit strategy you should be able to answer “Yes” to the following questions:

- ❖ Do you know the following objectives in leaving your business such as departure date, cash flow needs and to whom you would like to leave the business?
- ❖ Do you know the value of your business?
- ❖ Do you know how to increase value in your business by developing your most valuable assets of the company – your key people?

- ❖ Do you know how to sell your business to a third party which maximizes your cash flow, minimizes taxes and decreases your liability?
- ❖ Do you know how to transfer your business to key employees, co-owners, or family members while paying the least amount of taxes?
- ❖ Have you implemented to the best of your ability the necessary steps to ensure that the business continues if you don't?
- ❖ Is your family's financial security protected if you die, become disabled or suffer a critical illness?

If you are like most business owners, you were not able to answer “Yes” to many of the questions. However, if you are going to be successful in exiting your business in style one day you need to answer “Yes” to each and every one of these questions. That is why you need to work with an advisor who can help you start the conversation, ask you the tough questions, follow through on appropriate recommendations and motivate you to implement strategies and solutions. ■

*Louis F. Rendemonti is a ChFC with Rendemonti Wealth Strategies. He can be reached at [Lou\\_Rendemonti@glic.com](mailto:Lou_Rendemonti@glic.com).*

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# NRCC Moves Venues to Atlantic City Convention Center

**T**he Northeast Regional Carwash Convention (NRCC) Board of Directors has opted to leave the Mark G. Etess Arena at the Trump Taj Mahal in Atlantic City for the Atlantic City Convention Center, October 5-7, according to Dave DuGoff, chairman of this year's show and former Mid-Atlantic Carwash Association (MCA) president. "The move was facilitated by several factors including the uncertainty of the Taj Mahal's future, but also because we have simply outgrown the space there and need a true convention facility to best serve our attendees and vendors," said DuGoff. "Never before has the NRCC taken such a huge step forward," he said.

The move, however, was one the board spent a considerable amount of time researching. "We spent a lot of time looking at all the venues on the East Coast that could accommodate our size while keeping vendor costs to a minimum now that they are dealing with a true convention facility which brings with it additional costs such as Union Fees. We also wanted to keep our overnight room rate reasonable which is always a challenge."

The board considered all venues that could accommodate the size of the show, which in 2014 boasted 272 exhibits. They explored convention facilities in Boston, New York City, Philadelphia and Baltimore. The best fit appears to be Atlantic City. The hall this year's show will occupy can accommodate 300 exhibits. "It makes a lot of sense for us to stay here, at least temporarily," said DuGoff. "We will continue to keep

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*The Atlantic City Convention Center (ACCC) is the new venue for the 26th NRCC, October 5-7, in Atlantic City, NJ.*

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*The state-of-the-art Borgata will serve as the host hotel for the 26th NRCC.*



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our ears and options open so we always best serve the needs of our attendees and vendors.”

Moving the show to the ACCC means more space on the floor and hopefully, more hardware. “The ACCC enables us to grow to a much larger space than we have ever had before,” said DuGoff. “It also enables our exhibitors to demonstrate more than ever.”

2014 NRCC Co-Chairperson Walt Hartl agrees. “I’d love to see vendors expand their floor space and vision and bring more equipment,” said Hartl. “I am very excited about the move and look forward to working with the ACCC and growing our show.”

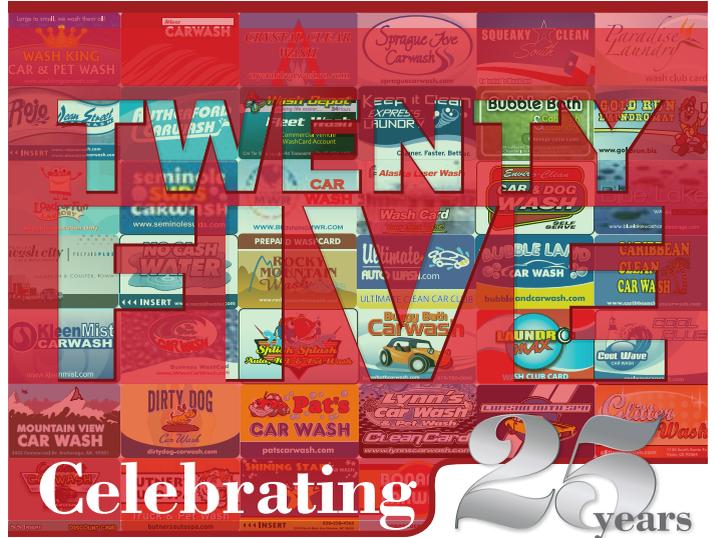
In addition to the move to the ACCC, the NRCC’s new host hotel is The Borgata. “We were successful in securing a great rate of \$99 a night which includes Wi-Fi,” said DuGoff. “It’s the best hotel in Atlantic City with an array of restaurants so you can get a four-star meal or something on a smaller scale. There is something for everyone there.”

Shuttle buses will also be provided to vendors and attendees to get them back and forth between The Borgata and the ACCC.

DuGoff is certainly bullish on the NRCC. “As this will be my second tour as Convention Chair, I’ve learned first hand how much you, the attendees and exhibitors, rely on the NRCC. You come to a trade show convention because you want to be a better operator, and run a more successful business. You want to learn as much as you can — little helpful tips as you contemplate major renovations and upgrades to your facilities.

“The overall economy is better, retail is up, but will you be ready to take advantage of it? You will be if you attend this show!”

You may also see many news faces at 26th NRCC. The board voted to expand its marketing budget to attract more attendees and attendees from outside the region. “It’s critical for us to expand our reach and try to educate as many operators as we can with our exceptional education and exhibit floor,” said DuGoff. “This show is the only show many operators attend so we want to push the envelope and provide the best product we can,” he said. “You can’t beat it. ‘Bigger, Better, Be There!’”



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# What Do the Fish And Flowers Say?

By JoAnna Brandi

I ran into a friend of mine at a conference the other day. I was surprised to see her since I know that she works grueling hours as an art director. And, the impression that I'd gotten of the ad agency she works for left me with the feeling that they probably wouldn't support a day of education out of the office. I guess I was right.

"If I thought for a moment you'd be here, I would have called," I said. "But I didn't think they let you out."

"Oh, I'm out," she said, with an enormous smile on her face. "Out permanently!"

"Uh-oh," I replied.

"I'm thrilled," she said, "that place was terrible, and it just got worse and worse. You can't possibly thrive in an environment like that – even the fish are anemic!"

"What? Anemic fish?" I asked.

"Yes. When you walk into the office there is this big fish tank, you know the kind, it's supposed to make you feel calm and peaceful and impress the new clients when they come in the door.

"Except that the fish, those that are left, are sick. The filter's clogged and the water's all murky. The pretty fish all got eaten up and the ones that are left got so mean they even eat up their babies! They are all pale and look anemic. I don't think they're even fed enough because if you walk up to the tank to look at it, all the fish scoot up to that side of the tank and hang out there with their mouths open."

As she went on I began to get this very vivid mental picture and then asked, "What was it like working there?"

"Horrible." She added, "In the beginning they promise you the world. They promised reasonable, family-friendly hours, a review at three and six months, raises for innovating and for finding ways to help them contain costs. I delivered on my end, but I was rewarded with more work, longer hours and more criticism. They don't do anything there to sustain and nourish people!"

Or the fish either, it seems. We both looked at each other wide-eyed. "The fish tank." The fish tank had become a metaphor for the whole culture. Oh my.

What do your metaphors say about your culture? Are your plants and fish and flowers and people thriving or just surviving? Are your people laughing, smiling, and leaning into each other when they talk?

Do they make eye contact and enthusiastically engage each other in discussion? Are they expressive, energetic? Do they eagerly participate in team meetings and events? Are they planning a picnic or a Halloween party? Are they working together to do something significant in your community? Are they coming up with fresh new ideas to make your business better? Are they learning and applying it?

What are YOU doing to encourage that kind of participative behavior? Do people like working at your carwash? Do people LOVE working there?

If your culture isn't nourishing your customer's or employee's positive experiences, stop and consider what will. A happy engaged workforce is a darn good competitive advantage because it takes real effort and can't easily be duplicated. A happy workforce is a force for good. They are more altruistic, they are more creative, they work well with others, and they send happy customers out into the world to sing your praises.

Take a look around – what are the fish and flowers telling you? ■



JoAnna Brandi

JoAnna Brandi is the author of "54 Ways to Stay Positive in a Changing, Challenging and Sometimes Negative World." You can learn more from JoAnna at [Joanna@customercarecoach.com](mailto:Joanna@customercarecoach.com) or visit [www.ReturnOnHappiness.com](http://www.ReturnOnHappiness.com).



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# Getting The Most Out of Your Towels

By Valerie Sweeney

Every few years or so, I like to touch upon the subject of how to make your towels last longer. There are various things that you can do to help increase the lifespan of your towels. The following are some tips on how to increase their longevity.

## Tip #1: Prevent Loss

Many carwashes reorder towels when the supply starts to dwindle. You should be able to hold onto your towels until they get old and start falling apart. Towels usually “disappear” for two reasons: Employees leave them in cars or customers “borrow” them and never return them.

If employees are leaving towels in cars, they need to be reminded that towels are important tools, and as with any other tool at the carwash, they should be held responsible for them. Some carwash managers monitor the towel inventory by counting them daily or weekly. Each employee should be made aware of this count.

It is also up to the supervisor to check the interior during final inspection for towels that may have been left on the seats, floor or dash.

Customers sometimes ask to borrow a towel to wipe a spot, or if the towels are in a place they can easily access, they might just take one. If a customer asks to use a towel, offer to wipe off the spot for them. It will show that your wash has great customer service, while at the same time ensuring the towel will be returned. Many washes also offer courtesy towels, usually a disposable paper wiper or a lower cost bar towel that is meant to be re-

**Even if you are using white towels, you should avoid using bleach.**

turned after use. Bar towels, which are 16" x 19", are inexpensive enough that if a customer takes one, it is not a big loss, but durable enough that you can continue rewashing the ones that you keep.

## Tip #2: Separate Your Towels

Ideally, different towels should be used for different parts of the car. You can keep your towels separate by using two or three colors (one for each job), or you can use different types of towels. For example, use a microfiber on the window and a terry on the body. Over time, soaps and waxes can build up and clog the fibers of the towels. This can cause them to become less absorbent and more apt to streak. Using a different towel on each part of the car will allow you to keep your waxing towels separate, and prevent ruining all of your other towels.

A separate low-cost towel or rag should be used for wiping greasy wheel wells and doorjamb. Grease is hard to wash out of a towel, and can cause streaking on the glass. Another cost-effective option is to keep an inexpensive box of rags around for maintenance work.

Additionally, a box of spill control pads and/or socks for spills, leaks and drips will help reduce the chance than an employee will use towels for the wrong purpose. Having three distinct containers (window, body and grease towels) for pre-washing towel storage will also help to keep the chemicals from each type of towel from mixing. These towels should also be washed separately, using fresh water after each load, otherwise the purpose of separating becomes pointless.

## Tip #3: Follow Washing Instructions

Washing your towels correctly also helps to ensure their longevity. Most towel vendors have a set of washing instructions/tips for the care of your towels. Even if you are using white towels, you should avoid using bleach. Bleach breaks down the cotton fibers of the towels over time, and shortens the life span. Microfiber towels can never be washed with terry towels. The lint from the terry towel will just cling to the microfiber and is hard to get off. Microfiber should also never be washed in hot water, or put in a hot dryer. Once these towels melt, (you can't always tell by looking at them) they won't work. Never wash old terry towels with new ones. As towels begin to deteriorate, they start to lint. This lint will transfer onto the new towels if washed together. ■



Valerie Sweeney

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).

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# Rub or Rust? The Chicken or the Egg?

By Gary Sokoloski

The age-old question of the chicken or the egg can also be associated with all of the hoses that connect our carwash equipment room to the bays. Is the fitting used going to rust together and start to leak or will the hose itself blow out for no apparent reason? This is a question with no good answer. Many installations have been done using only the highest quality stainless steel fittings to avoid any potential corrosion and rusting, as well as stainless steel braided hoses to help with this issue of hoses and fittings leaking over time. Others have been done with steel fittings and standard steel braided hose. The results are still out for debate. Installation, equipment movement, and chemicals used play a huge role in the longevity and lifespan of hoses and fittings. As with just about everything we use, the best plan is to have a spare on hand.

Planning and protection are the best way to help extend the lifespan of the hoses, pipes and fittings we use. Securing all the high-pressure hoses and pipes individually with a quality cushion clamp attached firmly to the building is the recommended way to at least help prevent any wear from vibration or rubbing against another line. Where possible, try

to use a standard length of hose. This unfortunately is not an easy task. Especially when doing retrofits, as well as uncommonly-shaped buildings and equipment layouts. Using the same size hose and fittings will make it easier in the long run by being able to carry a "one size fits all" replacement.

Another thing to consider is to use rigid piping so the most fluid runs as possible, which can be done on both the high- and low-pressure applications. The most recommended material is stainless steel tubing that can be either bent with a hand bender or put together with compression fittings. The difficulty of the run from the equipment room to the bay usually determines which method is better and in most cases, a combination of the two are needed. A bent pipe offers more assurance that a fitting will not leak at some point, but there are many occasions where even a bent pipe has failed at its radius.

Make sure you use stainless steel fittings on all of the tubing connections and on the fixed pieces of equipment. Again, all we can do is plan out our runs and try to provide as much independent support for these lines as possible. Always remember to keep a spare piece of pipe and a few fittings on hand for that emergency on Saturday morning when the supply hose store down the street is closed.

When making the soft (hose) connections between the pump stations in the equipment room to your rigid pipe, always try to make the hoses as straight and short as possible. A hose in the range of 12 to 36 inches is ideal to provide not only a transition; it also eliminates vibration and provides serviceability to the pump. The same is true for connecting to the equipment in the bay in places such as tight bends or where the hoses connect to the equipment. Hose protectors can be used to keep the hoses from rubbing together. These are "U" shaped hard plastic covers that can be attached to the hose so the hose is protected and any possible rubbing is on the protector.

The fact is, hoses need to be replaced on a periodic basis. Hopefully, that will be in a period of five or 10 years and not on an annual basis. There is no bulletproof hose or fitting that can take the corrosive environment and the movements of the equipment that is guaranteed to last the life of a piece of equipment. All that can be done is to try and make sure your lines are all run as straight as possible and to make sure they are not rubbing against one another and increasing the risk of a failure. ■

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



Gary Sokoloski

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# Happy to Be A Carwasher

By Doug Rieck

As December counted down, I kept one eye on my numbers at the washes and kept hoping for some road salt, followed by a week of sun. It never happened, but the fall rains finally started to ease up. This year, until October, I had high hopes and was looking at double-digit percentage gains over 2013. It was exciting. Then the fall happened and December was the last chance. In December anything can happen, and has in past years. The air can get cold enough, but the Atlantic Ocean is still too warm for serious snow on the Coast. The final end-of-year numbers became official on January 1, and sometime during January I totaled everything up and tried to make sense of what happened. As George Santayana has said, "Those who cannot remember the past are condemned to repeat it."

There are a lot of years I'd rather not repeat and 2014 was one of them, despite it being good for me on many levels. The final numbers had the conveyor up more than 5 percent but the two inbays were down.

## Future Looks Bright

I recently hired a new General Manager and both of us are excited about the future. He comes from a sales and automotive background and has been ambitious in setting sales goals and motivating the crew. His first full month was January and at the end of it we compared numbers to last January and the reality of the carwashing roller coaster set in for him – the weather. It was disappointing, but just part of carwashing. We both are still as excited and doing our best to become more customer and sales centered. The year is young with 11 months to beat last year and win over customers at the time of this writing.

Carwashing has been a fascinating business and good to myself and many others. There is a great deal of independence and a growth potential in this industry. We manage to earn a living and support our families and have a lot of fun while doing so (well, most of the time). Yes, there are challenges, and work, but that's part of life. One of the more consistent challenges has been to find additional profit centers that complement carwashing, and fit on my property. The purpose of these profit centers is to provide additional income and help to buffer some of the weather-induced volume swings. For many of us with lower volumes, or in more weather cyclical areas, this is extremely important.

My primary location is in a summer resort area on the Jersey Shore. During the summer, I often tell surprised first-time customers, (surprised that the facility has a carwash, Laundromat, self-serve bays and dog wash) that I live in a small town and have to do many things to earn a living. All true. Even so, it is important to remember that we are carwashers first. An example being detailing. At one point car detailing brought in many customers. It was never a high-margin business and was labor intense, but popular. But over

the past 10 years my market has shifted for multiple reasons outside of my control. I still offer waxing, but no longer assign it the emphasis I used to. Instead, my new priorities are my Wash Club and the Laundromat.

In 2014, my Wash Club base doubled and in 2015 I am looking to double it again (this is realistic), it is just a matter of marketing. At my attached Laundromat, I just finished installing all new high-efficiency dryers, some washers and giving the place a minor facelift. The Laundromat is a valuable complementary, non-labor intensive business. And it stays busy even on rain days.

What I do reflect on is that over the years carwashing has very much remained durable and the core of my business. Yes, I have gone from full-service washing to the express, flex-serve business model. That is just a natural evolution. Just as fast lubes have had to change with the advent of free oil changes at many dealerships, in my market the largest dealer group provides free oil changes for the life of your vehicle.

In recent headlines I have seen how Radio Shack has gone into bankruptcy and shut down many stores. Ten years ago, who would have ever thought that possible. Look at McDonald's now with a declining market share. What happened? I don't know, but I'm happy to be washing cars for a living.

Like it or not, retailing is tough and very much dominated by franchises and chains. The day of the small businessperson is evaporating store by store to be replaced with one big box after another. It seems that unless you are a restaurateur, there are not many places where an independent businessperson can make a living, and that's not an easy business either!

We as an industry are fortunate. I like many wail and moan about the weather, but perhaps that uncertainty and variability is what has left carwashing as an opportunity for the family-owned business? Certainly, the Northeast faces different business challenges than other sections of the country. The Northeast, for the most part, is one of the more densely populated, older settled areas. Jobs have fled along with some population to Sunbelt states. Additionally, we often have higher taxes and more restrictive regulations than other states. In New Jersey, there are often many existing older carwashes in competitive situations. In cities, and other areas often the washes are locked into smaller locations that make change and adaptation to new customer needs difficult. It's challenging but rewarding for sure.

## The Disney "Experience"

As I write this column, I am with my family avoiding the Northeast cold in Disney World. My kids, who are 10 and 12, enjoy it tremendously. Some days, I think they like the pool better than the rides. For me, I just enjoy the break in routine. My summers are spent busy in a summer resort area tending to summer customers.

There is certainly a lot to learn from Disney. I think that all of us can benefit from an analytical look at how they operate. Here it is all about the show that operates on multiple levels starting with their use of the label "Cast Member" as compared to an "employee" or "associate." Taken as a whole, a Disney Park is certainly not perfect, but they have multiple systems in place, and try very hard, to create a good "experience." For example, a day after check in my wife washed some sheets and towels in the washer in our Disney Vacation Club (DVC) vacation "home" around 4 pm. The washer was dirty and left black mold spots on the wash load. Housekeeping responded with fresh sheets within a half hour. Very good. Then, engineering and dispatch messed up and the washer was not fixed immediately as promised. At 8 pm that night, with dirty clothing piling up, I complained to a front desk agent. An assistant manager responded, apologized, and arranged for a repair the next day at a convenient time. He then offered a \$100 credit on the bill to use to take my family to dinner. After we talked, the manager came over and again apologized and offered his card. The next day the manager phoned me in the room to make sure all was fixed and we were happy. Three days later, when he saw me in the lobby, the manager called me by name and said "Hello." Was I a special VIP? No, just a DVC member. But I was happy, my wife was delighted with a free dinner and all was forgotten. This is a good example of their customer service swinging into action to correct a flaw.

I plan on taking some thoughts home and trying to improve my wash by implementing them. The first being that seamless customer experience matters. The second being that customer service is all important. The third being that when you master the first two, customers will come back more, give you better word of mouth and are willing to pay a little more. Sounds simple, but as always, the devil is in the details.

### NRCC Grows to ACCC

Don't forget coming up this fall is the 26th Northeast Regional Carwash Convention (NRCC), October 5-7. This year the host is the Mid-Atlantic Carwash Association (MCA) and our venue has changed. Yes, we are finally going big-time to the Atlantic City Convention Center (ACCC). This will be a great improvement with better facilities, a true convention hall and the opportunity for vendors to bring in more iron and innovation. To make things even better, our host hotel will be the best one in Atlantic City, The Borgata, and we have secured an incredible rate of \$99 a night including Wi-Fi. I'm very excited about the changes and the fact that the NRCC is again pushing the envelope and bringing operators in the Northeast the best trade show and educational package out there! To learn more visit [www.nrccshow.com](http://www.nrccshow.com). ■



Doug Rieck

*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 [dougrieck@gmail.com](mailto:dougrieck@gmail.com).*



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# Something New For Your New Wash Budget You Won't Believe!

By Perry Powell

Last year, while completing a sign project, (something I have done more times than I can calculate), something brand new happened! No kidding! Brand new!

We were gathered on the site, the owner, contractor, distributor, sign

guy and oh yeah, the sign inspector.

Why such a gathering, you may ask? Because the city would not give an occupancy certificate to the facility.

Why, you may ask, again? Because the city wanted the signs inside the tunnel, (you know, the ones provided

by the company that sells, oh, I don't know, thousands of tunnel signs to the industry every year), rewired and permitted just like the outside signs.

Why you may ask, again? According to the sign inspector who was showing me why personally, "Because of this little sticker on the back of the sign."

What sticker you may ask? The one that says it is UL approved and safe. HUH? Oh, it has the word "sign" on the sticker, so it falls under the sign portion of the code and will have to be permitted just like an outdoor sign.

Crazy! We had to make a case that the wiring should not be connected directly to an electrical box because it was controlled by a wash controller. The only way that we were able to make that argument fly was because the whole building had an emergency stop to immediately power off the whole building in the event of a catastrophic event.

The city also has a requirement for a Master Sign Electrician Certification Holder, (I would not let one wire my home!) to make all sign electrical connections within the city. Now mind you, this should not trump the actual Master Electrician who wired the whole building, but it took asking the question three times to get the Sign Inspector to agree that the Master Electrician could make the required adjustments.

There were only 13 of those little signs in the tunnel. Several thousands of dollars were spent bringing these interior signs up to code and permitting them. Mind you that in the three meetings leading up to the project with the city's lead sign inspector, this inside sign issue was never mentioned.

One of those present had built and opened a new wash facility less than three months before, in this same city and did not have to meet this new requirement. The group gathered rep-

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resented a lot of years in the carwash business and not one of us could ever remember having to meet this requirement – EVER!

When I brought up the three-month-old wash to the inspector he said it was an oversight and carried on. Talk about unfair standards and selective enforcement. Let's give the city planners an "A" for creativity. They should get the Oscar in the "Best New Way to Cause Mayhem and Use of Extortion to Extract More Money" category. (If you don't permit, you won't open.)

I approached a representative of the company who manufactured these signs and they seem to think of this as an orphan situation so they will not be making any changes.

I told you that it was new but wait, there is more! These city planners all belong to the same professional association, just like all of us. I promise you that there will soon be a new educational session for credit hours, at a fu-

ture conference (they don't have trade shows), dedicated to this new way of aggravating owners of new or remodeled carwashes. Coming to a city near you, courtesy of your local city bureaucracy, more fees and delays!

I went to the UL booth at the International Sign Show and actually made it all the way to the chief of laboratory engineering for the whole U.S. Here I learned that the UL is only a recommendation and that cities are not bound to adhere to the recommendations made by UL! So much for standards!!!

Okay, that sign may be safe enough to swim with but according to this city you cannot be in the tunnel with it! I am being facetious here, but regulations have reached the point of absurdity!

I can see this city requiring a perceived safer wiring system, but charging permit fees for signs, which cannot be seen from the road? It is only a matter of time before they intrude into what signs

you can put inside your tunnel.

I am glad Henry Ford learned to make automobiles affordable, Alexander Graham Bell created the telephone and Thomas Edison created the light bulb before they could be regulated out of their creative geniuses. Ben Franklin would have been fined out of the discovery of electricity by OSHA!

Where is the America I grew up with? The land of unfettered opportunity? Alas, sadly, she is gone! ■

*Perry Powell is a carwashing consultant and he is also the host of WashIdeas.com. He specializes in Neuro-marketing, and consumer behavioral marketing. He also provides science-based signage, designs and products for his clients, created to drive revenue. He can be found at [www.perrypowell.com](http://www.perrypowell.com) or [www.washideas.com](http://www.washideas.com).*



Perry Powell

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*Dear Venus and Mars,*

*If your budget was unlimited, what is the one thing you'd do immediately to your washes to make them more profitable?*



## Venus Says

Heather Ashley

My first impulsive answer was “automation.” I dream of everything being computerized and somewhat operated or maintained virtually. However, does that really improve profit or is it just making my life easier? Sure, it would drive up some profit as I would increase my price a bit to cover costs. And maybe through some strange automated marketing, customers may be persuaded to buy up. But, who am I really serving with automation? Mainly myself, and the customers to a smaller degree.

That led me to a choice that would draw in more customers. Without a doubt and considering that our goal is making a wash more profitable, curb appeal would be the best investment.

If I had more customers I would have more profit. Not only could I gain more customers, but I could turn more washes, using product faster and in more quantity, giving me bulk pricing. Plus, just seeing a busy wash makes people feel as though they need to wash too!

Thinking back to my days before carwash ownership when I cared little about washing a car gives me the ability to remember what the untouched non-carwash customer feels when it comes to a carwash. It seriously never ever crossed my mind to wash my own car. My father washed my car when he thought it needed it, and by hand, as there were no washes nearby. When I moved on to college, I still did not ever feel the need to wash my car.

I honestly never recall using a wash and definitely not an automatic during my early adult life. They were loud and I had flashbacks from the '70s of dark tunnels and soapy rags hitting against the station wagon and shaking the entire vehicle. Nope, I was never even going to use an automatic.

I was about 30 when I started to wash my car in the automatic that was located next to my dentist's office. It was just convenience and for some reason it made me want to wash.

*Continued on page 41 ...*



## Mars Says

Paul Vallario

This is a great question and so many things come to mind. It is hard to pinpoint one single thing. There is, of course, new equipment desires or making the place greener. If it were possible to clone myself so I wouldn't have to be there, for certain that would be my choice. Since cloning is currently not possible, I will have to think of something else.

In the carwash business for most of us labor is our biggest expense. I myself operate two full-service washes. We are always looking for ways to cut down on our labor expense to increase our bottom line. Of course, we look to do this without taking away from the quality of the wash we put out.

Currently, our highest costing employees are sales greeters and cashiers. If I could effectively eliminate these positions I feel I can be more profitable and offer faster, more convenient transactions to my customers. At present, I pay a sales greeter a salary and a commission to upsell on washes. I also pay a cashier a salary to collect money and a commission to sell prepaid washes and unlimited plans. With only one of each of these positions throughput is often limited on busy days. In addition, time available to upsell can be at a minimum when it gets busy.

Motivating employees to upsell can be a challenge as well. Despite aggressive sales incentives employees can become complacent or lazy. Maybe they are having a bad day or are tired and sales are down as a result. When this happens not only are their commissions down but also profits.

With the increasing costs of labor nationwide, I believe automation is going to become more and more common. When fast food chains are forced to pay their employees between \$15 and \$20 per hour they are going to be faced with the decision of having to raise prices or re-

*Continued on page 41 ...*

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

**If you have a question for Venus & Mars please send it to:  
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Venus ... continued from page 40.

My husband liked clean cars and I was very proud that first time I used it. I remember lining up my car perfectly and once I entered I noticed there was a sign to tell me when to stop. Keep in mind that a new customer may even be unsure of where to enter your wash.

When driving down the road, a property that is neatly and freshly landscaped attracts a second glance. I am thinking maybe fresh paint, a new roof and cleaner and brighter signage. More lighting and putting lights in different areas to draw focus but make a big difference too. I would look at the parking lot to see if a new coating of asphalt or just sealer would be the best way to freshen up the area. I would also look to redesign the parking area with arrows and add more signage on how to enter the bays. Flowers that are in bloom when possible along with heavy mulching and small trees would also enhance the look much like it does to a home.

So, you have to get me to want to wash my car. That starts by getting my attention so I notice all of the washing others are doing. If I see someone else do it, I might think about my own and realize I am dirty. I also have to feel like I can easily wash the car myself with proper identification of entrances and signage. But when I go by a place and it looks nice, I might look for a few more seconds and see that busy wash. It might be a wavy flag I have never seen before that peaks my curiosity.

And that automatic I first used all by myself, well, after about a total of maybe 15 uses, a strange opportunity presented itself and my husband and I bought it along with a couple others. Who would have thought? ■

Mars ... continued from page 40.

place employees. The technology is there to have computers or POS systems replace people taking orders and money at these establishments. We already see it in the big box stores like Home Depot, Lowe's, and in supermarket's, for example.

With that being said, I would take my unlimited budget and build out a three-station automated greeter station to take orders at my full-service location. Inside in the lobby area I would put three self-pay cashier stations. The customer would bring their barcoded ticket that was given to them at the greeter station; scan it at the self-pay station and pay. In addition, they can pay for air fresheners or other items that are for sale in the lobby area. As a result, I feel profits will increase through reduced labor, faster throughput and increased sales from a greeter that never has a bad day and doesn't tire.

As mentioned earlier, this technology is becoming more and more common and will continue to pop up in unexpected places. Our customers are becoming more tech savvy and used to the ever-changing retail environment. ■



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**PRESIDENT’S COLUMN**

*The New Year in Pennsylvania brought with it a new Governor and a bounty of changes in both chambers of Pennsylvania’s State Legislature. With these changes come a host of “unknowns” for Pennsylvanian businesses as there were a myriad of campaign trail proposals and promises that run counter to many business and tax policies under which we currently operate.*

*A current budget deficit of \$1.9 billion, a \$47 billion public pension liability and a new Governor with a commitment to increased spending in various areas, pose some significant threats to Pennsylvania taxpayers, as it is inevitable that all chambers will be looking for new revenue stream options. Why should this concern the carwash industry? As small business owners there is a lot at stake for your company’s bottom line in terms of taxes and in terms on possible product inflation as industry manufacturing corporations are targeted as financial scapegoats.*

*How? Here are just a few examples. Currently, Pennsylvania offers a vendor discount of one percent to businesses who remit the Sales and Use Tax in a timely manner, but there have been policy discussions about capping and or possibly eliminating this discount. The Capital Stock and Franchise Tax, a burden to many businesses, was addressed legislatively several years ago and is on track to phase out completely by 2016. With another year to go before it is phased out it could become a bargaining chip as lawmakers struggle to fill the funding gaps in the budget.*

*Pennsylvania recently increased Net Operating Losses (NOLs) for corporations from \$2 million annually to 30 percent of income, a significant gain for businesses. This reform could become another possible target in budget negotiations, and if lost could be a serious detriment for manufacturers and other cyclical industries. Additionally, Governor Wolf has discussed reforming Pennsylvania’s Corporate Net Income Tax (CNIT), (already high), as well as the Personal Income Tax (PIT), in an effort to make the system “more fair.” This is all before any discussions regarding favorable tax changes that could foster business growth in Pennsylvania.*

*The political process can be discouraging, to say the least, but it’s the process we have. With so many unknowns in this upcoming fiscal year, we can’t afford to be disengaged. Consistent grassroots efforts are essential to maintain a constant dialogue with policymakers. It is important to have the ear of a broad scope of policymakers to be truly effective. CAP has members all over the state and those members should bring with them a legislative relationship that, when placed collectively together, serves as an invaluable assets for our industry. This network would provide solid policy footing and assure a “seat at the table” when industry issues arise. With that said, we are asking members to reach out to their State Representatives and Senators to establish and foster relationships that will allow them to discuss the role their business, and the industry, plays in those legislative districts.*

*Continued on page 44 ...*

**CAP BOARD OF DIRECTORS**

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**PAST PRESIDENT**

Keith Woolam, Car Wash Management

**2015 MEMBERSHIP APPLICATION**

**Carwash Association of Pennsylvania**  
**430 Franklin Church Road, Dillsburg, PA 17019**  
**Ph: 717/648-0159 • F: 717/502-1909**

To join, please complete this application and mail it with your check made payable to:  
Carwash Association of Pennsylvania.

Name \_\_\_\_\_

Co. Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Member Category (please circle one)**

\$195 Single location operator

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



# 2015 ANNUAL DINNER AND TABLE-TOP SHOW

**THURSDAY, MAY 14, 2015**  
**HOLLYWOOD CASINO ~ GRANTVILLE, PA**  
**5:00 PM - 8:00 PM**

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

**Take Advantage of Member Rates**

Table-Top Fee	2015 CAP Members	Non - Members
Rate	Free	\$395.00

Member Registration Fee	2015 CAP Members	Non - Members
Rate	Free	\$40.00

**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 a Flat Screen TV

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 14, 2015 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

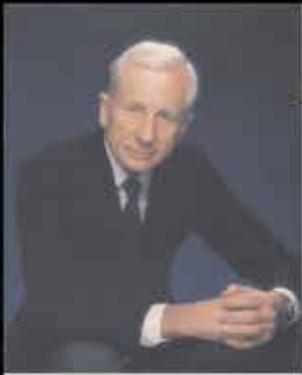


**WashIdeas.com**  
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**The Car Wash Industry's  
Best and Brightest  
Are Talking!**

**Are "YOU" Listening?**

Examples of Our Interviews:



**Paul Fazio & John Jurkens Tributes**



**Sitting ICA President: Gary Dennis**

**CAP President's Column ...** *continued from page 42.*

*We ask members to communicate all legislative activity with the CAP office and then maintain that relationship. If you need assistance, please don't hesitate to contact our office. If you already have a legislative relationship established make sure you're talking about the industry and again, reporting that relationship and activity to the CAP office. This is important if we are to create an effective grassroots effort within the industry – one we can call upon when needed. We need every operator and industry vendor involved to make an impact.*

*We wish all of our members a continued successful 2015 and offer the Association as a resource in your efforts. We look forward to partnering with you as we promote and support the industry this year. We hope to see everyone on **May 14 at our Annual Dinner and Tabletop Show at the Hollywood Casino at Penn National Race Course** in Grantville, PA, so we can make it our best event yet.*



*Keith Lutz*  
CAP President

## Head Off Electrical Hazards

Electricity runs our workplaces, but it can pose a serious danger to workers if you're not careful. Follow these tips around the wash:

- ❖ **Unplug damaged equipment.** Juice flowing through damaged wires or machinery can cause a fire hazard or a nasty shock. Shut down and disconnect equipment that isn't working until you can get it repaired or replaced.
- ❖ **Train your workforce.** Teach employees about the dangers of electrical shock and how they can protect themselves. Refresh as necessary, and remind your staff to be careful with any equipment they use.
- ❖ **Read the manual.** Seems simple enough, but few of us do it! Don't just plug a new machine into the closest outlet and turn it on. Check the documentation to ensure that you're not overloading a circuit or risking damage to the equipment. Store manuals where employees can find and consult them quickly and easily. ■



# THANK YOU

Grace For Vets thanks those who honored ALL military service with a **FREE** wash on November 11.

Want to get involved in 2015?  
Join Today – It's Fast, Easy & **FREE!**

Register your wash today at [graceforvets.org](http://graceforvets.org).

Once registered, you'll have access to **FREE** marketing materials available to promote your participation!

## Why Join?

- Your recognition of being part of an industry-wide program that supports ALL military service
- Helps increase wash locations honoring military service
- Great PR for your wash & the car wash industry
- A way to reach out to your military community

## Who Can Participate?

Any type of wash can participate as long as they are giving **FREE** washes. It's all about giving back and recognizing those who have and are currently serving their country.

- Hand Wash
- In-Bay Automatic
- Full Service
- Self Serve
- Exterior Service Automatic

For more information about Grace For Vets visit [graceforvets.org](http://graceforvets.org)



– 2014 –

A RECORD-BREAKING YEAR!

★ OVER 1300 COMPANIES

★ OVER 2800 LOCATIONS

★ 4 COUNTRIES



Estimate over 200,000 free washes for 2014. Final totals will be published on [graceforvets.org](http://graceforvets.org) at a later date.

**JOIN TODAY!**



**PRESIDENT’S COLUMN**

*As one operator said to the other, “Winter is white gold.” But, he forgot to mention that this past winter we were freezing our butts off and it snowed so much we didn’t wash our potential of dirty cars on a consistent basis!!! (I think Boston is still digging out!!!)*

*But, spring is upon us and with that being said, now is the time to plan for a spring wash promotion. We all do a winter one because we concentrate on salt and sand. Yet, what is a good spring promotion – flowers? plants? air fresheners? If you have a great idea, please share it!*

*How about getting your staff to bring a smile to work every day and introduce themselves to each customer they greet and thank them for being a customer? With everyone being housebound for so long, unless you’re a skier or snowboarder, or just chilling nuts, we all welcome the warm weather, flowers, and LOADS OF POLLEN! But imagine if every business you traded with treated you like royalty! Now that’s a warm, fuzzy spring feeling every wash customer*

*should get!!! And guess what, it’s free!*



*Bob Rossini  
CCA President*

**A special thanks to all the vendors and attendees at our 25th Mini Expo and Seminar in March. This event is a great opportunity to touch base with our valued vendors and operators. Please reach out to our office if you need to connect with any of them at 800/287-6604.**



**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

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Glastonbury, CT 06033, 860/652-8888 x114

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- \*James Rossini Mark Curtis
- \*Bruce Sands Doug Newman
- J.J. Listro Paul Ferruolo
- Alan Tracy Tom Mathes
- Dwight T. Winter Daniel Petrelle
- Anthony Setaro
- \*Deceased Joe Tracy

**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**

# Bullish on CT, NY Carwashing Splash Expands, Overhauls Sites

Splash Car Wash, Greenwich, CT, has announced the addition of new sites as they continue to expand and grow across Connecticut and New York. These additions, while helping the business grow, are also a reflection of the local economies they service, according to a company press release.

Recently, Splash Car Wash opened in Southbury, CT, with a full-service hand wash, oil change, and detail center. This is Splash's 17th location. As a hand wash, Southbury combines the benefits of a 100 percent Lambswool mitt hand wash with the speed of a conveyerized operation. With the use of Simoniz soaps and a trained crew, Splash Southbury has cleaning down to a science and can complete a wash with vacuum and windows usually in about 12 to 15 minutes, according to a company press release.

The 18th location was completed in Cromwell, CT, as a Splash Express Exterior Wash with bays for self-serve as well as in-bay automatic washing. The express exterior wash has the latest carwash technology designed to wash cars quickly and thoroughly while providing customers with a great "show" as they ride through the tunnel. "Beginning with the 'Foaminator' – a device that coats the car with a thick blanket of Simoniz soap – and ending with a new 'dry & shine' machine at the end, cars come out sparkling in no time," said Dan Petrelle, Chief Operating Officer and co-owner of Splash. Additionally, carwash customers are provided free self-service vacuums to use after their wash.

The 19th Splash center just opened in Stratford, CT, and includes an express exterior wash with an oil change. Customers will have free vacuums at this wash. This, along with previous locations, gives Splash a total of 19 different service centers across Connecticut and New York with 21 tunnels, 19 detail centers, and seven oil change centers.

This expansion reflects the improving economy in the markets Splash serves. "Splash will continue to add locations in markets that have the right location and demographics that fit our model," said Petrelle. "We feel strongly about the economic future of Connecticut and New York," added Petrelle.

## New Ground Up Wash

Meanwhile, Splash has begun construction on its latest location to be built in the Bedford Hills, NY, market. This will be a \$4 million facility with a full-service hand wash, an ex-



*Ribbon cutting at the newest Splash Car Wash in Southbury, CT. Pictured are District Manager Bill Trabulsky, Kathleen Lengyel and Donna Klim of the Southbury Chamber of Commerce, Splash CEO Mark Curtis and Splash Trainer Gina Colley.*

press exterior wash and detailing center. This new site is expected to be finished in late May.

In addition to the new locations, Splash has also begun to reinvest in its existing sites, earmarking close to \$2,000,000 in equipment and aesthetic improvements. The express exterior stores will be retrofit with new pieces of equipment, including the "Foaminator," and will add free self-serve vacuums where possible. Some of the locations have already been renovated, including Cheshire and West Haven, with Greenwich, New Haven, and Norwalk now underway. The goal is to have all sites continue to operate during the planned improvements with a minimum of service disruption. "We're excited to make these improvements and to add these new sites," stated Chris Fisher, co-owner of Splash. "It almost feels like we're starting up even though we've been in the business for 34 years."

Fisher and co-owner, Mark Curtis, started the business with the acquisition of an existing carwash in Greenwich, CT, in 1981. Their second location in Bedford Hills, NY, wasn't added until 14 years later. ■

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

# Management Companies Can Be A Great Solution For a Struggling Wash Or Hands-Off Owner

By Alan M. Petrillo

There are services available to carwash owners that the owners might, or might not, want to use, depending on the situation in which they find themselves.

For example, a carwash operator might choose to have someone or an organization operate the carwash for him, if he chooses to be an absentee owner, or at least not be present for day-to-day operations.

Or, if an operator finds himself in financial difficulties, he might choose to have an organization operate the carwash through a bankruptcy or foreclosure proceeding. However, that choice isn't always one the carwash operator makes on his own because in some instances, the decision is made for him.

For Frank Gaglio, owner of Camp Avenue Car Wash in Stamford, CT, working at his full-service carwash seven days a week, 365 days a year, was beginning to get to him.

"I had help by having managers in the past, but managers come and go," Gaglio said. "Working a full-service carwash is a lot more work than an exterior-only wash, and spending seven days a week there took a lot out of me."

The solution for Gaglio was to contract with Mike Shullman of Russell Speeders to operate the Camp Avenue Car Wash for him.

"It's been a perfect fit for me," Gaglio said, reflecting on the 12 years Shullman has operated the wash for him. "The management company takes care of things promptly, it gets things done without a lot of delay," Gaglio added. "Mike has done a great job in training my manager, who's been with me five years now. And with a management company, they can bring in people as replacements if needed and have a lot of buying power for supplies."

Shullman said Russell Speeders operates 20 carwashes of its own, as well as managing two washes for other operators. Russell Speeders has express washes, full serves, flex serves, gas stations, oil change shops and detailing shops in seven states in the Northeast, as well as in Florida and Ohio.

"We've been managing other carwashes for more than eight years now," Shullman pointed out, and during that time we have had eight management contracts with operators. In every contract we've been involved in, the owner ran the wash first, but later called us in to manage it for them."

In Gaglio's case, the reason for the management contract was that Gaglio was moving out of the area, but wanted to retain ownership of the carwash. However, in a number of other cases, often the carwash was underperforming and Russell Speeders was contracted to get it back up to speed.

"In almost every management contract, the owner was more successful at the end because we were involved," Shullman said. "However in some situations, the owner's and our goals were not aligned as we went along, so it was best to shake hands and move on. It's like a marriage, and sometimes it doesn't work out."

Shullman said that Russell Speeders management services

operate a carwash using a business mentality where standardization and long-term success are important.

"Systems and procedures are very important," he pointed out. "You have to have trained people to operate the system and they have to have a different mentality to tough out the short run and turn the place around."

In the South, a Georgia company, Car Wash Management Services, will operate carwashes, rehab them as necessary, rebuild the wash's reputation in the community and then sell the business once it's back on its feet.

Lane Bacon, owner of Car Wash Management Services, got into the carwash business in 2009 when an operator defaulted on a loan that Bacon held, so he ended up with the full-service carwash.

"I had years of small business and finance experience, but it in no way prepared me for the disaster of that carwash," Bacon said. "It took 18 months, but we rehabbed, rebuilt and rebranded the carwash as America's Auto Spa in Kennesaw, GA, and it functions well now. It's a full-service carwash with a 100-foot tunnel and a detailing shop."

At that time, Bacon had a customer who was a banker who had a loan out on a struggling carwash in Atlanta.

"He asked us to take over the carwash and turn it around, which we did," Bacon said. "Then we started managing troubled carwashes for other banks, then for investors who got in over their heads, and finally into absentee owner management."

Bacon has run carwashes around the country, both full service and express washes, in Sacramento, CA; Lake Worth, FL; Houston, TX; and Washington, DC.

Bacon noted that sometimes there are simple fixes that can improve efficiencies at a wash, like moving the vacuums to the exit area, thus cutting customer wait times, and managing with fewer staff members so they are busy all the time."

Bacon owns another carwash in Smyrna, GA, that took him three years to get through a bankruptcy.

"It's called Smyrna Auto Spa, which we converted from exterior only to a 100-foot tunnel full-service wash with a detailing shop, oil change facility and emissions business," he said.

While the location of a carwash can contribute to a business's struggles, Bacon said there are three major elements he believes are necessary to have a successful carwash.

"Hiring, training and sales are the keys," he said. "You have to hire good people and figure out who are good managers, you have to train the staff the way you want the carwash run, and you have to maximize sales by delivering what the customer expects." ■

*Alan M. Petrillo is a Tucson, AZ-based journalist, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He's the author of the historical mystery, Full Moon; the nonfiction work, Ice Hockey in the Desert; and his newest historical mystery, Asylum Lane, all available at [www.amazon.com](http://www.amazon.com).*

## 2015 CCA CALENDAR

MARCH 25

**Mini Expo & Seminar**  
Marriott Courtyard  
Cromwell  
[www.wewashcars.com](http://www.wewashcars.com)

APRIL 23-25

**Car Care World Expo**  
Las Vegas Convention Center  
Las Vegas, NV  
[www.thecarwashshow.com](http://www.thecarwashshow.com)

SEPTEMBER 21

**18th Annual Golf Invitational**  
Fairview Farm  
Harwinton, CT  
[www.wewashcars.com](http://www.wewashcars.com)

OCTOBER 5-7

**NRCC**  
Atlantic City Convention Center  
Atlantic City, NJ  
[www.nrccshow.com](http://www.nrccshow.com)

DECEMBER 3

**Annual Holiday Gathering**  
TBD  
[www.wewashcars.com](http://www.wewashcars.com)

**LOOK FOR A RECAP AND  
PHOTOS FROM OUR 25TH  
CCA MINI EXPO & SEMINAR**

**March 25**

Marriott Courtyard, Cromwell

*Including Tips From the Seminar,  
“Reinventing Your Wash  
Through GREAT Customer Service.”*

## Conduct An Employee “Gripe Session” With Positive Results

Taking action when your employees are seriously dissatisfied with your organization’s policies or decisions is a test of your leadership. A face-to-face discussion about grievances can clear the air but you’ve got to be careful to prevent it from turning into an explosive gripe session. Plan a productive meeting with these guidelines:

- ❖ **Prepare yourself emotionally.** Be ready to listen without becoming defensive or arguing back.

- ❖ **Limit the size.** A group of 10-15 employees is large enough so people don’t feel exposed and singled out, but still small enough so everyone can participate.

- ❖ **Assure privacy.** Meet in a conference room, or private setting, where you won’t be overheard – not the lunchroom or break room where other employees might wander in and out.

- ❖ **Ask for input.** State the problem as you’ve heard it and ask for everyone’s opinions and feedback. Assure the group that you won’t punish anyone for speaking out, and stick to your word.

- ❖ **Record the comments.** Ask one employee attending the meeting to document the specific complaints on a board so everyone can see them. Be sure the complaints are recorded accurately. As for a vote to prioritize the list.

- ❖ **Respond honestly.** Address each complaint. If you believe any issues are invalid, explain why, but be willing to listen to other points of view. Specify what you will do in response to the valid complaints.

- ❖ **Follow up promptly.** If you can’t resolve a problem immediately, promise that you will respond in a short, specific time – and do so.

- ❖ **Thank the group.** Express your sincere appreciation for employee’s courage and honesty in bringing each issue to your attention. Re-emphasize your mutual goal of working together productively and efficiently so employees know you value their opinions. ■



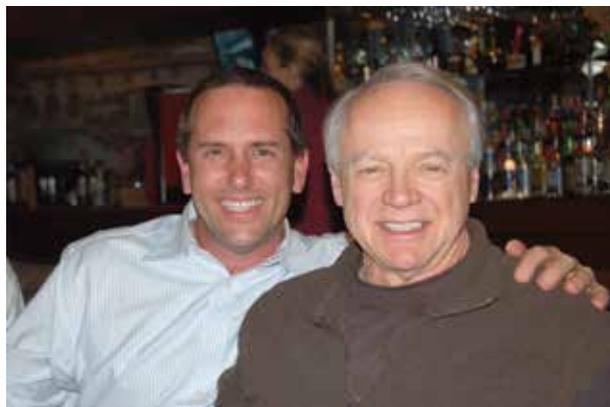
# CCA Members Gather for the Holidays

NEW HAVEN, CT – The Connecticut Carwash Association (CCA) returned to its roots at Carmine's Ristorante here, December 4, for its annual Holiday Gathering. The annual event, which attracted nearly 40, has been a long-standing CCA event. "This is one of my favorite holiday traditions," said Board Member Frank Gaglio. "It's a great kickoff to the holidays with a close-knit group of people who are like family."

The authentic Tuscan Grill, bejeweled with holiday decorations, served up a spectacular dinner for attendees from across the state that included traditional Italian specialties. CCA incoming President, Bob Rossini, of Torrington Carwash, welcomed the group, encouraged their continued support of the association and wished all in attendance a great 2015. "There's nothing like getting together with these guys to enjoy a great meal and some fun," said Rossini. ■



*CCA Treasurer Doug Lutz, Past President Tony Setaro and Todd Whitehouse, member Joe Farrell and CCA President Bob Rossini had an entertaining evening.*

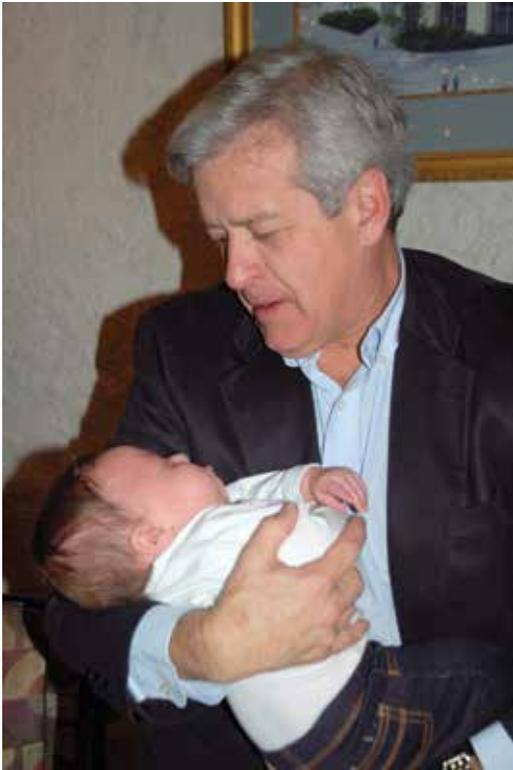


*Connecticut Car Wash's Todd Whitehouse and Premier Car Center's Joe Farrell.*



*A lively group of 40 attended the annual Holiday Gathering at Carmine's Ristorante in New Haven.*





*Splash's Mark Curtis (l) holds the newest CCA member-in-training Wyatt Petrelle while proud Papa Dan Petrelle gives the cutie a little love!*

---



*The event gets the thumbs up from Vinny Porzio and Marcos Patricio of Personal Touch.*

---

*In the background Mr. Sparkle's Paul Ferruolo and Splash's Mark Curtis catch up while Splash's Jay Ford and Dan Petrelle enjoy the festivities.*



# General Assembly Opens With New Faces

By P.J. Cimini

The 2015 General Assembly session opened on Wednesday, January 7, with a number of new faces. The Democrats have control of both the State House and Senate, although Republicans now have narrower margins in both chambers. Republicans picked up one seat in the Senate. With the loss of that Senate seat, Democrats no longer have the 22 votes needed to increase the constitutional spending cap.

The GOP also picked up a net gain of 10 seats in the House for a total of 64, the most the party has held in the chamber since 1994.

## Sales Tax on Carwashes

In Governor Malloy's first proposed budget in 2011, facing a massive deficit, he proposed eliminating the sales tax exemption on carwashes in Connecticut. Thanks to much hard work by all the members of the Connecticut Carwash Association (CCA), we were able to fight back and gain the support of many Legislative leaders and key State Senators and State Representatives.

Fast forward four years and Governor Malloy is again facing a budget deficit of over \$1 billion and he is faced with many of the same tough choices again.

While we have no direct knowledge of which way the Governor will go in his budget that he will submit to the General Assembly on February 18, it is extremely likely that repealing the exemption on carwashes is being seriously considered.

By the time you are read this column, we will have seen what he has proposed and, if repeal is proposed, you will have heard from the leadership of the association and asked for your help in getting active and involved in this important fight.

## State Tax Commission

A panel of accountants, former state Legislators and experts in tax law, economics and finance has taken on the daunting task of reviewing Connecticut's tax structure to come up with ways to modernize the system with an eye toward making it more fair, equitable and stable. We'll be watching this Commission closely for any interest or recommendations on the sales tax on carwashes and other business taxes on small businesses that may come up.

The study marks the first time since 1991 when the state enacted a personal income tax that such a major effort has been undertaken. It comes as Connecticut continues to face budget challenges following the 2007-09 economic recession, with billion-dollar deficits predicted in the coming years.

The group, which is scheduled to meet throughout the

year, is still determining its focus for the coming months. One of the Chairman has already indicated that members will review what he called the "honeycomb" of complicated state taxes and exemptions, including the corporate income and sales taxes, in an effort to make the state more economically competitive.

Taxes were a major issue in this year's tight race for Governor, with Democratic Gov. Dannel P. Malloy coming under fire from Republican Tom Foley for increasing taxes in 2011 to help cover a budget deficit. Foley had promised to make Connecticut more tax-friendly for retirees and would cut the sales tax. Malloy, who won reelection, has promised he won't rely on higher taxes to deal with projected deficits of more than \$1 billion a year in each of the next several fiscal years.

A report by the personal finance website WalletHub.com, released earlier this year, determined Connecticut had the country's fourth highest per capita tax burden. The average Connecticut resident paid \$9,099 in state and local taxes – 31 percent more than the national average. Neighboring New York was the worst, with a per capita tax burden of \$9,178.

## Major Decisions Ahead on State's Water Policy

This year is shaping up to be one in which state environmental regulators and legislators are likely to make major decisions affecting water use, costs and regulation by Connecticut businesses for years to come.

Connecticut is blessed with many high-quality surface waters and groundwaters. The state is a national leader in the field of water management and protection, having instituted many first-in-the-nation programs, including aquifer protection, stream-flow protection, wetland restoration and laws pertaining to the withdrawal of groundwaters.

In 2001, the state created a Water Planning Council comprised of officials from three different agencies. The council was charged with identifying issues and strategies to bridge the gap between the water supply planning process and water resources management "in order that water can be appropriately allocated to balance competing needs while protecting the health, safety and welfare of the people of Connecticut and minimizing adverse economic and environmental effects."

## Statewide Strategic Plan

Despite these initiatives and the tremendous progress that's been made, there will be renewed focus in 2015 on the need for a statewide strategic water management plan and additional statutes and regulations to implement the plan.



Subcommittees are expected to meet this spring to make recommendations.

### **New Water Protection Initiative**

The state Department of Public Health is launching a new initiative designed to “work toward protecting public health and economic development in Connecticut by developing long-term strategies for the protection of public drinking water supply sources.” The work will be guided by a Source Water Collaborative comprised of policymakers, development interests and the business community.

### **Water Quality Standards Regulation Revisions**

Connecticut’s Department of Energy & Environmental Protection (DEEP) is currently reviewing the state’s Water Quality Standards (WQS) and taking comments on possible changes. The department says the review is being conducted to evaluate the need to update or revise the WQS in order to remain consistent with state and federal law. DEEP expects to complete its review of the WQS, including any comments received, by the end of January. Thanks to legislation spearheaded by CBIA’s EPC two years ago, any proposed changes will be subject to the full regulatory adoption process, including approval by the Legislature’s regulation review committee.

### **Transportation**

The Governor has indicated that he will make transportation the top priority of his second term. Details about Gov. Malloy’s plan to “transform” transportation in Connecticut have been emerging at recent media briefings. In his State of the State Address in January, the Governor called for the transportation transformation and directly linked infrastructure improvements to improving Connecticut’s economic health.

Included in the Governor’s plans is a proposal for a constitutional amendment to prevent the diversion of money from the state’s Special Transportation Fund in order to cover General Fund expenditures. The Governor also has called for improving and expanding existing rail and highway systems as key components of his plan – several aspects of which are already in motion.

The state Bond Commission recently approved bonding for a repaving program this year, as well as money for new train stations in Enfield, West Hartford, Newington, North Haven, Orange and Bridgeport. Several of these stations will be part of the revitalized New Haven-to-Hartford-to-Springfield line that will run along the 62 miles I-91 cor-

ridor and is projected to be served by 22 trains per day.

Gov. Malloy also expressed an interest in widening I-95 from New York to Rhode Island. As the Governor’s proposals continue to take shape, the elephant in the room is the cost of such projects.

Despite the overwhelming desire for transportation improvements, Connecticut businesses are wary of being burdened by any additional taxes or fees, including tolls, until lawmakers can demonstrate some fiscal restraint with the Special Transportation Fund. Just as an improved transportation system will better connect state residents, Connecticut businesses hope lawmakers will come together and find a reasonable, forward-thinking approach to improving the state’s transportation infrastructure.

### **Details In Budget**

Malloy’s speech was short on details. He did propose widening I-95 and fixing its entrance and exit ramps; building new rail stations and upgrading branch lines; and creating a statewide bus transit service. But he did not outline how the state will fund his vision for modernizing Connecticut’s transportation infrastructure, saying the budget he will present will include “first steps.” “An honest conversation about our transportation future must include a dialogue on how we pay for new projects,” he said.

### **Transportation Lock Box**

Malloy did call for protecting dedicated transportation funds, a frequent source of legislative raids over the years to cover budget shortfalls and other government operating costs. He proposed a “secure transportation lock box that will ensure every single dollar raised for transportation is spent on transportation,” telling lawmakers he would immediately sign a bill that met that goal.

### **Workers’ Comp Insurance Rates Will Decline**

Many Connecticut employers will pay lower Workers Compensation insurance premiums effective Jan. 1, 2015. The Connecticut Insurance Department has approved rates for policies purchased in the normal, or voluntary market that will decline by 0.6 percent overall; rates for assigned risk policies will drop by 0.5 percent.

Costs for self-insured companies will likely decline as well since their costs generally mirror those for insured businesses. The rate changes were proposed by the National Council on Compensation Insurance Inc. (NCCI), which analyzes and recommends Workers Compensation rates for in-

*Continued on page 54 ...*

urers in more than 40 states. According to NCCI, primary drivers of the changes include:

- ❖ A continuing downward trend in claims frequency
- ❖ Passage during the 2014 General Assembly session of SB 61, a bill to control rising Workers Compensation costs by imposing a Medicare-based fee schedule for determining rates for Workers Compensation-related services at hospitals and ambulatory surgical centers

The proposed rates are “pure premium” rates, which do not include costs associated with administration, premium taxes, and other expenses – nor do they take companies’ claims experience into consideration. Rates will take effect for policies as they are purchased or renewed on or after Jan. 1, 2015.

### Small Business Legislation

Every year the Legislature’s Labor Committee drafts up schemes targeting certain big box retailers and fast food franchises in the state – claiming the large corporations are making billions so they can afford to pay extra costs to do business in Connecticut.

Now, some on the committee are taking aim at Connecticut’s smaller family-owned small businesses like carwashes, waging a full-scale mandate war against the mom-and-pop businesses like ours.

Connecticut is already a tough place for small businesses. The Small Business & Entrepreneurship Council’s latest Small Business Policy Index, which ranks the states on policy measures and costs impacting small business, placed Connecticut #41 this year – no better than where we were a year ago. CNBC’s America’s Top States For Business 2014 rankings put us a dismal #47 for the cost of doing business, while *Forbes’* Best States for Business gave a slightly better #46 ranking.

Small businesses are often praised as the backbone of our economy, but it’s very possible we’ll break their backs if we keep adding more and more costs and workplace requirements. Yet some on the committee apparently are looking to add more pressure on Connecticut’s small businesses by:

- ❖ Expanding the state’s paid sick leave mandate to include small businesses
- ❖ Implementing a new paid family leave policy to all businesses in the state.

The Labor Committee’s chairs have indicated they would be proposing these measures, and a paid family leave bill already has been filed in the Legislature and has the support of the committee chairs.

### Paid Sick Leave Impact

You’ll hear a lot of claims that paid sick leave has had no cost impact on businesses – based on a think tank study.

*Continued on page 56 ...*



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**Lobbyist Update ...** *continued from page 54.*

But not only has the study been debunked, a review of every study conducted on every paid sick leave policy in effect across the U.S. tells a different story. Data shows that paid sick leave mandates have cost businesses money – including businesses that had a paid sick leave policy in place before the mandate was enacted. What’s more, there is zero evidence that paid sick leave policies have reduced employee turnover and zero evidence people are coming in to work sick less often.

There is evidence, however, that the mandates have caused businesses to increase prices and reduce other employee benefits in order to offset the mandates’ costs. That results in employees taking home less pay.

**Paid Family Leave**

Paid family leave talking points, which have saturated the airwaves in recent weeks, is that the U.S. and Connecticut are way behind the rest of the world in offering paid family leave. Left unsaid is that while many other countries do offer more generous parental leave policies, according to a Pew Research Center study, they usually go hand in hand with a much higher gender pay gap. But countries with no parental leave – like the U.S. – usually have much lower gender pay gaps. Also conveniently avoided is the question of cost. Not only will all employees have to give up a portion of their paychecks (again) to support such a program (whether they use the leave or not), but it will cost businesses and taxpayers a lot more on the back end as well.

Washington State passed a similar law a few years ago, but stopped short of implementing paid family and medical leave because it was going to cost taxpayers \$1.2 billion dollars every two years. The state’s historical pro-mandate attitude has made this state very difficult to operate a business. What lawmakers often fail to realize is that the vast majority of businesses care deeply for their employees and provide every fringe benefit they can afford in order to make sure they retain their talented workforce. To improve Connecticut’s economic competitiveness, we need to ignore the feel-good talking points and think about how these policies will impact small businesses. We need to be backing small businesses in the state, not breaking their backs. ■



P.J. Cimini

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

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# Yes for Sexism, Then Go Backward to Go Forward

By Cookie Anthony

When is sexism acceptable? How about when it brings in customers? How about \$2 off for the ladies on Wednesdays? This type of a promotion can get you additional vehicles, smiles from your female clientele and everyone wins. But to be really fair you should also do a promotion geared toward your male customers. If you choose one of your slower mid-week days, the added volume will surprise you plus you will not be accused of discrimination!

## Warning: Read This!

If you are planning on installing a Smart Valve™ you need to check with your town to ensure that you have adequate water pressure. A carwash in New York installed this flow management device believing they would save a minimum of 15 percent of their normal metered water consumption within a 90-day period only to find out when the valve was installed that they couldn't run the wash. It stopped their water supply.

While the business they purchased the valve from offered a warranty and guarantee, there was no full disclosure that the amount of water pressure could be a major problem. So, caveat emptor and do your homework before you purchase the water saving device. Money was spent for installing, plumbing and the loss of revenue from a closed wash can be avoided if you do your due dili-



Turnpike Car Wash's Bob Katseff.



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gence. Otherwise, the saving you hoped to achieve will just be wasted dollars.

### Backward to go Forward

Bob Kasteff has been in the carwash business for about 30 years. He's served on the New England Carwash Association (NECA) and the International Carwash Association (ICA) as president. Now he's busy reinventing his Turnpike Car Wash in Peabody, MA. In fact, our cover story is on his endeavors on page 14!

You may be surprised and think you are in Walmart with the price rollbacks and price slashing at Turnpike. Bob is reducing his wash prices and giving his customers free vacuums. That's after a major renovation of his tunnel with a sizable expenditure in new Glasboard® and equipment. You may wonder if the price reductions are wise, but according to Bob his per car average is very satisfying. Sometimes, to move forward you have to go backward. Bob knows not all carwashers agree with his new direction. He even had to convince his wife Debbie, who does a lot of the bookkeeping, that this concept would work.

New electric systems were also installed but expansion on the land in the rear of property was put on hold until he sees how all these dramatic changes work out. Overall, however, Bob is very pleased.

The most dramatic change to his operation is the new blue vacuum system that looks like a piece of amusement park equipment, a mini Cyclone or rollercoaster. You cannot drive by the wash now without it catching your eye.

The vacuum system has spaces for 30 cars and trucks. The suction is very powerful and customers are delighted with the cost. You just can't beat FREE! While some people only use the free vacs, most go on to get a carwash. The design of the vacs is such that heavy objects fall into a canister which can be opened from the bottom and dumped into the waste barrel below. The lighter dirt, dust and sand go into the large central vac, again with easy emptying at the bottom. The front of the vacuum has a mat hanger and LED lights are very effective for night use. Bob turns off the free vacs at night when the wash is closed. Freestanding vacs are located at the front of the self-service bays and are available for use after hours.

One customer Bob and I chatted with thought the wash was under new ownership. The customer was using the free vacs and loved it! He said, "I'll use the wash next as I want the wash to make money and stay in business." What better endorsement can you get? So, consider if you want to go backward so you can go forward. Reach out to Bob for more information at [bkat@supercleancars.com](mailto:bkat@supercleancars.com). ■



Cookie Anthony

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

## 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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**PRESIDENT'S COLUMN**

*At the time of this writing we are just gearing up for an information-filled meeting in Hamilton with Simoniz USA's President and CEO Bill Gorra. Bill was scheduled to speak to us a few weeks ago, but due to the excessive amount of snow in the Northeast it would have been challenging for him to get to us before the next storm hit, so we changed our meeting date to accommodate him to later in the month of February.*

*I can't even begin to tell you how honored our board is to have such an exceptional speaker and individual share his knowledge and history of the industry with our membership. Bill has done so much for the industry, and also legislatively in the state of Connecticut, to advance professional carwashing. I'm very excited to spend part of the day with him before his presentation and show him some great washes, and then hear him speak that evening. It will be a homerun of a meeting and one I hope you didn't miss!*

*Next on our docket as an association is awarding our annual scholarship to one or two deserving young people. This scholarship, spearheaded by former President Gerry Barton, is a great member benefit. It provides our members' employees with financial assistance in advancing their education. We all know that the cost of higher education today is through the roof, so \$1,000 can mean a lot. If your employees missed out this year on this great opportunity, make sure they request a scholarship packet next year and take advantage of this member benefit. Information is always available on our website at [www.cwonj.com](http://www.cwonj.com).*

*Our next opportunity as a group to grow and learn before our June carwash tour is to attend Car Care World Expo at the Las Vegas Convention Center in Las Vegas, NV. This show is put on by the International Carwash Association (ICA) ([carwash.org](http://carwash.org)). It features lots of hardware and innovation as well as educational programming. It is certainly an option if you cannot attend the Northeast Regional Carwash Convention (NRCC), Oct. 5-7 in Atlantic City. And speaking of our regional trade show, the NRCC Board of Directors has announced that the 2015 show, the 26th Annual NRCC, is moving venues to the Atlantic City Convention Center (ACCC) and using The Borgata as the host hotel. The NRCC's management firm was able to secure an incredible rate at The Borgata of \$99 including Wi-Fi! The move was facilitated by the fact that we have simply outgrown the space at the Trump Taj Mahal and with the uncertainty of that venue's future, making the change to a true convention facility made sense. It's very exciting and opens up our show floor to more hardware and vendors. Make sure you put this date on your calendar and attend the show. The education and show floor are exceptional and the opportunity to meet and speak with your fellow East Coast operators is priceless!*

*Until our June carwash tour, I wish you lots of pollen and sunny weekends!*



Mike Conte  
CWONJ President

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## 2015 CWONJ Scholarship Award Update!!!

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## 2015 CWONJ CALENDAR

APRIL 23-25

Car Care World Expo, Las Vegas

JUNE 9

General Membership Meeting/Carwash Tour

AUGUST TBD

Golf Invitational, Suburban Country Club, Union

OCTOBER 5-7

NRCC \*MCA host association

NOVEMBER 17

General Membership Meeting, TBD

For additional information check [cwonj.com](http://cwonj.com) homepage!



## Need Some Inspiration? Try a Cup o' Joe

A cup of coffee helps you get going in the morning, but can it help you be more creative? Well, maybe. Here's a quick look at how caffeine affects the brain.

The neurons in your brain produce a substance known as adenosine. The harder your neurons work, the more adenosine they create; the more adenosine floating around your brain, the more it inhibits connections between neurons by clogging up your neural receptors. Thus, when you've got a lot of adenosine drifting through your nervous system, you feel tired.

Caffeine blocks adenosine production by impersonating the chemical, preventing it from being absorbed by the receptors in your brain. This permits natural stimulants like glutamate and dopamine to operate more freely. Those substances can stimulate connections between neurons, and so many lead to better combinations of thoughts and ideas in your mind.

You don't want to overdo your caffeine consumption in search of a spark of genius, of course. But a cup of coffee or tea may be just the thing when you're trying to jump-start your thinking. ■

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# A Vision!



CWONJ Board Member Doug Rieck shared the perfect shot of every carwasher's favorite truck in the winter – the salt truck! The conditions are setting up perfectly here with really wet roads and salt to muck up the vehicles on the road. Unfortunately, this past winter, there was just a little too much of the other white stuff to go around! ■

Look for a recap and photos from our February 26 Winter Membership Meeting at the Hilton Garden Inn in Hamilton featuring Simoniz USA CEO Bill Gorra in our next issue!



Meeting at the Hilton Garden Inn in Hamilton featuring Simoniz USA CEO Bill Gorra in our next issue!



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# CWONJ Fall Membership Meeting Features Sonny's Anthony Analetto

HAMILTON, NJ – The Car Wash Operators of New Jersey (CWONJ) Fall Membership Meeting at the Hilton Garden Inn, November 18, featured Sonny's President Anthony Analetto. Analetto, who boasts more than 25 years in the industry and is the creator of the original Xtreme-Xpress Mini Tunnel, shared his vast knowledge with the group of 50. During his presentation he showcased struggling washes that he was able to turn around. He also spoke on the importance of making changes and trying new things to grow your business. "Anthony is a wealth of knowledge," said CWONJ President Mike Conte. "He has so much information and is very willing to share it. His program was just great."

In addition to the presentation by Analetto, President Conte was able to present a check for \$1,000 on behalf of Kayla Lucia to her father, Pat, in her absence. Lucia is a student at Monmouth University in West Long Branch, NJ, studying business and is the 2014 CWONJ Scholarship

winner. She is a part-time employee of Madison Carwash & Detail Center in Madison. ■

*For more information contact Suzanne Stansbury, CWONJ Executive Director, at 800/287-6604 or mediasolutions@nycap.rr.com.*

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**The association's Winter Membership Meeting featured Simoniz USA's Bill Gorra. Look for a recap and photos in our summer issue!**

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*SONNY's Anthony Analetto "Talked Turkey on How To Turn Around Your Underproducing Wash" at the Hilton Garden Inn in Hamilton on November 18.*



*CWONJ 2014 Scholarship Recipient Winner, Kayla Lucia, sent her dad to collect her \$1,000 check presented by CWONJ President Mike Conte.*



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*Fifty attended the Fall Membership Meeting at the Hilton Garden Inn in Hamilton.*

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## PRESIDENT'S COLUMN

*As I think back to our last Mid-Atlantic Carwash Association (MCA) meeting at National Harbor, MD, on November 19, a smile comes to my face. I do not recall a meeting of any group I am involved with ever being so much fun. Often when we are in these organizations we find ourselves going to the prescribed meetings out of obligation. It is just another thing on our "to do" list. That is certainly not true with MCA. I personally look forward to each and every meeting.*

*So what makes us different? Three things. We like each other for one. I mean we honestly look and seek out people during the meetings to catch up with and not just on their latest business venture, but with their life and family. We have such a diverse group that dinner conversation just flows. We are constantly learning more about each other and often it is mind-boggling.*

*Another thing the MCA likes to do is have fun! Oh, we get our work done but during our last meeting we had a Twitter seminar. I led the seminar but there was a problem. I saw this great big Ferris wheel on the way in and I kept talking about it during the whole seminar. Finally, I gave in and we had a race to Tweet from the Ferris wheel as our concluding activity. After all, we were told the restaurant staff needed to reset the room for dinner so we had to leave for while anyway.*

### **CBF Gets Big MCA Donation!**

*We raised \$10,000 for the Chesapeake Bay Foundation and wished them well in restoring health to the bay. It has been a great partnership (Wash to Save the Bay) as we hope to educate the public about the ecological benefits of washing at a professional carwash versus home washing.*

*Finally, we have great venues. We have our Executive Director Pat Troy to thank for knowing the area and booking exceptional meeting locations. I had had a rough week and that MCA meeting turned the tide. I could not have imagined that being true, but I left with a few new Twitter friends as well!*

*So many of us are looking forward to this Spring and gearing up for both the International Carwash Association's (ICA) Car Care World Expo in Las Vegas and our next two MCA meetings. I've never been to Las Vegas and hear that if I ever want to go, this is the year as ICA begins alternate locations in the future.*

*Soon, MCA will be bringing all of its refreshing vitality to share with you as we host the Northeast Regional Carwash Convention (NRCC) 2015 in Atlantic City, October 5-7. I am not so certain that we can top last year, but I assure you a welcoming and fun group of folks will be working hard to make it a great show. Let me just say that our theme is, "Bigger, Better, Be There!" To learn more visit [nrccshow.com](http://nrccshow.com) or call 800/868-8590.*

*Get all the details of our upcoming MCA meetings and pre-register at [www.mcacarwash.org](http://www.mcacarwash.org).*



*Heather R. Ashley*

Heather Ashley  
MCA President



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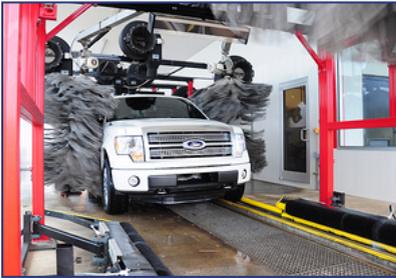
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# MCA Presents \$10,000 to CBF

The Mid-Atlantic Carwash Association (MCA) is pleased to announce the success of Wash to Save the Bay 2014, its second annual fundraising event for the Chesapeake Bay Foundation (CBF). In an effort to educate the public on the effects of home carwashing, the MCA partnered with the CBF in 2013 for a special fundraising event. Each year, on a Saturday in June, participating wash locations pledge to give a certain donation for each wash sold that day.

In its first year, Wash to Save the Bay raised \$7,000. In 2014, MCA presented CBF with a check for \$10,000 during its November membership meeting at McCormick & Schmick's at National Harbor in Oxon Hill, MD. CBF representatives, Brian Wessner, a volunteer, and Bart Jaeger, Director of Development and Boat Captain, talked about the progress that has been made to clean up

the Bay, how much more there is to do and thanked MCA members.

During the meeting a "Twitter 101" seminar was led by MCA President Heather Ashley followed by a reception and dinner. After dinner the group enjoyed a presentation by Pepco Holdings Inc. on lighting innovations. The Pepco Holdings Inc. and Delmarva Power C & I (Commercial & Industrial) Energy Savings Program encourages energy efficiency projects. From changing out light fixtures to replacing major mechanical equipment, Pepco and Delmarva provide Maryland customers cash incentives that reduce the initial cost of energy efficiency projects. To learn more visit [www.delmarva.com](http://www.delmarva.com). ■



MCA President Heather Ashley.

For more information visit [www.mcacarwash.org](http://www.mcacarwash.org).

Bart Jaeger, Chesapeake Bay Foundation Director of Development.



The Mid-Atlantic Carwash Association presents a \$10,000 check to representatives of the Chesapeake Bay Foundation. (l to r) Brian Wessner, CBF Volunteer; Dan Callihan, MCA Wash to Save the Bay Chair; Heather Ashley, MCA President; Bart Jaeger, CBF Director of Development.



Brian Wessner, Chesapeake Bay Foundation Volunteer.



## MCA CALENDAR

MARCH 18

**"Planning Your Life after Carwashing"**

Speaker: Louis F. Rendemonti,  
Rendemonti Wealth Management  
Doubletree by Hilton, 990 Hilton Heights Rd.,  
Charlottesville, VA

MAY 6

Learn about Apple Pay and EMV Smart Card Technology  
Speaker: Marc Freeman, Benchmark Payment Networks  
Baltimore, MD (Location TBD)

SEPTEMBER 23 (TENTATIVE DATE)

NOVEMBER 4 (TENTATIVE DATE)

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## PRESIDENT'S COLUMN

*"That's what it's all about folks. It's about learning, growing and connecting with your fellow operators to make your business better." - Mike Conte, President of the Car Wash Operators of New Jersey (CWONJ)*

*"CAP and other trade associations are always talking about marketing strategies and members constantly share Best Practices in this area, but you are not going to benefit if you're not engaged." - Keith Lutz, President of the Carwash Association of Pennsylvania (CAP)*

*"Carwashes, for the most part, are locally-owned independent businesses. That is good, but we don't have a central, planning and purchasing unit the way a franchise chain does. As a result, it is on us to keep up and make our own plan." - Doug Rieck, Past President, Car Wash Operators of New Jersey (CWONJ)*

*"The real value of our Association is the interaction of our membership, both owner-operators and industry vendors." - Dave Ellard, President of the New England Carwash Association (NECA)*

*The above quotes all came from the Winter Issue of the Northeast Carwasher magazine. It is compelling to see the consistency of message from these leaders in other East Coast states.*

*I've had members ask what the Association has done for them lately. Fair question, actually! Well, if you read the articles in the Northeast Carwasher, you will find that our Associations provide the forum for us to educate each other, and provide the legal structure to lobby and influence regulation and policy of the industry when needed.*

*As Doug Rieck points out, we are primarily an industry of locally-owned independent businesses. This is an important distinction. Most industries of scale are corporately owned or franchises. Think fast food, auto repair, oil change facilities and retail stores. The operators of these businesses focus on operational excellence. Other functional experts are paid to focus on strategy, marketing and equipment purchases. But in our industry, which has not been driven by franchising or big corporate investing, all of us "locally-owned independent business experts" need to be "masters of all trades." What better way is there than actively participating in your local, regional and international trade associations!*

*At the NECA winter membership meeting in February, we had a very active discussion amongst 65 of our members on the topic of marketing strategies and campaigns for carwashes. Dr. Teresa McCarthy, Professor of Marketing at Bryant University, led a panel of four carwash owners who were able to engage the audience in a very interesting discussion of what's working and not working. Exciting discussion! At our fall meeting, we had a dynamic panel discussion titled, "To Gate or Not To Gate." We debated the merits of automated gates at washes: advantages, disadvantages and lessons learned. Great discussion.*

*So to quote Mike Conte again, "That's what it's all about folks. It's about learning, growing and connecting with your fellow operators to make your business better." See you at our next meeting.*



*David J. Ellard*

David J. Ellard  
NECA President

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# Franklin Car Wash Is A Harmonious Business Owned by Three In-Laws

By Alan M. Petrillo

Going into business with your in-laws can sometimes be fraught with challenges, but it's been primarily smooth sailing for Paul Damelio, co-owner of Franklin Car Wash in Franklin, MA.

Franklin Car Wash, at 349 E. Central St., is a 110-foot tunnel express wash with towel drying. The facility also has a two-bay detail shop, six self-service bays and 10 coin-operated vacuums.

Damelio owns the carwash with two brothers-in-law, and the land the wash sits on is owned by his father-in-law.

"My father-in-law, Leonard French, bought this property in the 1970s when it was a pig farm," Damelio said. "He got rid of the farm and in the mid-1980s leased the land to me, his son Michael French, and my other brother-in-law Marc Winters."

Damelio said the three of them built the tunnel in 1987, and added the six self-service bays and the two detail bays in 1990. Damelio's son, Matthew, is manager of the site, and his sister-in-law, Deana French, is the wash's office manager.

Since the wash opened, the area around it has become more populated and built up, Damelio pointed out.

"It's a pretty congested area where there are a lot of res-

taurants, coffee shops and grocery stores nearby," he said. "We're next to a McDonald's and very often people will walk away to get a coffee while their car is being detailed."

## Background in Customer Service

Damelio brings a history of actively working with customers to his carwashing business.

"I was in the restaurant business because I helped start up an Italian restaurant for my mother and uncle," he said. "I worked there for eight years, getting more and more involved and spending a lot of time talking with customers. I left to build a golf course with my two brothers-in-law partners, which they still manage."

Damelio still spends a lot of time at Franklin Car Wash, much of it with customers.

"I have a lot of interaction with our carwash customers," he said. "I become friendly with them, maybe because of my strong owner-customer relationship. It harks back to the restaurant business and running the clubhouse at the golf course. I have been shaking hands and saying 'thank you very much' since 1978 when we opened the Italian restaurant."



*Franklin Car Wash in Franklin, MA, puts an emphasis on strong customer interaction and producing a quality wash.*



In 2013, Damelio renovated the carwash and changed the name to Franklin from East Central Street Car Wash.

“The place had been around for 25 years and needed a refresher,” he pointed out. “We renovated the carwash, developed a new sign and color scheme, and retrofit the detailing center. Then we did a massive direct mailing to several towns within a five mile radius, and also a television commercial advertising our 25th Anniversary.”

One of the offers Damelio made was if a customer bought a six-month unlimited wash pass, he would get another six months free.

“We got a lot of people to come back to our carwash and had a major increase in sales in 2013,” Damelio said. “And we now are holding onto those customers we got back.”

Fleet business is good for Franklin Car Wash too, Damelio noted.

“We get \$10 for our exterior wash, but sell fleet coupon books of 50 washes for \$350, which is \$7.00 a wash,” he said. “It keeps the property humming and the employees busy, as well as keeping a base income coming into the business.”

Damelio thinks detailing is a great complement to a tunnel carwash.

*Continued on page 74 ...*



*The wash was renovated in 2013. The wash name was also changed from East Central Car Wash to Franklin Car Wash.*



**Franklin Car Wash ...** *continued from page 73.*

“Our tunnel is about 65 percent of our income, while the detailing center brings in 20 percent and the rest is the self-service bays,” he said. “We offer full detailing, Express and a Super Clean Express detailing for customers, but detailing is a difficult dollar to get when you consider labor costs. However, we want to do it right and make people happy with the results.” ■

*Alan M. Petrillo is a Tucson, AZ-based journalist, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He's the author of the historical mystery, Full Moon; the nonfiction work, Ice Hockey in the Desert; and his newest historical mystery, Asylum Lane, all available at [www.amazon.com](http://www.amazon.com).*



*While detailing is a small percentage of the wash's revenue, the Franklin team works hard to bring every car they handle back to life.*



*The tight ship is spearheaded by a number of relatives including Matthew Damelio, sister-in-law and office manager Deana French and co-owner Paul Damelio.*

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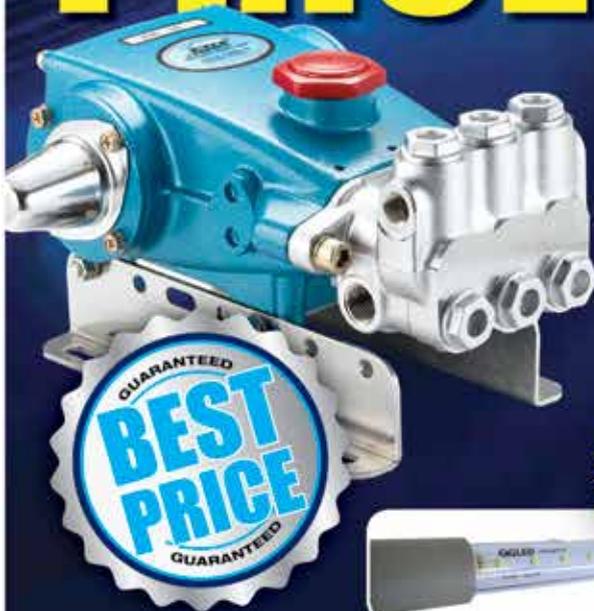
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# NECA Member Benefits



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 Tour. 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.

## Website

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.

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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 [www.newengland-carwash.org/category/9018/credit-card-services-for-members-from-tsys.htm](http://www.newengland-carwash.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 em-

loys 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. ■

## TREASURER'S REPORT New England Carwash Association Jan. - Dec. 31st, 2014 4thQ

Income	
Interest Income.....	\$38.30
Meetings.....	\$51,141.76
Member Services.....	\$536.26
Membership.....	\$36,460.00
NRCC.....	\$30,243.32
Scholarship.....	\$1,100.00
misc.....	\$23.26
<b>Total Income.....</b>	<b>\$119,542.90</b>

Expenses	
Advertising and promotion.....	\$95.62
Board Expenses.....	\$3,589.39
Charitable Contribution.....	\$6,000.00
Insurance.....	\$1,757.00
Management Services.....	\$36,518.66
Meetings.....	\$38,848.26
Member Services.....	\$5,853.46
Membership.....	\$1,289.89
Office Expense.....	\$3,540.48
Professional Expense.....	\$2,391.25
Tax.....	\$15.00
<b>Total Expenses.....</b>	<b>\$99,899.01</b>

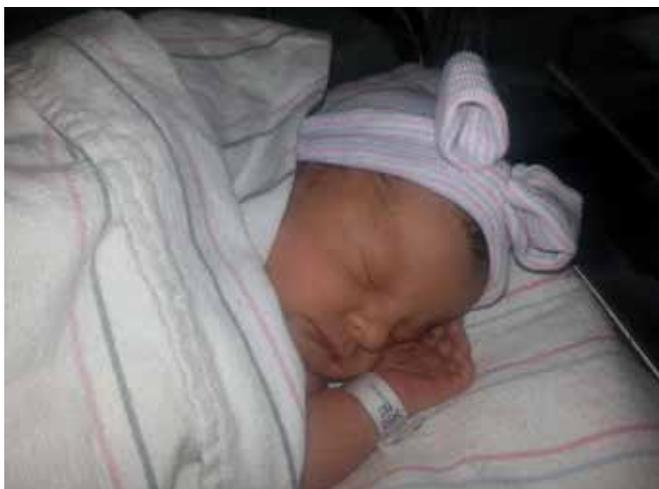
<b>Net Income.....</b>	<b>\$19,643.89</b>
------------------------	--------------------

Other: Washforacause	
Donations.....	\$2,950.00
Distributions to car washes.....	\$(846.00)
Administrative Expense.....	\$(760.44)
Administrative Income.....	\$50.00
Distributions to Campaigns.....	\$(487.60)
.....	\$905.96

Cash Balances	
Citizen's Bank Savings.....	\$88,290.33
Citizens Checking.....	\$39,682.20
Citizens Bank Reserve Fund.....	\$86,000.92
<b>Total Checking / Savings.....</b>	<b>\$213,973.45</b>

# Welcome Alexis Joan Heuman

New England Carwash Association (NECA) Past President Ron Bousquet became a grandfather for the first time on January 8. Little Alexis Joan Heuman was born at 11:45am and weighed in at 6 pounds and 19.5 inches long. Proud parents Chris and Nicole (Bousquet) Heuman are doing great! Congrats, Ron. You will make the BEST Grandpa EVER!!! ■



*Proud Grandparents Ron and Judy Bousquet with little Alexis Joan Heuman.*



## 2015 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. The New England Carwash Association (NECA) is very aware of this and offers \$1,000 scholarships to NECA member company employees and their direct family members. In 2015, we awarded \$1,000 scholarships to two deserving students.



The deadline for application submission is April 29, 2015, and the recipient will be notified on or before June 3, 2015. Please encourage your employees and/or their family 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 at 781/245-7400. ■

## Welcome New (and returning) NECA Members

### Mr. Bubbles Carwash

Contact: Ervin Fazekas  
Rochester and Portsmouth, NH  
603/332-8897

### Sparkles Car Wash, LLC

Contact: Bob Brennan  
(location to be determined)  
781/326-5482

### Big Blue Car Wash

Contact: Frank Marchione  
Fall River, MA  
508/678-6500

### Hamilton Manufacturing Corp.

Contact: Joe McEwan  
Holland, OH  
419/867-4858



# We Wish You Could Have Been There ...

Here's the next best thing. Our lively and informative November 18, 2014, fall meeting was professionally taped and can be viewed by clicking on the following link: <https://www.youtube.com/watch?v=dbsUHUVx1e0https>

The video includes annual state of the association reports, the awarding of the "You Make It Happen" award to Ron Bousquet, remarks by ICA's Chief Executive Officer Eric Wulf and the panel discussion, "To Gate or Not to Gate?"



NECA made the investment in professional videography to accommodate members who were not able to attend our meeting. If our members indicate that this is of value to them, we will tape future meetings. ■



The DeLuca brothers of Chris' AutoWash.



New England Car Wash Equipment's Jim Waterman, Jim Arvin and Jeff Arimento.



"To Gate or Not To Gate" panelists Nir Drory of Prestige Auto Wash, Steve Scharmatt of Central Street Car Wash and Quick n Clean, and Terrance Elder of Triple Play Car Wash.



ScrubADub's Danny Paisner and Jamaica Plain Car Wash's Peter Janis.



# Ron Bousquet Receives 2014 *You Make It Happen* Award

Unlike quite a few of you, this year's honoree was not born into the carwash business ... he married into it. But, once he was in the industry, he quickly be-

came part of the New England Carwash Association (NECA) family that was in its formation.

Here's how it all began. While

at UMass Dartmouth, both going to school and working full time, Ron met his wife, Judy. After marrying in 1975, he became the manager of one of her family's carwashes. In the beginning, he wasn't much of a mechanic, but his father-in-law, who was becoming more like a father to him every day (and is a founding member of the NECA), was a good teacher. By 1985, Ron was the general manager of all four company locations and to this day, is on call 24/7. His mechanical skill and expertise is well known so he has become the go-to guy for many of our members when they need advice



*"You Make It Happen" award recipient Ron Bousquet (center) is surrounded by his supportive and loving family. (l to r) Ron's son Brian, daughter Robin, wife Judy and new parents daughter Nicole and son-in-law Chris.*


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about mechanical issues and really everything relating to carwashing.

His commitment to his family naturally comes first, although the industry and the NECA are a close second. Ron's the very proud dad of two daughters and a son, and he just became a grandfather. His family still gathers every Thursday night for the wonderful meals he cooks. And some of us have had the good fortune to experience his culinary skills.

To say he's devoted to the business and our association is an understatement, and that commitment to service was ingrained in his youth. He grew up as a Boy Scout and rose to Eagle Scout by age 14. He was a Scout Leader and encouraged his son to achieve Eagle Scout status, as well. His devotion to his children included coaching Pop Warner and Babe Ruth baseball, the Waltham's Girl's Softball League, and service as President of the Waltham's Girl's Softball League further shows his dedication to family. In addition, he's a 4th Degree Knight of

the Knights of Columbus, Sacred Heart Council, served as their financial secretary and is a Chancellor of the K of C.

Through all of this, he has always found time for the NECA. He is a founding member of the Northeast Regional Carwash Convention (NRCC), still representing NECA to this day, and has served as the NECA's President not once but twice, returning to office when we were in need of an experienced leader. He has served as a member of the Board and as an active committee member for many years, was instrumental in the development of the NECA scholarship program, and supports NECA's activities in countless other ways. We often call upon him as our institutional memory, and he has led many bylaw and governance reviews that has helped the NECA evolve.

If he's not at a meeting, his absence is noticed and presence missed. Fortunately, he's here tonight so we can say, thank you, Ron Bousquet, "You Make It Happen!" ■

## Waves Welcomes Warren Korngold!



Adam and Liz Korngold are excited to announce the birth of their son, Warren Bradley Korngold. Warren was born at 9:47 am on January 20. He weighed in at 7 pounds and 9 ounces. Congratulations! ■



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**PRESIDENT’S COLUMN**

*By the time you are reading this, we “should be” in the beginning stages of spring, as of right now though, cold winds and drifting snows and thankfully salty cars, blanket most of the Northeast.*

*On January 1 the minimum wage in New York State increased to \$8.75 an hour with another scheduled increase to \$9.00 in 2016. Whether you agree or disagree about raising the minimum wage or not, the fact is, it’s happening.*

*Increases in employee wages, especially for our entry-level staffs have more of an impact on our bottom lines than you might think. In most operations, labor is the largest operational expense operators face. There is the cost of advertising for the positions we need to fill, the hiring expense, uniforms, the time involved in processing the paperwork, training cost, and lost productivity as the employee get’s up to speed, etc. The challenges of operating a business that is so dependent on events out of our control – the weather – can be daunting. Finding the balance between staffing and production is a task that changes by the hour. Balancing the need to provide hours to valuable employees vs. having to reduce staff due to poor weather or volumes is one of the most difficult tasks to running our businesses.*

*The New York State Car Wash Association (NYSCWA) is monitoring the minimum wage discussions in Albany and we are staying in close contact with our Lobbyist, Bill Crowell, to make sure we are aware of any proposed changes to the minimum wage discussions at the state Capitol. It’s time to look at things differently, measure differently and focus on the “little things” to combat this increase.*

*With this as a backdrop, I would like to share an email I received from our company’s Human Resources Manager, Vic Kulpa. “About a week ago you received a spreadsheet showing the number of hires each month at all of our locations during 2014. The spreadsheet that is attached shows not only that number but also the number of terminations that occurred at each location during the same period of time. When you look at the total number and the numbers of employees who were hired and terminated in the same year, you should see a problem that needs to be addressed quickly.”*

*In 2014, the number of terminations for the entire company outnumbered the total number of employee hires. It represents a great deal of wasted time and expense for both the operations and staff parts of the business. A trend that is not uncommon in entry-level service business operations).*

*So, what do we do to fix this problem?*

*First, we need to understand what type of employees we are looking for: experienced vs. “will train;” full time, variable time or part time? Do we really need the new hire or is there another way to address the work? Can current employees be trained to take on more responsibility and workload? Are all my employees working to their potential or are some just going through the motions; am I just filling a slot with a warm body?*

*Continued on page 84 ...*

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Steve Weekes, Sitterly Road Car Wash LLC  
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- |                 |                           |
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| Steve Voll      | Walt Hartl                |
| Mark Kubarek    | Dennis O’Shaughnessy, Sr. |
| Tom Hoffman Jr. | Steve Knightes            |
|                 | Mark Kubarek              |

\*Deceased

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## NYSCWA President's Column

... continued from page 82.

Second, I think we should revisit what the job requirements are and make changes to our ads, if necessary, to accurately reflect the work and the applicants that we wish to attract.

Third, managers should spend time brushing up on their interviewing techniques. If you have delegated this task, then spend some time listening to the interviews being conducted in your store.

Fourth, I know you have heard it before, but you only get one chance to make a great impression, and that goes for bringing our new employees on board. Getting someone excited to work here starts with the first contact, the first handshake, then the interview and the selection. By the time the employee starts, we should have used at least three opportunities to make sure they know how happy we are to have them join us and what lies ahead for them.

Fifth, make the orientation process one that they will remember. The first few days, weeks and months are very important if you are going to retain the talent that you have already worked hard to attract.

And finally, do not underestimate the value of continuous coaching for your veteran employees. They will be the ones who help you develop and keep the new talent that you bring in. I just read an article that the New England Patriots head coach, Bill Belichick continues to meet one-on-one with his quarterback Tom Brady at least three times a week despite the fact that they have worked closely together for years. I guess you cannot argue with success. So don't forget the employees that are already working for you unless you want to see the termination number continue to grow."

It's time to look at things differently. To borrow a line from our most recent Northeast Regional Carwash Convention (NRCC) Keynote Speaker Bob Benmosche, "You can have success even in the face of adversity."



Walt Hartl  
NYSCWA President

*"Identify your problems,  
but give your power and  
energy to solutions."*

*- Tony Robbins*

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# Stupid, Or Something Else?

By Mike Benmoschè



It's been said that, "You can't fix stupid." And by definition, stupid generally means not intelligent, having or showing a lack of ability to learn and understand things. But I believe that we can often confuse that word with others such as unwise, ill-advised, rash, irresponsible and reckless. Employees that exhibit these behaviors may be merely acting from a lack of proper training not an inability to learn.

So, before you judge and categorize an employee injured at the wash, look at the training given to this individual. Ask yourself, were there procedures that were designed to protect this employee in the performance of this job function?

The reason I am pointing this out is that after recently attending the car wash repair class at Sonny's CarWash College, I had a unique opportunity to see some things from a new prospective. While I learned how to troubleshoot and repair over-under conveyors, hydraulic power packs, top and bottom side washers, wrap-arounds, dryer systems as well as other pieces of carwash equipment, I was able to better understand the safety concerns associated with these activities.

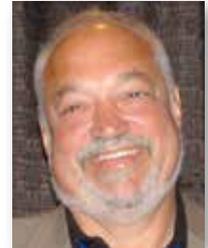
In general, it made me question how the employees are trained to work on this equipment. In the real world, we all know that a lot of trial and error is the most popular method used. Shortcuts are a reality, as well. Of course, these are also the most dangerous options.

I would like to share a few examples:

- ❖ While working on any equipment that is powered by electricity, how many employees truly understand the lockout/tagout procedures?
- ❖ I noted on the conveyor repair associated with the gearbox that there is often grease that tends to spill onto the floor. How many employees working on this equipment get that on their shoes? This is definitely a slipping hazard. What are the conditions in the pit while you are working on the conveyor? When you drop a bolt or nut, are you searching in water that may have debris that can slice open a hand?
- ❖ How do you keep track of the tools that you use? Do you have a system to account for them to ensure they are returned? Leaving a screwdriver on a wrap can add a lethal projectile.
- ❖ How many times do you or an employee use a grinder to cut off a stubborn bearing from a shaft or stainless steel bolts? Are they trained how to properly use that tool and do they have safety glasses on?
- ❖ How many times is a torch used as a shortcut? Again, are your employees trained on how to use this piece of equipment? Do they wear safety glasses?
- ❖ Ladder use. Are your employees trained on what height is proper and what kind of ladder is appropriate for each job?

These are just a few of the questions that came to mind during my class. In the coming months, please check out my Carwash Safety 101 blog. I plan to outline more of these safety concerns as they pertain to particular job functions.

I'm certain that many of you have excellent training tools to ensure the safety of your employees. However, it is important to review each new task from a safety perspective on a regular basis. Things change and with it so do the risks associated with the job functions. Be sure to keep current. And if you don't have procedures in place to properly train your employees, work with your equipment companies and create them now! ■



Mike Benmoschè

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

## New York State Car Wash Association

### Profit & Loss January - December 2014



Income	
Interest Income.....	2,028.28
Meetings Income.....	10,585.00
Membership Dues.....	19,025.00
Northeast Convention Income.....	75,043.32
Promotional Fees.....	1,945.86
Services.....	250.00
Unapplied Cash Payment Income.....	250.00
Vendor Sponsorships.....	3,950.00
<b>Total Income.....</b>	<b>\$113,077.46</b>
Gross Profit..... \$113,077.46	
Expenses	
Advertising/Promotional.....	1,192.20
Bank Service Charges.....	1.00
Board of Directors Expenses.....	246.50
Charitable Contributions.....	600.00
Credit Card Fees.....	932.46
Director Fees.....	21,109.41
Insurance Expense.....	1,395.00
Legislative Expense.....	100.00
Legislative Fees.....	12,000.00
Meetings Expenses.....	18,557.10
Northeast Convention Expenses.....	55.88
NRCC.....	254.74
Office Expenses.....	708.12
Postage Expense.....	520.24
Printing/Graphics.....	221.50
Professional Services fees.....	830.00
QuickBooks Payments Fees.....	229.01
Telephone.....	118.07
Travel.....	507.28
Website Host.....	230.00
Website Maintenance.....	1,300.00
<b>Total Expenses.....</b>	<b>\$61,108.51</b>
<b>Net Income.....</b>	<b>\$51,968.95</b>
<b>Monday, Feb 02, 2015 11:25:54 AM PST GMT-5 - Cash Basis</b>	
Checking Account Balance.....	54139.01
Money Market Account Balance.....	46798.73
<b>TOTAL CASH ON HAND.....</b>	<b>\$100,937.74</b>

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



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# Daniele Family Companies Opens Third Rochester-area Royal Car Wash

By Alan M. Petrillo



The newest Royal Car Wash is on Ridge Road in Greece. Royal employees dress the part with bow ties and button down shirts.



The Daniele Family Companies, owners and operators of carwashes, restaurants, a marina, condominiums and professional offices, have opened their third Royal Car Wash in the greater Rochester, NY, market.

The new carwash, on Ridge Road in Greece, a suburb of Rochester, is located across from the Greece Ridge Mall on a piece of property that required considerable construction and engineering to get the place built.

"We're on an acre and a quarter with church property behind us and a former monastery next to us," Danny Daniele, a co-owner, said. "Because the property is on an incline, there's a 15-foot drop from the road, and the prior building there was two-and-a-half stories in the back and one story in the front."

First, the Daniele family spent approximately \$250,000 on asbestos abatement in the building, and then another \$200,000 to demolish it and cart the rubble away. Once the land was cleared, the family had to build a huge retaining wall before they could begin construction of the carwash.

While the Daniele family usually does its own construc-

tion, through its Daniele Construction business, for this project the family engaged Hamilton Stern of Pittsford as the general contractor.

"We had other projects going on, like expansions of our marina and other retail centers, so they handled most of the carwash construction for us," Daniele said.

The resulting carwash, which opened in March 2014, is an express exterior wash similar to the family's other two carwashes, built in a 120-foot long building with an under-and-over conveyor running its entire length.

"We have all Sonny's equipment in the carwash and use DRB software to handle our unmanned pay station," Daniele pointed out.

The Daniele Family's other two Royal Car Wash locations are at 2875 Monroe Avenue in Brighton, and 619 Jefferson Road in Henrietta. Other co-owners of the businesses include Daniele's father Mario, and his brother Anthony.

Besides Royal Car Wash, Daniele Family Companies owns Mario's Italian restaurant, Basil (a casual Italian kitchen), Mario's Cafe, Daniele Construction, Palazzo Plaza,





Southpoint Cove Waterfront Apartments, Royal Atlantic Condominiums, 2851 Monroe Avenue Professional Offices, and Southpoint Marina and Pool Club, all located in the Rochester area.

Daniele said his father came to New York from Italy with a background in construction, and opened a pizzeria and then a restaurant. The Daniele brothers grew up in the restaurant business and both went to Auburn University, graduating with degrees in business management and finance.

The family continued to expand, opening two more restaurants, then purchasing a 200-slip marina where they doubled the number of slips and added a restaurant and pool house. Through Daniele Construction, the family also built condos and apartments overlooking the marina.

### Great Customer Service Key with Daniele Businesses

Customer service is a major part of Royal Car Wash's business, Daniele said, as it is with the other Daniele family businesses.

"All our employees wear bow ties and button-down shirts," he said. "We keep them smiling because when you hire happy people, your business is a happy one. The number one comment we get on our response cards is that our people are so friendly and happy."

Daniele said the newest Royal Car Wash is "95 percent the same as our other two locations," with a few exceptions.

"We doubled our prep guns at the new carwash and added additional tankless water heaters for fast hot water availability," he said. "Also, we will be offering free vacuums at the Greece location because we have more space there."

Daniele said he plans on having between 12 to 15 employees on the new wash's schedule, with two to six people working at any given time, which is similar to the family's other two washes. With the combination of fast, friendly service, and new equipment and software, Daniele said he expects the Greece location to wash 150 cars an hour. ■

*Alan M. Petrillo is a Tucson, AZ-based journalist, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He's the author of the historical mystery, Full Moon; the nonfiction work, Ice Hockey in the Desert; and his newest historical mystery, Asylum Lane, all available at [www.amazon.com](http://www.amazon.com).*

*The new express exterior features Sonny's equipment and DRB software. The wash, which opened in March 2014, required extensive construction and engineering work before completion.*





# Association Closely Following Minimum Wage Hike, Tip Credit Increases

By William Y. Crowell, III

Governor Cuomo's 2013-2014 budget contained a minimum wage increase, which was enacted as Chapter 57 of 2013. The minimum wage increased in three steps from \$7.25 to \$8.00 on December 31, 2013, from \$8.00 to \$8.75 on December 31, 2014, and the last increase from \$8.75 to \$9.00 on December 31, 2015. The minimum wage issue continues to occupy a prominent place on the Albany political landscape despite the recent increases.

Governor Cuomo's 2015-2016 budget proposal recommends another increase in the minimum wage to \$11.50 per hour in New York City and \$10.50 per hour for the rest of New York State, which would take effect on December 31, 2016. The memorandum in support justifies the increase by asserting that it would bring the minimum wage more in line with the cost of living and the wage required to lift a family out of poverty. The *New York Daily News* recently editorialized its support, characterizing its enactment as a must. Carwashes are specifically cited as a low-wage industry, which the editorial argues is effectively subsidized by public assistance such as food stamps or Medicaid.

This proposed increase represents a significant departure from previous increases by segregating New York City for an additional dollar increase. In the past, the minimum wage increases have applied statewide. There are currently seven states which have a minimum wage of \$9.00 or more. No state has a minimum wage at \$10.00.

## Tip Credit Increases

On another front, Governor Cuomo previously directed the State Labor Commissioner to convene a Wage Board to recommend changes for food service workers and service employees. On January 30, 2015, the

Wage Board recommended to increase the tipped cash wage from its current levels to \$7.50 per hour effective December 31, 2015. The Wage Board also made the following recommendations:

- ❖ A review should be undertaken as to whether the system of cash wages and tip credits should be eliminated;
- ❖ If a separate wage increase of the minimum wage is enacted by the Legislature for New York City then the cash wage for New York City workers should be increased by \$1;
- ❖ Uniform tip amounts for all tipped workers in the hospitality industry; and
- ❖ The tip allowance to be increased by \$1 per hour when the weekly average of cash wages and tips equals or exceeds the applicable minimum wage rate by 150 percent in New York City or 120 percent in the rest of the state.

The Wage Board's report and recommendations are submitted to the acting Commissioner of Labor, Mario Musolino, who is required to act on the recommendations. His affirmative action would make the cash wage increases effective.

The Wage Board recommendations are directed at tipped workers in the hospitality industry, not tipped workers in the carwash industry. The importance of these recommendations, however, is the precedent which is set for other tipped workers. Changes in the cash wage for tipped workers are administrative determinations by the Wage Board, with the Commissioner of Labor having the ultimate decision. The Wage Board heard testimony from the restaurant owners,

waiters, waitresses, and others at various hearing locations before making recommendations.

Following the Wage Board's recommendations, the *New York Daily News* editorialized that the simplest solution would be one minimum wage for all.

The New York State Department of Labor (DOL) could convene a Wage Board to address miscellaneous industries, including carwash employees, hairdressers, and others. The NYSCWA is monitoring any further actions by DOL and will keep the membership informed.

Irrespective of administrative actions, the Legislature must address the minimum wage increase recommended in the Governor's budget. The New York State Car Wash Association will be opposing such an additional increase as premature based on the enactment of wage increases in 2013.

In addition to the budget legislation, Senator Jesse Hamilton (D-Brooklyn) has introduced legislation – S.2541 – which would require payment of the minimum wage to carwash workers exclusive of tip allowances. In his supporting memorandum, Senator Hamilton cites various news stories on carwash workers' compensation levels to justify the elimination of tip allowances. Visit [www.nyscwa.com](http://www.nyscwa.com) for updates on these issues and others that pertain to carwashers in the state. ■



*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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*“Oh, the healthy things you can do”*

– Dr. Seuss

## Personal Health Part 2:

# Move Every Day in Every Way

By Ray Justice

If you read the last issue, I had been asked by Editor Suzanne Stansbury to “Push the Envelope” and write about general health issues that everyone encounters. In that issue we started out with an overview and zeroed in on “Nutrition.” In this article we will cover Motion, Movement and Stretching and the benefits of doing so. Sleep, rest, recreation, breathing, stillness and other topics will be addressed in following issues, all with a general overview as reminders or new information to feel better and have more energy.

Here is a repeat of what we started with to bring you up to speed. We discussed eating healthy greens and the elimination of sugar in our nutrition article.

Of course, there is so much more that is important. The mission here is to stir more interest in the CHOICES we make daily.

These are the questions that were asked:

How do you feel about you? If you are not feeling well or lack energy, first look at basics.

Here are some starting questions:

How well do you know yourself? Our bodies send us very useful messages.

Do you pay attention to your body and how it feels? Do you know how to slow down when your body gives you signals to do so?

Do you sleep well each night? This is when everything is re-booting.

Do you get enough movement in your body (all joints) through out the day?

Do you pay attention to what you are actually putting in your mouth?

Is your stomach and digestive system bothering you?

Are you drinking enough water?

A few important words that relate to health and fitness (In other words, your energy levels and how you feel.): Diet, Nutrition, Water, Stillness, Resting, Sleep, Recreation, Movement, Present Moment Awareness, Focus, Purpose, Intention, Mind-Body Connection, Emotional Well Being, Our Thoughts, Our Fears, Our Beliefs, Our Passion, Our Possibilities, Appreciation and Gratitude.

### Now on to Movement

We all know we should exercise on a regular basis. In today’s world, more and more it seems like everything gets done for us. In fewer words, we sit a lot.

Here is a story from carwash history that tells it all and look where we are today:

Back in the early or mid-1970’s I was a young guy working on the convention floor of the very large Hanna Equipment booth in Las Vegas. I do not remember the name of the man who was working with me; I think he was from Texas. To the best of my memory, this is what he said to me.

“You know, Justice, we should get the heck out of this here carwash business. We should get into recreation. People are starting to pay money to watch other people run around with a ball instead of playing themselves. All sports are doing this and it fits with dancing, singing and music also. We are watching and listening instead of doing. Paying money to watch people play.”

Well, at the time, I did not understand how insightful he was. Along with this, technology and other factors, we have become a society of sitters and watchers instead of being active movers and doers.

We are designed to move all our joints and muscles. They are built around action and motion.

What doesn’t get used, we loose.

My 99-year-old mother, who still does not have any arthritis, makes sure she moves every joint, every way it will, every day. She has been doing it for years.

Most of us, today, use repetitive movements, in other words, the same motions over and over often on a daily basis.

Think of sitting at your computer. Except your fingers, the rest of your body is fairly motionless. Do you get a stiff neck? It is a common problem maintaining good posture and more movement can be very helpful. Stiff muscles and joints usually come from lack of movement.

There are exercises for moving every joint, every way it will move, every day.

Also throughout the day, it is important to make sure you do not sit for too long a time in one position.

The rule of thumb on airplanes is get on your feet for a little movement every 90 minutes.

If the philosophy works for airplane sitting it works for anyplace you sit.

Change is the word to think of. Change so you move in a way that’s different from what you have been doing.

There are many sources of information available on the

need and benefits of moving and stretching. For this article the resources I used are: Dr. Matt Kowalski New England Spine Institute, Concept Therapy Institute's book titled "Rays of the Dawn" by Dr. Thurman Fleet, and my personal experience, and my 99-year-old Mother's experience.

According to Dr. Fleet, movement and exercises are the way nourishment from our food gets distributed throughout our body. Another case for more motion.

Our bodies are designed to move. Using different exercises for different people is the way to go. If you walk all day at your job you don't need walking as an exercise but might want to do bends and stretches. Someone who sits in a vehicle or at a computer all day would want to walk and stretch. Move every day in every way until you feel tired, that is the time to quit.

Dr. Fleet says to observe these two simple rules:

1. Move every moveable joint every way that it will move until tiredness develops,
2. If pain develops in any joint during movement, do not continue the movement past the point where the pain develops. Gradually, the pain will diminish.

Here are some great benefits, of movement and stretching, according to Dr. Matthew Kowalski of the New England Spine Institute:

### The Benefits of Stretching and Movement

1. Both Counter Inactivity and It's Degenerating Results
2. Strengthens Bones and Muscles
1. Improves Your Flexibility
2. Helps Lower Cholesterol and Blood Pressure
3. Weight Control and Weight Loss
4. Improves Memory
5. Reduces the Risk of Falls
6. Slows the Aging Process
7. Lessens the Risks of Many Diseases
8. Relieves Constipation
9. Improves Your Sex Life
10. Increases Your Metabolism
11. Helps Improve Sleep
12. Improves Your Stamina
13. Stress Reduction
14. Improves Your Immune System
15. It Makes you Feel and Look Better!



To view photos on stretching exercise you can visit: ThoughtCompass.com. Under Resources tab, Self Care. For me, I sit on the floor when watching TV and slowly do my stretching then.

P.S. I love this quote from Dr. Seuss. It says so much; just by the way he wrote it. **"Oh, the healthy things you can do"**

Websites mentioned in this article New England Spine Institute: nespineinstitute.com (Self Care section)

**Concept Therapy:** Institute [www.concept-therapy.org](http://www.concept-therapy.org)

**Rays of the Dawn:** [products.concept-therapy.org/display/products/0/product/2362](http://products.concept-therapy.org/display/products/0/product/2362)

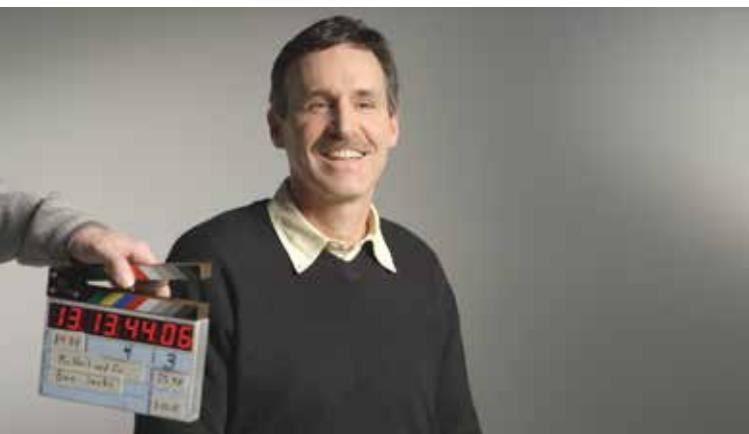
*Ray Justice is an entrepreneur, poet and creativity explorer. He is a former carwash operators and past president of the New York State Car Wash Association. Visit him at Thoughtcompass.com. ©2015, Think2twice, Inc.*



Ray Justice

## Me

I train my mind with stillness	I tame my ego by seeing myself in others
I stir my thoughts with creativity	I warm my soul with awareness of connection
I refresh my lungs with the air of life and the Breath of Spirit	I lubricate my heart with hope, compassion and possibilities
I sharpen my eyes with the Beauty and Wonder of all	I move towards my Dreams by taking a small step today and another tomorrow
I tone my hearing while listening for the silence between the sounds	©2014 Ray Justice



*Foam & Wash's Todd Baright shared his years of experience working closely with Benmoschè and the McNeil team.*

## The Making of a Carwash Campaign

**I**n early February, McNeil & Company, a nationwide leader in specialized insurance programs based in Cortland, NY, gathered seven members of its sales and leadership team along with clients from across the country in Jersey City to shoot video testimonials and photography for a campaign that will launch in the coming year.

Planning for the shoot began in early January and included everything from coordinating schedules and developing messages to gathering props, said Derek Davis, McNeil & Company Marketing Manager. “The shoot itself lasted an entire day. I think people would be surprised to know how much time is needed to create a short video.

“We’re excited to see the final product and launch this new campaign in the coming months,” added Davis. “We hope it will raise awareness about our services and result in increased visibility and reach nationwide.”

Included in the group were Mike Benmoschè, National Car Wash Program Specialist, who discussed McNeil’s unique coverages and risk management services, and Todd Baright, owner of Foam & Wash Car Washes in the Hudson Valley, who spoke about his experience with McNeil over the years.

The shoot included Q & A and real stories about McNeil’s approach to business – as well as some safety tips and insights from their team. The goal was to capture video and photography that will be used on the McNeil & Company website, in social media and at trade shows/events and possibly in print advertising this year. ■

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



*McNeil & Company National Car Wash Program Specialist Mike Benmoschè.*



# What Are You Allergic To?

Allergies come in many different forms. Pollen is a common culprit, but people can be allergic to almost anything. Here are a few less-known causes of allergies to watch out for.

❖ **Beer.** Yes, a protein in barley (used in many beers) called LTP can cause itchy skin, headaches, and nausea.

❖ **Cold.** Cold temperatures prompt the skin to produce histamine, an organic nitrogen compound that makes blood vessels contract — and that some people are allergic to \*along with similar “chemical mediators” produced when the body feels cold).

❖ **Cell phones.** Yes, you can have an allergic reaction to your cell phone, or at least the nickel used in it (as well as in belt buckles and watch bands). Nickel can cause a rash that’s frequently mistaken for eczema.

❖ **Water.** Although it’s rare, aquagenic urticaria is recognized as a condition in which contact with water causes itching, pain, and hives. Even tears can trigger a reaction.

❖ **Shoes.** Leather, as well as the resins used to treat it and the glues used in footwear manufacturing, can cause inflammation and cracked skin. One in roughly 500 people suffers from the condition and must avoid leather in their clothing. ■

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