

northeast carwasher



**25th Anniversary Should Be
One for Record Books**

**Venus & Mars
Talk Turkey**

**CCA Mini Expo
Tips 100**

**Digital Billboards
Attract Attention**

**Social Media,
Visual Marketing Can
Play Important Role
in Wash Promotions**

**Would I Put My
Money in This?**

**The Benefits of a
Towel Exchange Program**

*Issue's
Shining
Star!*



One GRAND Entrance...one HOT service!

WATCH YOUR
SALES ERUPT!

SIMONIZ
LAVASHIELD™

The Paint Sealant Process



LAVA BATH
BEING APPLIED

LAVA BATH
BEING APPLIED

OUR
LONGEST
LASTING
SHINE!

OUR
LONGEST
LASTING
SHINE!

Show Sell



Available exclusively
at authorized SIMONIZ®
Hot Wax & Lava dealers

Gives your vehicle
a phenomenal shine!

LAVA
SHIELD™

The 4-Step Paint Sealant Process



KLEEN-RITE CORP.

YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

72 Count Vend Packs



Black Ice
24 Card: VS50155
72 Vend: VS10155



Grape
24 Card: VS50363
72 Vend: VS10363



White Water
24 Card: VS53844
72 Vend: VS13844



Cotton Candy
24 Card: VS50282
72 Vend: VS10282

24 Count Card Packs



Woven Whites
24 Card: VS50526
72 Vend: VS10526



Strength
24 Card: VS57501
72 Vend: VS17501



Cherry Kiss
24 Card: VS57311
72 Vend: VS17311



Pineapple
24 Card: VS50364
72 Vend: VS10364

24 Count Handi-Strips



Little Tree® 96 Piece Counter Display
(Contains 96 1-Packs)

24 of each fragrance:
New Car Scent, Black Ice®,
Strawberry, Vanillaroma®.

VS10000

Little Tree® 24 Piece Handi-Strips
(Contains 24 1-Packs)

Assorted	HS10100
Royal Pine	HS10101
Spice	HS10103
Vanillaroma	HS10105
New Car	HS10189
Wild Cherry	HS10311
Strawberry	HS10312
Black Ice	HS10155

Your SOURCE FOR Little Trees®

Maximizing your profits by offering Little Trees®! Little Trees® are the number one selling air fresheners in the car wash industry, and Kleen-Rite offers them at the lowest price, adding to your bottom line!

800.233.3873
www.kleen-ritecorp.com

northeast carwasher

Summer 2014

Vol. 19 No. 3

FEATURES

- 14 25th NRCC One for the Record Books!
- 18 Carwash Show™ Visits The Windy City
- 22 Digital Billboards Attracting Attention For Carwash Operations
- 28 Keeping Your Wash Safe Takes More Than Cameras and Lighting, It Takes Prevention

IN EVERY ISSUE

- 6 As I See It
- 8 Reader's Voice
- 10 Newsworthy
- 30 JoAnna's Gems Guest Column
- 32 A Sign of the Times
- 33 Towel Tips
- 34 Doug's Perspective
- 38 Gary's Tech Tips
- 40 Venus & Mars
- 42 CAP News
- 46 CCA News
- 60 CWONJ News
- 70 MCA News
- 74 NECA News
- 84 NYSCWA News
- 96 Advertising Directory

... and more!

ON THE COVER

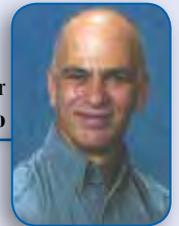


Photo courtesy of American Insurance Group (AIG).

northeast carwasher



Editor and Publisher
Suzanne L. Stansbury



Contributing Editor
Alan M. Petrillo

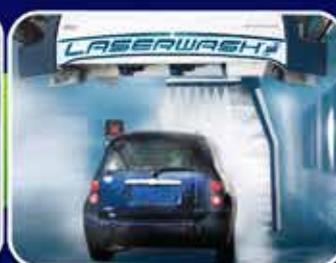


Art Director
Katherine Watson

Please direct advertising and editorial inquiries to:
Media Solutions, 2214 Budd Terrace, Niskayuna, NY 12309
ph/f: 518.280.4767 • mediasolutions@nycap.rr.com
www.northeastcarwasher.com

Space reservations and materials for the Fall 2014 issue are due July 7, 2014.

WASHTECH®



WASHTECH • Charlottesville, VA • 1-800-448-4735
WASHTECH NORTH • Whitehall, PA • 1-866-927-4832



- Over 700 Laserwashes Sold & Serviced.
- 6 Carwash Development Specialists.
- 4 Solution Management Specialists.
- Dedicated Installation & Start up Team.
- I. T. Specialist.
- 7 Day a Week Service with dispatch.

**15 Factory Trained
and Strategically
Located Technicians.**

LIKE US ON
FACEBOOK!



WWW.LASER-WASHTECH.COM



Have a story idea and/or photo opportunity?

Contact the *Northeast Carwasher* at 518•280•4767 or email: mediasolutions@nycap.rr.com

Advertising space reservations and materials for the Fall 2014 issue are due July 7, 2014. Call 518•280•4767.

Please direct advertising and editorial inquiries to:

Media Solutions
2214 Budd Terrace
Niskayuna, NY 12309
ph/f: 518•280•4767
email: mediasolutions@nycap.rr.com
www.northeastcarwasher.com

The *Northeast Carwasher* is produced by Media Solutions, 2214 Budd Terrace, Niskayuna, NY 12309, in conjunction with the design firm Media Magic, 121 Loudon Road, Saratoga Springs, NY 12866, for the New York State Car Wash Association, New England Carwash Association, the Car Wash Operators of New Jersey, Inc., Connecticut Carwash Association, Mid-Atlantic Carwash Association and Carwash Association of Pennsylvania. Neither Media Solutions nor Media Magic assumes any responsibility for claims made in advertisements, classified or otherwise, listed in this magazine. **All contents property of Media Solutions. Reproduction in whole or in part without express written permission is prohibited.**

www.northeastcarwasher.com

You know what? Life can really stink at times.

It seems lately that everywhere I turn there is something negative that is challenging those I care about to become stronger, more resilient people. I'm sure you all can relate. Whether it's a terminal diagnosis, a sudden medical condition, a family unit breaking apart or a life taken too soon there's always lots of "stuff" to make you feel less than positive.

But from each of the examples above you can take away something good, something you can hold onto. In fact, you have to in order to forge ahead in this life.

A good carwashing friend of mine is dealing with a terminal illness right now within his family. A courageous battle is being fought by someone he loves and every day he wakes up I am sure he has to work really hard to stay focused and positive for those around him. This guy is just amazing, though. When I see him he always has a smile on his face and a kind word or story to share. He may be moving through his day in a cloud of uncertainty, but you'd never know it. It appears that he uses all his energy to stay positive and hopeful. I'm sure it's one of the things that's keeping him going, but there's really something to it.

In fact, the whole concept of positive thinking has been addressed a number of times in this magazine by columnists JoAnna Brandi and Ray Justice. They are certainly great examples of people with propensities for positivity. JoAnna even has a blog called Positivity Practices that is devoted to it, and she authored the book "54 Ways to Stay Positive in a Changing, Challenging and Sometimes Negative World." So, there really is something to thinking positively!

But according to JoAnna, it's a process, not a place. It's a choice you can make many times a day. And, good news for many of you out there, it can be learned. If you need to find out how, or you just need a boost, visit Joanna's blog at positivitypractices.com. You might also want to check out her website at returnonhappiness.com. JoAnna, I might add, has been a presenter at the Northeast Regional Carwash Convention (NRCC) twice, and she really knows her stuff.

Speaking of the NRCC, it's time to make your plans, register and book your rooms to take advantage of the early bird rates. Get this all taken care of before September 5th for the best deal.

At this writing the show details are being hammered out, and the last few booths are being sold. This year's show, the 25th NRCC, will be full of positive and helpful information to make you a better operator. From a tunnel and self-service track on Monday put on by Sonny's Robert Andre and National Pride's Dale Reynolds, to an outstanding program on Exit Planning and Financial Strategies facilitated by former carwasher Lou Rendemonti to a tutorial on the Affordable Care Act, the information provided at this show will be priceless. And don't forget the Early Birds and Keynote by AIG President and CEO Robert H. Benmosche. You can read more about this on page 14. Suffice it to say, the 25th NRCC will be one for the record books! Take advantage of our easy and secure online registration at www.nrccshow.com today.

I am positive that it will be money very well spent.



Suzanne Stansbury
Editor/Publisher





Mobile Commerce Connection

"Mobile marketing... too large to ignore."
- Steve Olenski, senior content strategist in Forbes.com



- A user-friendly tool that makes it simple to create your own barcodes for use in mobile and email marketing coupons.
- No extra software or specialized expertise needed.
- Barcodes on cell phones are read easily by the SiteWatch Xpress Pay Terminal (XPT) optical scanner.
- All mobile barcodes are entered directly into your SiteWatch POS System for tight control.

SmartCodes from DRB Systems helps you reach today's consumers the way they shop – on their smartphones! Use SmartCodes to create barcodes for discount coupons or prepaid washes sent to customers by text messaging or through email.*

Contact DRB Systems at **1-800-336-6338**, or visit www.drbsystems.com for more information.

* SmartCodes is a tool for creating barcodes only. It does not create or distribute text messages or promotional emails. These services must be performed by the car wash itself or by an outside agency retained by the car wash.

USING TECHNOLOGY TO ENHANCE YOUR CUSTOMER'S EXPERIENCE
800-336-6338 Green, Ohio / www.drbsystems.com



DRB Systems, Inc.

© Copyright 2014. All rights reserved DRB Systems, Inc.

Read more about digital signage like this on page 22.



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

Send your thoughts to:

Editor, *Northeast Carwasher*

2214 Budd Terrace, Niskayuna, NY 12309

OR mediasolutions@nycap.rr.com

Site on the Mind

Less is always more in our book and The Amity Car Wash & Detail Center's website is a perfect example of just enough information in a clean, succinct format. Everything you need to know about this Long Island wash is right on its home page including wash and detail packages/pricing, weekly specials, coupons, carwash facts and fundraising opportunities.

Instead of offering only a 48-hour rain guarantee, Amity offers a 72-hour guarantee on its Works package and a 48-hour guarantee on its Deluxe and Ultimate Wash packages. There is also a Free Value Wash on your birthday.

Also noted on the site, that incorporates the wash's buoy logo throughout, are hours of operation, contact information and the wash's

Affiliation with the Massapequa Chamber of Commerce, Amityville Chamber of Commerce, New York State Car Wash Association and Grace for Vets. ■

To learn more visit them at www.amitycarwash.com



WASH VOLUME INDEX

We have taken the pulse of four East Coast operators to see where their volumes are compared to last year (YTD). For April 2013 to April 2014 the numbers were a mixed bag with our two southern states showing gains. The Mid-Atlantic reported the best results with a +24 while Upstate New York saw a downturn of -11.8.



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

THE BOOK NOOK

Small Business Trends has come up with "10 Small Business Management Books to Read This Year." Dig into some of them and let us know what you think!

- ❖ **Focus:** The Hidden Driver of Excellence by Daniel Goleman
- ❖ **The 80/20 Manager:** The Secret to Working Less and Achieving More by Richard Koch
- ❖ **Play at Work:** How Games Inspire Breakthrough Thinking by Adam L. Peneberg
- ❖ **How to Fail at Almost Everything and Still Win Big:** Kind of the Story of My Life by Scott Adams
- ❖ **The Gen Y Handbook:** Applying Relationship Leadership to Engage Millennials by Diane Spiegel
- ❖ **Bankable Leadership:** Happy People, Bottom-Line Results, and the Power to Deliver Both by Tasha Eurich
- ❖ **You First:** Inspire Your Team to Grow Up, Gel Along, and Get Stuff Done by Liane Davey
- ❖ **Remote:** Office Not Required by Jason Fried
- ❖ **Die Empty:** Unleash Your Best Work Every Day by Todd Henry
- ❖ **Finding the Next Steve Jobs:** How to Find, Keep, and Nurture Talent by Nolan Bushnell

To learn more visit smallbiztrends.com

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

BIG DOG AIR

Exceed their expectation

- \$1.17 per SWIPE...NET (or Set it Higher)
- KEEP 100% of the REVENUE
- DIRECT DEPOSIT to YOUR ACCOUNT
- Eliminates Theft – Eliminates Collection
- “Real-Time” On-line Reporting
- Credit / Debit / Cashless
- WIRELESS – simple...NO wires
- Free Air Check – Attracts more customers
- High-output-continuous-use (HOCU) industrial compressor
- 90 psi Maximum tire inflation Pressure
- Installation Instructions: BOLT IT DOWN & ADD ELECTRICITY



Model: Big Dog Air w/e-Port • \$2,000
Big Dog Air w/coin only • \$1,850

FRAGRAMATICS®
www.gramatics.com



Factory
Direct Prices

Factory
Direct Service

We're a phone
call away

Call
800-643-1574

UNITEC APPOINTS FUREY TO LEADERSHIP TEAM



Unitec, Elkridge, MD, has appointed Tom Furey to its leadership team as Vice President of Operations, according to a company press release. In this role, Furey is responsible for manufacturing, engineering and customer service activities. "I am excited to be part of a team that has such deep experience and a leading reputation in the market," said Furey. "Yet even with such a strong history, Unitec is focused on the future, making positive internal changes in order to enhance company performance while innovating solutions to help our customers better achieve their objectives. My professional career has been built around product and process innovation, and Unitec's culture and strategy align perfectly with my personal business philosophies."

Prior to joining Unitec, Furey worked in various manufacturing companies in operations and general management roles. Most recently, he was President of the Industrial Business Unit at Standard Register.

Prior roles included Chief Supply Chain Officer and VP Manufacturing at Standard Register and Director of Operations at Avery Dennison.

Furey is a veteran of the first Gulf War and he holds a Bachelor of Science in mathematics from the U.S. Naval Academy, and Master's degrees in industrial engineering, mechanical en-

gineering and business administration from California State University Northridge and the Massachusetts Institute of Technology.

For more information visit www.startwithunitec.com

LUSTRA APPOINTS VICE PRESIDENTS

Lustra™ Professional Car Care Products, De Pere, WI, has appointed Jack Bonow to Assistant Vice President of the Central U.S. and Canada Division, and Rob Raskell to Assistant Vice President of the Western Division, according to a company press release. "Both Jack and Rob's performance in sales have been influential," said John Antonis, Vice President of Sales – CSI. "They have both demonstrated excellent customer relations and problem-resolution skills.

"They both are valuable leaders and mentors for our sales team."

Jack Bonow has been with Lustra for 25 years. "I look forward to working in an expanded territory and meeting new distributors," said Bonow. "I'm also eager to work with the new regional manager in this territory and to continue moving the company forward and expand our business."

Rob Raskell has been with Lustra for four years. "I'm excited to have this opportunity to be able to contribute to the growth of such a cutting-edge and dynamic company like Lustra. I'm most excited about continuing to work with all of the great people that make up the entire Lustra organization." ■

For more information visit www.LustraBear.com

LUSTRA APPOINTS WAYMAN REGIONAL SALES MANAGER

Lustra™ Professional Car Care Products, De Pere, WI, has appointed Troy Wayman Regional Sales Manager for the Central U.S., according to a company press release. Wayman comes to the Lustra team with many years of experience in the carwash,

convenience store and distribution fields. He was most recently a distributor of Lustra products.

"We are very excited to have Troy join our team," said John Antonis, Vice President of Sales – CSI. "His past experiences in the carwash industry, convenience stores and the distribution field have prepared him to be a very important addition to the Lustra sales team."

According to Wayman, "I am eager to make a positive contribution to the Lustra division and to work with the Lustra team." ■

For more information visit www.LustraBear.com

MACNEIL WASH SYSTEMS LAUNCHES 2014 PRODUCT CATALOG



A Ryko Solutions Company

MacNeil Wash Systems, Barrie, Ontario, Canada, has launched its new 2014 product catalog, featuring carwash systems, equipment and parts, doubling its size from the 2012 parts-only version, according to a company press release. Featuring more than 300 products, the 80-page, full-color glossy catalog is a complete carwash resource guide for owners, operators, and investors.

Product features and technical specifications are listed, and a virtual edition is available on the MacNeil website at <http://www.macneilwash.com/parts-landing.php>. PDF versions of the catalog can be requested from this web page. The catalog, which includes customer photos and testimonials, is formatted for easy product look-up, and is organized by industry categories such as "Tunnel Systems," "Car Wash Equipment," and "Parts." ■

For more information visit www.macneilwash.com

Continued on page 14...

Simply the most powerful car wash management system.



Why? Because we listen to our customers.

Micrologic offers an array of innovative revenue control and automation solutions that enable optimal management to car wash industry business owners and managers.

Through the utilization of Micrologic's versatile technologies, business owners can remotely monitor and control multiple facilities, prioritize and configure productivity threshold messages, increase productivity and customer satisfaction utilizing web based reporting and customization of services, promotions and incentives to stimulate business growth.



Contact us for a complete system
and services overview
(973) 598-0808

Micrologic Associates
111 Canfield Ave,
Randolph, NJ 07869
www.micrologic.net



**SONNY'S RELEASES
CASE STUDIES DVD**



SONNY'S The CarWash Factory, Tamarac, FL, has released their 2014 Car Wash Case Studies DVD, according to a company press release. Now in its 11th year, this video takes viewers on a behind-the-scenes look at some of the most successful carwashes in the country as their respective owners share the challenges, and the actions, they are taking to grow their businesses. Available for a limited time, to order a copy visit www.SonnysDirect.com.

This year's DVD highlights three never before filmed locations. Recipients will tour a struggling location that raised volume by more than 100,000 cars in its first year under new owner-

ship, join a carwash veteran as he dissects his decision to convert a friction rollover machine into a mini express tunnel at one of his 15 self-serve and in-bay locations, and meet an automotive dealer leveraging a newly constructed 125-foot flex serve to draw new business and add incremental revenue to his dealership. "Providing operators the ability to see real-life examples of what others are doing in the carwash industry helps spark new ideas to move our industry forward as a whole," said Paul Fazio, CEO of Sonny's Enterprises, Inc. "I'm honored that each operator on the DVD has so graciously allowed the Sonny's video crew to tour their businesses and help share what is, and isn't, working in our industry today." ■

For more information
visit www.SonnysDirect.com

**PC & D, RYKO
TEAM UP FOR WEBCAST**

Professional Carwashing & Detailing (PC & D), Latham, NY, and Ryko Solutions, Grimes, IA, have teamed up to host a series of educational webinars detailing the steps to successful carwash investment, according to a press release from PC & D.

The event launch in late February, hosted by Editorial Director Rich DiPaolo, provided those interested in getting into the carwash business, as well as seasoned operators, with the opportunity to learn more from veterans of the trade. Attendees were given direct access to information from a round table panel of carwash customers and suppliers. ■

For more information on both companies
visit www.carwash.com and www.ryko.com

Emperor Don't Be Color Blind Just ask Larry!

Run Dry

HTS2215S
HTS2215S is a direct replacement for the 5CP/310

HTCK3623S
HTCK3623S is a replacement for the 2530

HTCK4050S
HTCK4050S is a direct replacement for the 3535

"EMPEROR pumps are as tough as the trucks I wash!"

Larry Groen
Road Runner Car & Truck Wash



WW960g
WHEEL WASHER

\$7,620

includes Retract Cylinders



TW800g
TOP WASHER

\$11,895

Z-LINE series

by

PECO
CARWASH SYSTEMS



PE118g
ROCKER WASHER

\$3,785



WA720R0g
WRAPAROUND REAR OFFSET

\$14,280

Learn more today about how PECO is...

The Most **Helpful** Brand
In Car Washing

PECO
CARWASH SYSTEMS

244 Rex Boulevard
Auburn Hills, MI 48326
800-448-3946
248-299-5800

www.pecocarwash.com



25TH NRCC One for the Record Books!

The 2014 Northeast Regional Carwash Convention (NRCC), September 15-17 at the Trump Taj Mahal in Atlantic City, will be one for the record books. In addition to an inspirational and motivational keynote by AIG CEO Robert H. Benmosche whose speech is titled "Elevating Your Business Beyond Adversity," there will be an array of educational seminars, a packed show floor brimming with innovation and the culmination of 25 years of the event at the 25th Anniversary Celebration at the Hard Rock Cafe. "This year marks a milestone for the NRCC," said Co-Chairperson Walt Hartl. "Twenty-five years of delivering exceptional education to carwash operators as well as hosting the largest regional carwash equipment trade show in the country."

Since the show's inaugural event in Newport, RI, in 1989, the NRCC continues to grow and evolve. With a show floor of nearly 300 exhibits and educational seminars from the timeless Early Birds to topics geared specifically to tunnel and self-service/inbay operators, health-care reform and succession and wealth planning, the 2014 NRCC is a must-attend event.

Twenty-five years ago representatives from the Connect-

icut Carwash Association, New England Carwash Association, Car Wash Operators of New Jersey and New York State Carwash Association came together to form this trade show on the premise of providing its members with education and

Continued on page 16 ...

AIG CEO Benmosche to Keynote 25th NRCC

The Northeast Regional Carwash Convention (NRCC) has had its share of colorful, entertaining and motivational keynoters in the past 25 years, but this year's speaker is sure to raise the keynote bar even higher when the show welcomes AIG President and CEO Robert H. Benmosche to the podium.

This year's host association, the New York State Car Wash Association (NYSCWA), looked just beyond its ranks to secure Benmosche, who just happens to be the older brother of Michael Benmosche with McNeil & Co., Inc. (Carwash Insurance Program by McNeil). Michael Benmosche will introduce his



Robert H. Benmosche

Continued on page 16 ...

NRCC Drives Registration to New Website

To register for the 2014 NRCC, September 15-17 at the Taj Mahal in Atlantic City, NJ, simply log onto www.nrcc-show.com for secure and seamless registration, said Walt Hartl, this year's Co-Chairperson.

"This year we are driving registration to our new website because we are using a new registration system that should make the process seamless, and keep us in PCI compliance," said Hartl. "Your registration will be secure and we will be better able to produce accurate numbers for attendance at all of our events. We should also be able to provide our vendors with better contact information using this new system."

If you do not have access to a computer, however, you can call the NRCC office at 800/868-8590 to register.

To learn more visit www.nrccshow.com



25TH NRCC

SEPTEMBER 15-17

TRUMP TAJ MAHAL, ATLANTIC CITY, NJ

WWW.NRCCSHOW.COM

800/868-8590



Motor City Super Duty Conveyor

100 ft. Super Duty Conveyor - \$29,300!



\$67 each



CONVROLLERACT1464

More Features...More Reliability...More Value.

- Double Air Take Up Cylinders
- Anti-Jam Roller Fork & Manual Lever
- Rubber Roller Up Door is as Quiet as it is Reliable
- 1/2" Thick Roller Tracks & 3/8" Thick Steel Structure...Super Duty!
- 13" Wide Tire Track Allows the Widest Tires on the Road
- Double Plastic Guide Rail - Standard
- 4 ft. Roller Spacing - X458 Chain - Standard
- Exit Roller Door Tips Away Without Nudging Cars Out the Exit
- Heco Planetary Gear Reducer - Hydraulic or Electric Drive Motor
- Drive System Mounts on Passenger or Driver Side - Your Choice
- Electromagnetic Proximity Switch Synchronizes the Whole Car Wash



Scan to Learn More!

Motor City Wash Works, Inc.

48285 Frank Street
Wixom, MI 48393

Toll Free: 866.362.6377

www.motorcitywashworks.com

Super Duty Roller Correlator

Our Correlator sits flush inground in a steel outer frame and a steel inner sub frame. UHMWPE yellow plastic rollers fit over a shaft to allow the tires of vehicles to slide sideways as the vehicle aligns itself with the opening of the conveyor track.



25th NRCC ... *continued from page 14.*

innovation within a reasonable driving distance. Since that point the Mid-Atlantic Carwash Association has joined the team and each year one of the five associations hosts the event. "The NRCC continues to grow in popularity due to its diverse range of timely business topics presented by industry experts, as well as the 'one on one' time manufacturers get to spend with attendees," said Hartl. "This show continues to be the place to go to learn about the newest trends in the industry, and see the latest innovations in equipment and technology in an approachable and intimate setting."

The icing on this year's event will be the 25th Anniversary Celebration at the Hard Rock Café on Tuesday evening, September 16. The venue, which was first used for the 2013 show, will include drinks and lite fare sponsored by Innovative Control Systems from 7-9 pm. It will follow the theme of a wedding anniversary complete with party favors, a photo booth, caricature artist, commemorative giveaway and an anniversary cake. ■

**To see the entire educational lineup
and register for the show
visit nrccshow.com**

Benmosche ... *continued from page 14.*

brother on Tuesday, September 16, at 11:15 am. "Bob is a dynamic personality whose tale is sure to motivate all of us on how to overcome adversity when it seems insurmountable," said Michael Benmosche, NRCC co-chairperson.

Robert H. Benmosche is a colorful and smart businessman. He was asked by the U.S. Department of Treasury and AIG's Board of Directors to get the company back on track and debt paid off after receiving a loan of \$182 billion from the US Government. His leadership, vision and management skills enabled him to lead a turnaround, improve profits by 60 percent year over year, and repay the Government aid pledged by the Bush and Obama Administrations with interest.

But don't be fooled. His beginnings were humbling and his struggles real. This great leader has more in common with a typical carwash owner than you may know. Suffice it say that he is one hard worker with passion, determination and a real knack for overcoming adversity. Sound familiar?

You can view a brief video clip of Benmosche on the NRCC website at www.nrccshow.com. I think you'll be impressed with what you see and want to hear more. ■



CLASSY III, INC.

**CARWASH EQUIPMENT SALES,
SERVICE & INSTALLATION**



KONDOR TOUCHLESS AUTOMATIC
STARTING AT \$52,950
- 1 OR 2 ARM OPTION
- COMPACT CARRIAGE HEAD
- NARROW OVERHEAD RAILS
- LED NAVIGATION SYSTEM AVAILABLE



CAROLINA PRIDE
CARWASH SYSTEMS & SOLUTIONS



i5



Markets Served: Retail, C-Store/Gas Station & Fleet/Dealer

Many more options at great prices! Give us a call today!

FOR MORE INFORMATION:

WWW.CLASSY3.COM

888-339-6818





**COLEMAN
HANNA**
CARWASH SYSTEMS LLC

AN O'HANRAHAN COLEMAN COMPANY

What's New?

Check out our latest offerings at Coleman Hanna



Put your In Bay Automatic *on the FasTrak!*

The Water Wizard™ FasTrak™ is a revolutionary touch-free in bay automatic. It provides *reliable operation, consistent results, and increased uptime*. The Water Wizard™ FasTrak™ has been engineered to maximize durability, reliability, and a low cost of ownership. The FasTrak™ directly responds to **consumer demand for quality and speed in aesthetically pleasant environment**. *Increase profits and speed while ensuring customer satisfaction!*

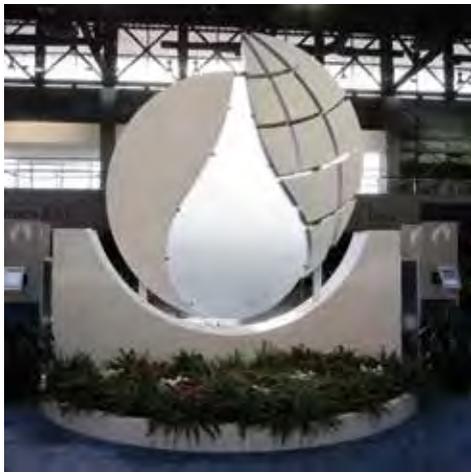


Turn your bay into an *In Bay Tunnel!*

The In Bay Tunnel fits in the same amount of space as a typical in bay automatic but washes cars at a much faster rate. This system can fit in as small as a 28' bay and produces tremendous cleaning results. The In Bay Tunnel takes the powerful and productive components of a Hanna Tunnel to provide the best cleaning results possible for the space available. *Improve customer satisfaction by decreasing wash time!*

5842 W 34th St, Houston, TX 77092 • 1-800-999-9878 • 713-683-9878

www.colemanhanna.com • www.facebook.com/ColemanHannaCarwash



The Carwash Show™ at the McCormick Place convention center attracted some 5,600 attendees and vendors, March 31-April 2.

Carwash Show™ Visits The Windy City

The International Carwash Association's 2014 Carwash Show™ left its frequent venue in Las Vegas for the Windy City, March 31-April 2, and drew approximately 5,600 attendees and vendors to McCormick Place convention center. It was reported that 300 companies exhibited at the show.

Highlights of the Carwash Show™ included a 100 Years of Carwashing Celebration, at the House of Blues, on March 31, and a unique keynote by Shark Tank stars and self-made millionaires Daymond John of FUBU, a clothing company, and Robert Herjavec of The Herjavec Group, a Canadian technology firm. At the conclusion of their informal interview with ICA President Gary Dennis, two show attendees pitched marketing ideas to the charismatic entrepreneurs.

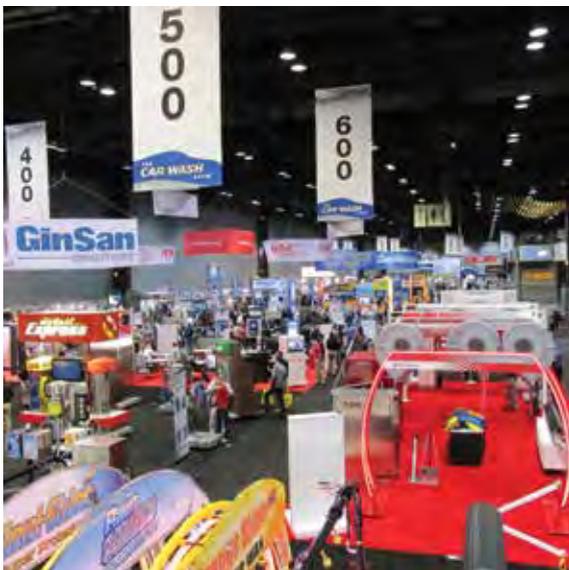
ICA's 2014 Car Wash Hall of Fame inductee Lou Rousseau, the father of the first automated carwash system, the Minit Man in Detroit, MI, was honored posthumously. His granddaughter, Cynthia Watson, accepted the honor on his behalf from ICA President Gary Dennis. Rousseau developed the Minit Man system, a five-step carwashing production process that took the industry by storm after World War II.

This system revolutionized carwashing by providing a chain conveyor, side brushes, a top brush, vacuums and blowers for \$16,000. According to a press release from the ICA, "Given that the carwash industry is celebrating 100 years of carwashing in 2014, we thought it was fitting to recognize one of the industry founders," said Eric Wulf, ICA CEO. "His invention literally spawned an industry," the release stated.

Also recognized at the show was the carwash industry's "biggest fan" Brian Campbell. He received the "Inspiration Award." When Campbell was six months old he was diagnosed with Williams Syndrome, a rare genetic disorder that doctors said gave him only 10 years of life. Brian, now 32, has beaten the odds and is known for his passion for carwashing and a heart as big as Texas. Also, it was announced at the award's program that beginning in 2015 there will be a "Brian Campbell People's Choice Booth Award" presented to the best booth as determined by attendees.

The 2015 Carwash Show™ returns to the Las Vegas Convention Center, April 23-25. ■

**For more information visit
www.thecarwashshow.com or www.carwash.org.**



The show floor was full of innovation and activity during the three-day event.





K & W's Doug Kleeschulte never misses a chance to try out these incredibly comfortable lounge chairs!



Posh's Stu Markowitz and Minute's Robert Brehaut tore up the show floor.



The Carwash Insurance Program by McNeil booth was a real standout.



Arlen's Matt Traffic.

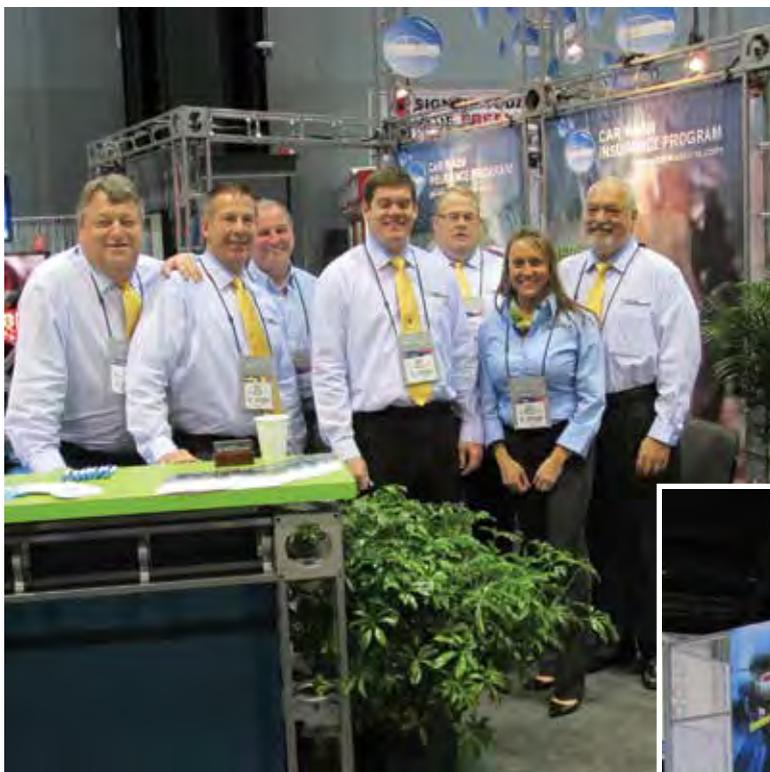


ZEP's Mike Gracemen and Magic Wash's Doug Rieck take a moment to catch up.



Blendco's Bob Rossini is also the Connecticut Carwash Association's Vice President.

Continued on page 20 ...



The Car Wash Insurance Program by McNeil & Co. team is a handsome group!

The MacNeil booth was complete with a second floor view of the show.



Lava or foaming arches like the one in the Lustra booth were eye catching and a great way to increase the "wow" factor in your tunnel.

Carwash Show™

2015

April 23-25

Las Vegas Convention Center

www.carwash.org



**Being dependable
means what
that we do we have said we would do
when we said we
would do it
& in the best
way we can.**

AERODRY[®]

THE QUIET DRYERS[™]

P 303.438.0120

aerodrysystems.com

Interfaces with all brands & types of washes

Simply the Best

Digital Billboards Attracting Attention For Carwash Operations

By Alan M. Petrillo

Digital billboards have been around for a number of years, but only recently have carwash operators jumped on the bandwagon and started putting those giant video screens to use in promoting their operations.

Doug Rieck, owner of Manahawkin Magic Wash at 578 Mill Creek Rd. in Manahawkin, NJ, uses a conventional-sized digital billboard located on a busy road about a half mile from his carwash to promote it.

“The billboard is 14 feet high x 48 feet wide and the digital media we display can be varied,” Rieck said. “Some months we run two different spots that alternate back and forth, while other months we might run the same ad the entire month.”

Rieck pointed out that there is approximately a 10-minute cycle of ads before his digital ad repeats on the billboard.

“We are a summer resort area, so ad space on the digital billboard in summer is very expensive, but much less during the winter months,” he noted. “For 360 spots a day, each with a 15-second exposure, we pay \$1,200 for December, then \$800 a month from January through March, and \$1,000 for April. Compare those numbers with a summer month, which can run \$2,000.”

Rieck said this is the third year he’s used the digital billboard and plans to continue to keep it in his promotion budget.

“I cannot overemphasize the importance of the graphics,” Rieck said. “Your designer must be aware the driver only has about 10 seconds to read, process and digest the message.” He suggested “one message and one thought” per ad.

Rieck has used the digital billboard to try to show how Manahawkin Magic Wash is different from other carwashes.

“We’ll use it to do branding of our carwash, promote our Wacky Wednesdays carwash at \$3.50 and also to promote our dog wash,” he noted. “The digital billboard has worked wonderfully for us; there’s something very positive about a digital message, and at night, it can be spectacular.”

Sara Park, marketing manager for Hoffman Development Corp., which owns and operates 22 Hoffman Car Wash locations in upstate New York, has digital billboards on two of Hoffman’s properties – at its newest carwash on Route 30 in Amsterdam, and at its J.D. Byrider auto dealership on Central Avenue in Colonie.

“Our digital billboards sit directly underneath our brand signs, so they are the same width and are made to



This is the third year that Magic Wash’s owner, Doug Rieck, has used digital signage and he has no regrets.

look as an integrated part of the brand sign,” Park said. “We are able to run specials or share information on our services and have it look like its part of our brand.”

The J.D. Byrider location is in Albany County’s town of Colonie, which doesn’t allow animation on digital billboards, but does allow for full color.

“Every picture must be up for eight seconds before you’re allowed to change to another picture,” Park pointed out. “The town code enforcement officer comes by regularly and counts the seconds.”

In Montgomery County’s town of Amsterdam, however, the Hoffman Car Wash digital billboard is governed by less restrictive rules. Full color and animation are allowed on the board, and video can be shown as well.

On the Amsterdam digital billboard, Park said she is using animated GIF files, but observed, “With the quality of the two boards we have, we could have movie night in our parking lot and it would look like you were watching television at home.”

Park credited a great deal of the clarity of Hoffman’s digital billboards to their LED construction.

“The more LED bulbs you have per square foot, the clearer the picture will be,” she said. “You want to have as many LED bulbs as you can afford in order to make your message look clearer to passing cars.”

Park pointed out that LED digital billboards are simple to maintain and are predicted to last many years.

“You need a power source for the lights and also a data source for the visuals,” she said. “For the data source, you can use an internet hookup, direct data cable or radio waves. We use an Internet hookup and I can access the control of our billboards from my desktop computer or a laptop and change them instantly.”

Park observed it’s also wise to get a digital billboard that supports scheduling software. Hoffman and Byrider run between five an eight distinct messages during the day and night.

Continued on page 24...



ETOWAH VALLEY EQUIPMENT, INC.

Designer — Manufacturer — Distributor
Of Quality Car Wash Equipment

YOUR ONE STOP SOURCE FOR ALL YOUR CAR WASH NEEDS!



QuickPay
Reasonably Priced
Credit Card Meter



Replacement Doors
To Fit Your Existing Meters



"Old Faithful"
Profit Center



Easy To Add
Additional Functions
To Your Car Wash

FINDING INNOVATIVE SOLUTIONS TO BRING YOU MORE BUSINESS AND MAKE YOU MORE PROFIT!



Quick Vend



We Stock A Full Line Of
Coinco & Mars Validators

**Distributor
Inquiries
Welcome**



Self Serve Systems Built
To Your Specifications

47 Etowah Center Dr. Etowah, N.C. 28729
Shop/Tech Support (828) 891-7768 Toll Free 1-888-920-2646
E-Mail: jim@etowahvalleyequipment.com Web Site: www.etowahvalleyequipment.com

Digital Billboards ... *continued from page 22.*

“You can have a different message come on at closing time, five minutes before you open, on days you’re not open or if you’re closed for inclement weather,” she said. “But be sure to change the colors and backgrounds you use regularly, so people don’t get used to seeing the same thing.”

Hoffman’s digital billboards don’t go dark at night, but are used around the clock.

“At night when we’re closed, we can use the billboards to upsell or promote other products that we didn’t have time to show earlier in the day,” she added. “We also use the time for friendly messages, like buckle up, drive safely and happy holidays.”

Stephen Weekes, owner of Upstate Laser Wash with five locations in Schenectady and Saratoga coun-

ties in upstate New York, invested in a digital LED billboard for his Glenville, NY, tunnel wash.

“It’s a 4- x 8-foot electronic billboard that we had installed before our grand opening,” Weekes said. “When we opened that tunnel, we advertised our top wash on the billboard for \$10 instead of \$18 and brought in a lot of people off the street. The money we invested in that digital sign was better than a \$5,000 mail campaign.”

Weekes said he regularly advertises his carwash’s discounted wash club on the electronic sign, promotes books of carwashes and runs holiday promotions.

“We’ve even using the digital billboard to flash a ‘help wanted’ screen when we’ve needed more people,” he said.

Weekes cautions operators “to always make sure you refresh and change your electronic billboard regularly, however. You can’t let it get stale,” he said, “otherwise people don’t see it any more.”

Perry Powell of Perry Powell Consulting, a Texas-based consultant on signage and management issues for carwashes, said that the term “billboard” means something different to sign companies and municipalities than signage that is on private property.

“When you say ‘billboard’ to a municipality, it means off-premise advertising, which falls under a different sign code classification in almost every city in America,” Powell pointed out. However, he added, putting an electronic sign on the premises of a carwash is likely to get a much less volatile reaction from a municipality.

Carwash operators seeking to place an electronic sign on their property have a number of things to consider, Powell believes.

“Signs are based on visual acuity and response time because the

Continued on page 26...



METAL
HALIDE
(1200Watts)

VS.

G&G
LED
(400Watts)

 **G&G LED**
WP SERIES | CAR WASH LED LUMINAIRES

WATERPROOF LED LIGHTS | MADE IN USA

DLC QUALIFIED | UL WET LISTED | 5-YEAR WARRANTY
CREE LED | LEXAN SLX UV/CHEMICAL RESISTANT LENS
PATENTED FORM FACTOR (*INSTALLS LIKE PVC CONDUIT*)

ZERO MAINTENANCE

CALL US FOR A COMPLIMENTARY LIGHTING PLAN AND CONSULTATION



ggled.net
800.285.6780
sales@ggled.net

MacNeil is setting the bar

WHY JOHN PINSON CHOSE MACNEIL

“MacNeil gives us a great, safe wash that saves us money and keeps our customers coming back.”

John Pinson

Director of Operations, Palms Car Wash, Austin, TX, on his new 205' MacNeil conveyor, with wheel and tire add-ons

JOHN'S TAKE:

- MacNeil is “the safest”
- MacNeil “saves us labor and generates revenue”
- MacNeil “gets the spots that other car washes don't get”

See for yourself what MacNeil is doing for John.

What can we do for your wash?

Visit www.macneilwash.com/johnpinson



Everyone wants a MacNeil. www.macneilwash.com



A Ryko Solutions Company

Digital Billboards ... continued from page 24.

viewer has to see the sign with enough time to recognize it, brake, merge and get over," Powell said. "So you have to look at the topography, the terrain and how the traffic moves around your location. You also need to consider the access into your property and your landscaping, especially how the trees will grow and might affect the sight lines to your sign."

In terms of electronic signage, Powell said that many municipalities regulate the frequency at which an electric sign changes.

"Sometimes you won't be able to change the visual or message until after 20 seconds, or even every two minutes," he said. "I have even seen one rule that said it could change only once a day."

A final piece of advice from Powell, "Be prepared for what regulators will do in the future," he said. "Buy a large enough sign with a proper height and width ratio so it can even show a static print ad to good effect." ■

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



SK ADVERTISING+DESIGN
SMALL BUSINESS

www.sk-smallbiz.com

Logos • Business Cards • Stationery • Brochures
Catalogs • Advertising • PR • Web Design
Direct Mail • Printing Services

Listen
Design
Build

ALL BALLS RACING

SK Advertising+Design Small Business
helping launch and expand businesses nationwide.



HAMILTON TRANSACTION KIOSK
ADVANCED TECHNOLOGY.
RUGGED CONSTRUCTION.

HAMILTON

Hamilton Manufacturing has been in business since 1921 and in the Car Wash Industry for over 30 years. We are recognized as an industry leader in the development, manufacturing, and support of automated point-of-sale transaction systems; Data Access Networks, and token/change machines.

Hamilton products are designed and built to improve customer convenience and loyalty, while offering contemporary technology, and durability.

PROUDLY MADE IN THE U.S.A.

For more information about our full line of carwash products, visit us online or call:

888.723.4858
hamiltonmfg.com

NOW AVAILABLE!
Tandem ProGlow

www.pdqinc.com

PROTOUCH
TANDEM

The Most Unique Wash In The Industry



ProTouch® Tandem RT300

PDQ has changed the friction in-bay automatic wash industry with a soft-touch machine like no other. The **ProTouch® Tandem** provides your customers with an exceptional wash experience with its overhead two-brush configuration. This innovative design creates a wide open, easy-to-use wash bay, which minimizes the potential for vehicle damage and provides your customers with the gentlest friction wash available that will keep them coming back to your site again and again. No other friction machine navigates 360 degrees around the vehicle as precisely as the ProTouch Tandem, to ensure complete and optimal cleaning coverage for the wide variety of vehicle types and sizes being driven by your customers today.

Call 1-800-227-3373 For More Information

Feel comfortable in your decision to purchase PDQ Equipment.
We are proud to be part of **DOVER** CORPORATION A Fortune 500 Company.

PDQ Manufacturing, Inc. 1698 Scheuring Rd. De Pere, WI 54115 USA (920) 983-8333 1-800-227-3373 www.pdqinc.com



Vehicle Wash Systems

Keeping Your Wash Safe Takes More Than Cameras and Lighting, It Takes Prevention

By Heather Ashley

When the economy shifted, our thoughts on security should also have shifted and progressed. Operators should know all too well that carwash locations are a soft target to criminal minds. Security should always be at the forefront of our minds, but a fresh approach can lead to more protection.

What is the first thing most owners think about when wanting to increase security? Cameras. Many of us have them installed at each location. Aside from training our employees and angling our cameras in different directions, we often believe that is all we can do. In fact, when we think of enhancing security most of us go out and purchase additional cameras.

While security cameras that can be seen may deter some crime, it by no means stops it all. We are often amused by those offenders who do not look around their surroundings only to be caught in full view of a visible camera. There is a problem with relying on cameras as the primary source of security because they do little to prevent crime and merely are used as a tool for prosecution.

Of all the systems and methods available, there is still one option that beats all others. It is called PREVENTION. Preventing crime saves time and money. A combination of reading your environment with a critical eye and introducing some simple measures can help elevate the security to your business at no additional cost while deterring crime.

Think outside of your current security and get back to the basics. You are the best weapon in preventing crime at your business. Becoming proactive instead of reactive is going to save you a lot of resources. This new security costs little but requires a new way of thinking. A popular quote in law enforcement is, "To catch a criminal you must think like a criminal." This mindset is the key to prevention.

Stepping back and looking at your carwash from the eyes of a criminal will help you to be more effective in your prevention efforts. Once you try this viewpoint, you will be surprised by your new untapped and undesirable skills.

Look around your wash and try to think of areas vulnerable to theft or vandalism as if you were out to steal.

Look at your wash both during the night and day. You might believe that most activity will take place during the night, but it also happens during the day.



Look at your landscaping. Does it hide a door? Is there a corner where you could go and not be seen on camera?

Look at the signage. Does it block visibility from a certain angle?

Don't only walk around the building, drive through in your car as though you are on patrol and notice what can be seen and not seen from the seat of your car. Most law enforcement will only do a drive by and look at only what can be seen from the driver's seat to the front of your business. Adjust your lighting, change your traffic flow or change camera locations according to what you see.

Develop a critical eye for what you see in your environment. Don't be scared to pair up with another business owner outside your industry for a different perspective. This security technique transcends the carwash industry. This new way of thinking should have you driving by any business and noticing security flaws.

To develop this new way of viewing your environment, envision a few hypothetical situations shared by a Virginia State Trooper during a safety presentation. Think of a business that has seen a lot of crime lately, one unrelated to your own. Think about its location, how it looks from the outside, what the intent of the business is and think of the public's perception, what type of crime is in the area, what is the police presence like?

A good visual example would be an old gas station with overgrown grass, old faded paint, a little trash here and there, the community seeing it as an eyesore. You wonder if they even do business or has it closed permanently. That is a prime target for crime. It looks like no one cares about the property and no one comes to check on the place since the trash is always overflowing.

Territoriality is key when preventing criminal activity. You must show that it is your place of business. Make sure it screams the sole purpose such as a place to clean your car. Make it your own and show your expectations to others by picking up the trash quickly and removing the graffiti moments after it is reported. Further stake your claim by touching up the landscaping. If a fence is required to designate boundaries, consider a see-through fence.

Showing your territory can also be done with lighting. We already know the importance of lighting in preventing criminal activity. Research has shown that clean and well lit places actually encourage positive social behavior. For whatever reason, dirty and disorderly spaces attract disruptive users.

Make your presence known. Stop by your business at all hours of the day, even after closing. Be seen. Introduce yourself to customers. Your business is always being watched. Vary your routine. Get to know your employees and drop in frequently. Crime can often be tied to past or present employees as they know your business, your routines and schedules.

Another facet of deterrence is knowing your property. By knowing your property, you know every scratch on every bay meter. You recognize an extra tool mark. Daily inspections will help you to learn more about what is happening when you are not around. It will take a while to really see the value in this, but it is there. Make sure you document your findings daily.

Small simple techniques such as putting a dot of paint on a screw head so that you can tell when it has been turned will provide a wealth of information. Diagramming scratch marks on bay meters or just a visual remembrance for later comparison will help prevent events. It is essential to walk through your place everyday. It is best to have one designated person do that same routine everyday so they know the property in fine detail as well.

Logical common sense thinking will ease your overall security expense. Common sense plays a role in a lot of what we do on a day-to-day basis. That being said, some of us never sit down to actually think logically and inexpensively.

Those who are relying mainly on security cameras have been fooled into thinking that is all that is needed. But do not place all of your eggs in one basket. One lightning strike and all security is lost. In fact, many times the recording device is stolen at the time of the crime. With your own security routines and protocols, you will still have security even when the lights go out. ■

Heather Ashley is the owner and operator of Virginia Car Wash Industries in Toms Brook, VA, and the President of the Mid-Atlantic Carwash Association. She has three rural carwash locations as well as two Laundromats. She is also a Technology Instructor and Freelance Writer. You can reach Heather at asm@shentel.net.

When you think big...consider the best!

In today's fast paced world, comprehensive insurance and training are critical to the success of your car wash business. Our E-Learning system helps your company reduce its risk, comply with OSHA standards and mandates, and creates a culture of safety with 24/7 instant access to courses online, at no additional cost.



**CAR WASH
INSURANCE PROGRAM**

Offered by McNeil & Company

For more information, please contact

The Car Wash Insurance Program 800.822.3747

www.carwashins.com



Relationships are Everything!!!

By JoAnna Brandi

Buckminster Fuller, the creator of the Geodesic Dome, once said, "Relationships are everything and everything is relationship." He saw the world as a whole – where everything is connected to everything else and where the relationships between things are as important as the things themselves. His work synthesized intelligence from the fields of architecture, design, engineering, mathematics and more. His imagination showed us a place he called, "Spaceship Earth" where he talked about the integral nature of the world's living system.

Business Is A Living System

Business is a living system based on the relationship of customers to companies and the people in them. It's one based on the relationship of value to price and one based on the relationships of people to people.

For so many years, I've been blessed with the opportunity to work with companies who had a strong desire to take better care of their customers and their employees. After all – why would they seek out a guide on the road to improvement if they didn't desire to be better? My customers tend to embody one of my favorite slogans, "If you're not getting better, you cease being good."

I'm so grateful for my customers. The challenges they face teach me so much. More than anything, I've learned that creating an "Exquisite" Customer Experience reliably only works when the conviction and commitment of people across all areas of function are involved.

Customer Care Should Be Everyone's Business

When leaders embody this mantra and support and reinforce the "WHY" of doing it they focus attention, make meaning, motivate and inspire others to create better – more fulfilling and enriching – relationships.

When EQ trumps IQ (emotional intelligence over technical expertise) positive leaders create a climate more conducive to success. Thirty percent of an organization's financial results are a result of the climate created by the leaders.

Just like a garden where healthy plants are in right relationships with the soil, water, weather, fertilizer, the proximity of other plants and even the local pests and pets, a fertile, safe environment delivers a better yield – more profit.

Your Business Sits on a Tripod

Imagine that your business sits on a tripod and that each leg of the tripod represents a different set of relation-

ships. One represents the external relationships you have at your organization while another represents the internal relationships. The third represents the "inner" relationship each individual has with him/her self and their work/company. (I call this the Working Relationship Tripod.)

Everyone knows that in order for something that is balanced on a tripod to be steady all those legs must be pretty close to the same length. Yes?

That means that all those relationships need to work well – together. Those outside the company – customers, communities, suppliers, etc. must have good working relationships with those inside the company. And then of course, those inside the company need to have good relationships with themselves and their work.

When all this works right, people are excited about coming to work because they get to use their strengths, they feel part of something important, they have colleagues and leaders who care about them and they are excited about the future and the opportunity to make a difference in the lives of their customers. Then guess

what – the Customer's Experience gets better and better.

Yep – we're all connected in the living system of business.

Knowing how to nurture relationships is SO important that every few years I like to do a "mini-series" on the qualities that matter most in relationships. While there are many, I've observed that if you improve just five of these qualities you can make great strides toward healthier relationships.

Take it from a Happiness and Positive Leadership Coach, increased positive emotion makes us healthier, wealthier, smarter and more socially adept. (And a heck of a lot nicer to be around.)

As luck would have it, these qualities form an easily remembered acronym: T.R.A.C.K., which stands for Trust, Respect, Appreciation, Communication and Kindness. When all these qualities are practiced consciously and consistently, relationships thrive and prosper. ■

*If you're not
getting better,
you cease
being good.*



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@customer-carecoach.com or visit www.ReturnOnHappiness.com.



Always the Highest Quality, Always®

• Highest Quality • Highest Value • Cost Effective • Made in the U.S.A.

ERIE Hogs Hair Products

Get 43.2% MORE

Brush Life



Hogs Hair Tri-Level Squeegee
Product # 224906

Hogs Hair FoamMaster®
Product # 212302

ERIE HOGS HAIR Brushes Achieve:

- ★ **Less Wear**
- ★ **Produce a cleaner car**
- ★ **INCREASE your profits**

Your Satisfaction is 300% Guaranteed with the

ERIE 3 FOR 1 GUARANTEE®

ERIE BRUSH AND MANUFACTURING CORP.

U.S. AND CANADA

TEL: 1-800-711-3743 - FAX: 1-800-798-3743

WORLDWIDE

TEL: 773-477-9620 - FAX: 773-477-6030

860 W. FLETCHER ST. CHICAGO, IL 60657

website: eriebrush.com - email: sales@eriebrush.com



Why Build Across the Street From My Wash?

By Perry Powell

It seems that lenders have been guilty of over optimism in their lending practices and consequently, some markets are over built and some great operators are suffering as a result. Some have even failed.

Who Is To Blame?

The traffic cop, that's who!

There is no traffic cop to consider markets, trends and the competitive features of an existing location. There is no one to say no to the new investor.

Owners may, themselves, be guilty of wanting to have a right to expand at will while wanting others to be prevented the same opportunity.

Where Can We Find an Honest Cop?

With the help of the right professionals, a new site-indexing tool can be developed to determine the feasibility of a location. This impartial way of selecting and funding a site is competitively neutral and would work much like a FICO score (public company that provides analytics and decision-making services including credit scoring intended to help financial services companies make complex, high-volume decisions).

Building a computer model which would measure the common elements of existing successful sites, which would then be used to measure proposed sites and give them an indexed score, allows the investor and lender a better method to calculate the site's risks.

Existing owners could use the index, in a defensive way, by providing it to banks considering the new competing site's loan. Such an index could also be presented to agencies such as SBA (Small Business Administration) to help get the index normalized for all loan transactions.

Everyone would be protected and the index could even consider the condition of existing sites.

Is This Realistic?

Yes, and this technology is already employed in other industries and it works across all technology platforms, so that an owner or investor can use it in the field while considering a new site.

If you are interested in knowing more about this opportunity, please drop me an email and I will provide you with more information. ■

Perry Powell is a carwash consultant. He specializes in structuring quick turnarounds, business models, management methods and sales processes using the consumer behavioral science of Neuro-Marketing. He can be reached at 817/307-6484, perry@perrypowell.com or www.perrypowell.com.



Perry Powell

There are certain things you never want to fake.



Don't fake your tricolor either!
More than 95% of tricolor conditioners contain no wax or wax properties.

100%
Cubic Zirconia

Get REAL with NEW

COLOR COAT CARNAUBA

A tricolor wax AND conditioner that really does something big!

Color Coat Carnaubas has the same vibrant colors and rich foam as our original Color Coat but now with the power of Carnaubas Wax for an amazing softness, shine and durable protection!

REAL Carnaubas ✕ REAL Softness ✕ REAL Shine

A REAL Difference

BLEND CO
SYSTEMS

A Division of DuBois Chemicals
One Pearl Buck Court • Bristol, PA 19007
800.446.2091 • www.blendco.com

The Benefits of a Towel Exchange Program

By Larry Groipen

At the The Carwash Show,[®] there was a lot of buzz around the concept of a "Towel Exchange Program" that many carwashes are implementing around the country. The concept is simple, and it addresses several concerns that carwash owners share including customers who take towels and don't bring them back, carwash owners that don't offer towel dry service yet want to help customers dry off their cars without adding personnel and owners who are becoming environmentally conscious and want to eliminate handing out paper and other non-woven courtesy towels while still helping customers to finish drying their cars or using the courtesy wipes to clean the interior of their car. So, whether you offer a full-service, flex-service or exterior-only carwash, you can implement a towel exchange program that separates you from your competition.

A towel exchange program, if implemented properly, should not cost the carwash owner money in the long run, and may in fact save them money. The purpose of a towel exchange program is to create loyalty and repeat visits to your carwash.

In an effective towel exchange program, the customer purchases a towel, either terry or microfiber, from the wash attendant and the towel becomes the property of the car owner. The car owner can use the towel to dry off their own car, wipe off a few missed spots or use it to clean their interior or windows. On the next visit to the carwash, the car owner can turn his dirty towel in for a fresh one.

If priced correctly, the cost of the towel and the cost of laundering the towel will be paid for by the customer. Naturally, there are startup costs such as the purchase of the towels and the washing machine, however, many washes already have the machines or at least the basic plumbing to add one. In the case of microfiber, a low cost household washing machine will suffice. The cost of the towel will be less than \$2 and the selling price could be whatever you want.

The towel options, as those who have read our column for years will tell you, are unlimited. For most people, a 16 x 27 inch terry hand towel or a microfiber, either a heavy weight 16 x 16 or a 16 x 27 would be best.

It is always nice to pick a color that matches your carwash colors, but a bright neon color like green, orange or yellow would also be ideal because it stands out as being from your carwash.

To really make a statement to your customers, you could get the towels screen printed with your logo and the words, "Towel Exchange Program" or some other phrase that will remind your customers of your wash and

that they need to be exchanged. I do need to point out that screen printing can cost as much as the towel itself, but if you build that cost into the selling price it shouldn't matter too much and it will add value to your program and your brand.

As more and more carwash owners experiment with towel exchange programs, I will forward you their results in future articles. Never underestimate the value of attending carwash meetings and shows because there are always new ideas and things to learn. ■



Larry Groipen

Larry Groipen is the President of ERC Wiping Products Inc. in Lynn, MA. If you have any questions, please email erc@ercwipe.com or call 800/225-9473.



Car Wash Finance Specialists

- Equipment Loans & Leasing
- Land, Building & Equipment Finance
- Refinance Debt
- Remodel Loans
- Acquisition Finance
- Construction Loans
- SBA Loans
- USDA B&I Loans

For More Information, Contact:

www.CoastCC.com

Michael Ford
1-800-400-0365

Todd Aldridge
1-866-575-5885



Bill Baker
1-888-428-0995

Mike Levin
1-877-454-9399

Missing Vegas, but Lots to See and Learn At the Carwash Show™

By Doug Rieck

The inevitable part of life is change. Just when we get in a comfortable routine, know exactly what to do and what to expect and suddenly whop – change. That is my reaction to the recent Carwash Show™ in Chicago. It's the end of March and instead of being in 80-degree sun in Las Vegas, we are in the Windy City, but at least no snow. But we are with friends, we are inside in the warmth, and we are at the 100th birthday celebration for our industry.

The International Carwash Association (ICA) did a great job of playing host to a bunch of winter-weary carwash people and showing off our association's hometown. It was a lot of fun and I think we all will remember the great opening event at the House Of Blues. It sure beat the opening events of the past few years, and was perfect.

The show floor was huge and McCormick Place was impressive. Not that the Sands Expo center in Vegas is not, but it was a nice change. My only personal gripe is that lodging was much more expensive, but not as nice as in Vegas, and the airfares seemed high for the short trip. On the counterpoint, it was nice to only be on a plane for two hours and not four-plus. All in all, change is change. I guess with the long run in Vegas for the show we just got accustomed to the one venue. Next year, the Carwash Show™ is back to sun of Las Vegas, and then the year after in Nashville.

Education Importance

The part of every carwash show that gets no respect is the Education track. I'll grant you that the primary reason for the show is to see and feel what's new on the show floor. But unless you get new ideas, you will just do the same old thing (especially if you can't afford to buy anything). This was a good year for education, however. Still missing, though, are the Early Bird sessions and any sessions directly pertaining to self-service washing. But there was richness in sessions with three logical educational tracks this year.

The first being Business Management. The second track was Marketing & Brand Strategizing and the last was Operations.

I attended three Operation track sessions and came away enthused with carwashing. The first being Kevin Detrick's on Using Marketplace Trends to Drive Earnings. Kevin has done so much in transforming our industry with his concepts of Point of Sale and control. In addition to owning Innovative Control Systems (ICS), he also operates a carwash which he has transformed from a low-volume full service to high-volume Express Flex Service facility. This was the third part of his investigation into the Changing Carwash Marketplace. It was a great session and I urge any operator to attend one of Kevin's seminars.

Some of what I took from this session was: Your wash format is critical, the customer experience is paramount,

and details matter. There was a lot more than that, just put attending one on your bucket list.

The next operational session I attended was Anthony Analetto's session on transforming a \$20,000 a year carwash to a 120,000 a year carwash.

Sounds great, doesn't it. Anthony came out with pictures and case studies on how it is done. It is possible to transform an older wash to a great wash. The ingredients are simple. The right location, the right renovations and equipment changes, and of course the right format. The catch being if you do the same old thing then guess what, you get the same result.

Carwashes have got to evolve with market changes. This session was a wealth of ideas. One of the things that I learned from Anthony was a simple set of numbers. Of the new installs his company is doing 84 percent are express, 14 are flex-service and the balance, a mere 2 percent are traditional full serves.

The last operational session I went to was done by Ryan Essenburg on building the ultimate express wash. This was another presentation that built on one he did last year.

This year there was fly through animation so that he could take us through his new design which is visually stunning. There was a lot here, but to summarize in few words, a carwash is a machine to wash cars. It is not an architect's design dream. Sure, you need an architect, but you also need a design that works to make you money. This gets to a sore point of mine. There are a lot of new carwashes going up, but while new and gorgeous some miss the boat completely. Details really, really matter (note a trend).

While you may have missed this year's Carwash Show™ you still have the opportunity to attend the 25th Northeast Regional Carwash Convention (NRCC) and the ideas you come away with will make you money. A bonus, the show is right in your region! Visit www.nrccshow.com to learn more and watch a video clip on our keynote speaker, AIG CEO Robert Benmosche!

New on the Floor

What's new on the show floor this year – a lot of further refinement and profitable ideas. What is written are my ideas and thoughts and not necessarily those of the Northeast Carwasher. We are very fortunate to have a great group of vendors in our industry who work very hard and earn their living by selling us products and services that we need, but I cannot possibly cover every supplier's innovation. If I missed something you think was cool or important, I am sorry because I missed it.

This is still an off year for me personally because of Hurricane Sandy (if anything worse than last year) so, I am not as complete in my coverage as in year's past.

The show floor looked larger than last year. In terms of lay-

out easier, with a great Food concession area in the center complete with Chicago deep dish Pizza and best of all a second floor dining area. It's cool to sit high and get to see the layout.

This seemed to be a year of refinement for most of our suppliers. They are taking their products to the next level. LEDS have wormed their way into every part of the carwashing customer experience. I really love the visual displays and feel it makes a difference to our customers. The Lava Foam arches are universal and seem to be replacing Triple Foam as a preferred show.

There has never been a better time to start replacing your equipment. A large part of the carwash "experience" and justification for consumers is the customer experience. Yes, you must deliver a great clean, shiny dry car.

As you entered the show floor the first exhibit you saw was Belanger with their full racks of equipment. This year the star was their Foam Bullet. This is a small LED-lit flashing colored foam dispenser, sort of shaped like a bullet. This is great for targeted foam delivery. It has a lot of customer appeal. After all, a great part of carwashing is show.

Of course, all the inbays, in particular the Kondor with its LED-lit flashing arms and small overhead wash mechanical Pod caught my eye. Of course they had their friction inbay unit, the Freestyler, which is a top mounted, five-brush machine. If you have the space, a friction inbay is a great way to go. Lower operating expense and cleaner cars.

My one inbay automatic is almost ready for replacement, but I'm not there yet. (My wife has told me in very strong terms, "NO carwash equipment until we get back in our house!" We are still homeless thanks to Sandy).

Continuing in a straight line heading back was the PDQ exhibit. They had their two machines on the floor and I was looking at their new Laser 360 with the LaserGlow and their Overglow Hi Gloss foam application. Very good customer visuals and part of a great package is the onboard flash-dry system. Their friction machine is the Protouch Icon and it is a neat three-brush floor Gantry machine.

On to the mecca of conveyor carwashing – Sonny's. Whether you use them or not you have to pay attention. Sonny's takes great pride in always having a lot of new innovations and they effectively market them. They had 10 innovations and I'm going to discuss three of them.

One is their Chemical Concierge, which I will talk about later. The others are their Foam Glow which is an LED-lit lighted foam applicator stick. This is sort of like the Belanger Foam Bullets but the Sonny's idea is a long stick. Very Nice.

The next two ideas are in Pivoting Rain Bars for the top and sides and Pivoting Applicator arches for soap. I like both ideas, but the most applicable to us mid-volume operators is the Pivoting Applicators so we can finally get good soaping on the rears of cars.

They had their usual beehive of activity, but that was good. I had a question about a piece of Sonny's equipment I had and within five minutes I had a definitive exact technical answer, does not get better than that.

One of my observations is that they are now actively

Continued on page 36 ...

Your customers are evolving, are you?

Where's the card reader?

Self Serve
Cash Only

Quarters
Only!

Insert
Coin
Here

Evolve with our new
cost conscious solution.



aiONE
evolution series

Simple. Compact. Convenient.

Introducing our new cost-conscious solution with more benefits and flexibility than any other low cost system in the market. Visit WashCard.com/Evolve for more info on the aiONE and other exciting new features!

WashCard
systems

1-888-439-5740 | WashCard.com

A leader in card activation technology for over 23 years, WashCard is a provider of cashless payment systems which focus on consumer convenience. Developing for both carwash and coin laundry industries.

selling their brush-mounted Tire Shine applicator. They even have a retrofit kit (electric or hydraulic) so that people like myself can convert their existing Pad machines. Advantages are better application, less drive-away sling, less chemical used per car and NO replacement pad cost. It's truly a winner and in my list of to-do items.

Of note, Sonny's has sold their Auto Accessories division to Superior Auto accessories, a respected name in our industry.

At last year's show I was surprised to find that MacNeil Carwash Equipment was now part of Ryko. This seems to have been a great marriage and it was fun to walk through their booth this year. I think there will be a lot of advantages for operators with the most immediate being faster parts delivery now coming from the US, not across the border from Canada. One of their systems is a Mini Conveyor wash designed for a 35-foot bay conversion.

Another consolidation that happened last year was ZEP buying Blue Coral. This year the integration is complete and we are all smiling at the ZEP Vehicle Care booth selling both Rain X and Armor All. They had the Lava Foam style displays using Armor All Protectant and a lot of other neat stuff including a new chemical application dispensing system which led me to a realization that there is a new chemical dispensing technology now, and the days of clattering Flojet pumps and insane air demands is ending. The promise and payoff for operators is better application, better control and better economy of chemical use. This is a really big deal.

The originator from several years ago is a company called Hydra-Flex. They developed a system for reliable microdose injection. It is very, very good, and simple and a quick simplification from my viewpoint. The concept uses a booster pump to raise incoming city water to about 175 psi. You then use that constant water supply to operate the Venturi injectors. Because there is constant, even pressure you can dial in and set up an exact chemical flow. There is no variation. Therefore, there is no waste if set up correctly. Because the pressure is higher there is now a reliable, strong venturi effect with adequate suction. Unlike the much loved and hated highly variable Dema injectors of our carwash founding fathers, it really is much more complex than that. Again, the devil is in the mastery of the details, such as spare pumps and control. We as carwashes use a lot of expensive chemistry. We must get the exact titration needed; no more no less. The savings from the waste of current applicators will pay for the system and assure better application. I guess a really dumb analogy is using LED light bulbs; there's a high upfront cost, lower operating cost, better light and at the end the savings pay for the cost and return dividends.

Hydra-Flex has had exhibits for several years at the show and has been making great stuff and inroads every year. I have looked at them in the past, but disregarded them because I was not building a new wash. Wrong! This is the year where their concept is taking off, even for existing washes.

My eureka moment was at the ZEP Vehicle Care booth where they had a display of their new dispensing technology. I sort of yawned because every year another chemical com-

pany has another dispenser. But I talked with a sales rep then I looked closer and saw the reality. Wow, they had licensed and were using the Hydra-Flex AquaLab. Then I talked with the chemist Jerry and he loved the system.

In doing further research I found that at least two of the touchless inbay manufacturers, PDQ and Belanger, have been using a variation of the same concept for years which makes sense because they have the large volume water pumps already. My one older touchfree inbay does not have these pumps and I know all the problems with using separate metering pumps.

Then I went to the CSI Lustra booth and guess what; they had developed their variation on this concept, they called it the MIZER. Now I see that two of our prominent Carwash Chemical suppliers are advocating this same type of system. Then I made a quick dash over to the Sonny's booth and guess what, they had developed their own variation which they call a Chemical Concierge. I see a trend and it is a good one with better control, more reliable chemical injection and delivery and cost savings on wash chemistry. Plus, the systems are set up to use hyper or ultra concentrates.

Ok, the rundown is as follows:

- ❖ Hydra-Flex with their Aqualab. This is the first and the Hydra-Flex people developed and introduced the technology. A mature product.
- ❖ Zep Vehicle Care, which uses the Hydra-Flex system, featuring the backing of Blue Corals field reps to tune and get the chemistry perfect.
- ❖ CSI Lustra which has the MIZER. This unit is built by SAS division of CSI. It looks similar to the Hydra-Flex unit with a few differences. Again, the advantage of all of the CSI field staff to dial in the chemistry. Their push is to use ultra concentrates eliminating the 55-gallon drum. I talked with two different hands-on field reps and they love it.
- ❖ Sonny's Chemical Concierge. Sonny's took the concept and made a big change by using a Dosatron for each port which enables you to dial in the exact amount of chemical easily. The other systems use fixed nozzles.

Whose system is going to work better for you? I don't know. All look great and come from world-class suppliers. What I do know is our industry's reliance on hydrominders and clattering air pumps is evolving. My suggestion is to look into these systems, then pick the supplier who can deliver the support you need.

A Chilling Report on Winter

This was certainly a winter to remember for the weather and some very fine winter carwashing in New Jersey. I'm sure that a lot of the newer operators were stunned by the volumes and carwash traffic that came. At my three locations I have not seen it like this for at least 15 years, if not more. Very nice, and needed. Facilities and equipment and business models are the critical factors in our business. When the business is out there,

it is essential to capture every dollar and wash every car. It is no time for mechanical issues, or for absent employees.

I was very fortunate that at my conveyor location, in the fall, I had invested some scarce money on conveyor maintenance. Otherwise I could have lost some good washing. The standard in carwash maintenance is not if it will break, but when it will – repeat after me, “on the busiest day of the year!”

On a similar note it got really cold this winter. Unfortunately, at the depth of the cold I did have sporadic freezing issues in all of my self-serve locations. At one of my inbays (a frictionless unit) I had about a week’s worth of frozen shut down days. Ouch! Prior to this I had not had a freezing problem in the past 10 years. This frozen location does not have doors on the automatic bay. As you may guess, I am putting at least one of the Vinyl Rollup Doors on that wash bay prior to the coming winter. More than 15 years ago at this location, prior to my new inbay machine, I used to have an old Turbowash. My manager nicknamed it the Ice Queen. It would sit in the bay with four or more inches of ice covering it, weeping water from all the nozzles and still washing cars. The winters were colder then, and the automatic bay was not heated and doorless. Today’s automatics are fussier about temperatures for sure.

At one of my inbay locations in December, I had replaced the Entry Paystation with a new touchscreen Auto Sentry, which has a five and single bill dispenser. It also has RFID (radio frequency identification) so that my Wash Club

customers can now use either of two locations. One of my justifications is that now I use the same entry POS system at all of my locations. I even have an iPhone App which shows me car counts at all three locations. The new Paystation has simplified my life, and my customers love it. Their change is now in dollar and five dollar bills, it is intuitive to use, it sells better and is new and shiny. The timing was perfect, just before the winter snow and it performed like a champ. I feel I washed many more cars because I had the new Auto Sentry Flex. So even though I have a lot of cold weather issues to solve before next winter, I did have one big win.

I’m looking forward to July and August when I steal all my North Jersey friends’ carwash customers as they visit the shore. See all in Atlantic City at the NRCC. Remember, visit the website to learn all about the exceptional education, our high-profile keynoter and the 25th year of the greatest regional show in the country at www.nrccshow.com. ■

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 dougriec@gmail.com.



Doug Rieck

Editor’s Note: The comments and opinions in this article are of the writer and not meant to endorse any one vendor.



Based on the success of our Mid-Atlantic Car Wash Association, the New York State Car Wash Association and New England Car Wash Association insurance programs, we are providing a total business solution to carwash operators nationwide. Mang Insurance Agency’s National Car Wash Insurance Program offers:

- Competitive Pricing
- Comprehensive Coverage For Car Washes
- Superior Claims Service
- Value Added Services Designed Specifically For Cars Washes

We’ve Been Insuring Hundreds Of Car Wash Sites For Fifteen Years!

Peter Beames

86 Glen Street, Glens Falls, NY 12801
(800) 965-6264

www.nationalcarwashinsurance.com

MCA

Mid-Atlantic
CARWASH
Association



NECA
NEW ENGLAND CARWASH ASSOCIATION

Would I Put My Money In This?

By Gary Sokoloski

Now that it is officially summer and we all “supposedly” have a minute to spare, let’s take the time and patience to maintain and clean up all of our payment acceptance equipment. These are all the items customers use for purchases at your location and keeping them looking new is very important to your customers and your business. Take a look around at your bill changers or breakers, auto cashiers, self-serve meterboxes, vacuum cleaners and vending machines and ask this question, “Would I put money in this?”

The following are some universal tips that can be used on all of your payment acceptance equipment.

Displays and Signage

Clean any screens or timers with the appropriate cleaner for the item. Poor visibility for a customer reduces their ability and desire to spend more money and make more selections. This is a little timely on some equipment and requires disassembly and re-installation, but it is well worth it. While in the process of cleaning the screens and timers, be sure to check all of the wiring connections and terminals. This is a good way to find any loose connections and potential problems that may arise later.

Signage should be either cleaned or replaced if it doesn’t pass the “WOW” test. Average is okay for the other guy. Make your site stand out with up-to-date signage and new options to display to your customers. There is a good reason other businesses change things up on a regular basis. This is your opportunity to entice that customer to come back to your location again, or to upsell them to products and services in which they might not have been aware.

Cash/Coin Acceptors and Dispensers

These items take a lot of abuse and are handing out dirty items every day. On a regular basis use a can of compressed air to clean out these items. Compressed air cans are available at any hardware or electronics store. Compressed air is great for cleaning just about anything that you should not use a liquid cleaner on. Regularly cleaning out the dust and debris in these devices reduces the risk that when they become damp or wet they will fail. The dust also acts as a conductor of water and electricity that can damage sensitive equipment.

Follow the manufacturers procedures for maintenance on all of these items. These include, but are not limited to, replacing worn belts, cleaning photo eyes and sensors on bill acceptors and dispensers. Inspect and replace any worn dispensing wheels on your coin dispensers.

Credit Card Acceptors

More and more of your income is coming from the use of credit cards. Making sure your acceptors are in top condition is very important. Use a credit card cleaning pad or card recommended for your model of acceptor. Keeping the reader clean is critical to extending its life expectancy. Having this item work with one swipe can make or break a customer’s impression of your business. Inspect the connection to the reader itself and look for any dust build up or corrosion from water getting on the device. Clean it and use the recommended silicone to seal any potential leaks from getting into the card readers electronics.

Receipt Printers

This is the last item customers use in the payment process and is as important as the first. Again, a can of compressed air goes a long way in cleaning out and preserving printers. Be sure to clean the printer head and replace the ribbon on a regular basis. Inspect the unit for any signs of moisture and seal it if necessary. In many instances it is humidity more than actual water making the printer paper look like it just got put in a bucket of water. Many times a simple fan moving the air inside of the device can dramatically improve moisture conditions. On a side note, print out a receipt and have someone else read it to make sure the information on it is correct. All too often we read what we want and miss little mistakes on our receipt printers.

Besides rainy days there is nothing worse than not being able to take a customer’s payment. The same is true for dispensing the correct change and having a receipt that looks professional. Spend some valuable time to clean and maintain all of your payment acceptance equipment on a regular basis. Now that all of your payment equipment is working at its best, enjoy the summer, take a day off and go to the beach. ■



Gary Sokoloski

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

NEW ON THE MARKET!



IRRESISTIBLE SCENTS!



REQUEST OUR
FREE
CATALOG

10% OFF

ON ENTIRE ORDER.
ONE TIME ONLY (PER LOCATION).
MINIMUM ORDER: \$75.

FREE
SHIPPING

Check-out our website: WWW.RRLALENA.US

WE HAVE MORE THAN 5,000 ITEMS IN STOCK, READY TO BE SHIPPED.



R.R.LALENA CORPORATION

Service! Quality! Variety!

WHOLESALE DISTRIBUTOR OF AIR FRESHENERS, CHEMICALS, AUTO ACCESSORIES AND IMPULSE ITEMS

59-26 55th DRIVE, MASPETH NY 11378 | TOLL FREE: 1.800.R.LALENA | TEL: 718.326.9788 | FAX: 718.326.8765 | WEBSITE: WWW.RRLALENA.US

© 2014 R.R. Lalena Corp. | Subject to availability | All brand names, logos and design elements are proprietary trademarks of their respective owners.
Content may change without notice | All prices are subject to change without notice.

*Dear Venus and Mars,

 What advice, as successful businesspeople, would you give today's college grads as they start their careers?
 _____*



Linda Feriod

Venus Says

The market for new grads is more competitive than ever. I think as a nation, and as parents, we have let these grads down by helping them borrow money it will take them years to pay back, and not insist on them seeing the big picture before they sign on the dotted line for multiple student loans totaling more than \$100,000. Yes, they can get a few federal loans with lower interest rates, but most of these loans are private loans with interest rates of 8 percent or higher and no ceiling in sight. Why the government allows this is unconscionable. How these young people are tricked into signing is that every semester they sign up for another loan, they see an estimated payment of only \$125 a month. What they forget to do is add that \$125 to the seven more semesters of \$125 so their monthly payment after graduation is \$1000 a month.

I believe that most parents don't take the time at the beginning of their children's career planning to completely communicate the end costs either. They get so wrapped up in the excitement that their child is going away to college that they let the college help with financial aid. Sallie Mae, or the SLM Corporation (originally the Student Loan Marketing Association) is not a government program. It is a publicly traded US corporation whose operations are originating, servicing and collecting on student loans. It is a very expensive way to pay for college by getting private loans. Remember, colleges are in the business of selling education. They are not worried about a student's final costs or how they will pay them back over the next 10 to 15 years.

Hopefully, this advice can help parents and students beginning the college process. It may also help grads who may need

Continued on page 41 ...



Paul Vallario

Mars Says

Coming out of college today and looking to start your career is a scary thought. There is a lot of competition out there in the job market with older, more experienced people in addition to other recent college grads. On top of that, many young adults entering the "real world" are faced with large student loans that they now have to begin to pay off. Some advice I can give to parents of young children is to start saving for college as soon as possible. There are some good government college funds that are tax deductible. This will help lessen the burden on your children when it comes time for them to pay those big tuition bills.

The first piece of advice I can give is to consult a professional when creating your resume. Sometimes, the slightest little thing will make the difference between yours going to the top or to the bottom of the pile. You may think your resume looks great now, but a professional will pick up on the little things that can make a big difference.

The other thing I would suggest is to get a job right away even if it is a minimum-wage position. Chances are you are not going to fall right into your career position for some time. But to get out there right away and into the routine of being on a schedule can only help you in the long run. In addition, it will help to pay off those student loans.

Be sure to include temporary agencies in your job search. The reality is that as the regulatory cost of hiring full-time employees expands, so too does the demand for capable temporary workers without strings attached. Right now, the use of temps is outpacing new hires by a 10:1 ratio. While temporary work may not sound appealing, bear in mind that a significant percentage of temporary workers are eventually

Continued on page 48 ...

Venus and Mars, aka Linda Feriod and Paul Vallario, are carwash industry veterans. Linda has worked in her family's carwashing business for 18 years. She has also been the President of the Penn/Del Carwash Association and has managed the Car Wash Operators of New Jersey. Paul Vallario operates Westbury Personal Touch Car Wash in Westbury, NY, and is the President of Urban Avenue Carwash Distributors and Consulting. He is a board member of the New York State Car Wash Association.

If you have a question for Venus & Mars please send it to:

Media Solutions, 2214 Budd Terrace, Niskayuna, NY 12309, mediasolutions@nycap.rr.com

more education to secure a better position. I see too many students picking the wrong reasons for going to college, or picking a career where the future income will never pay for the cost of their education. Of course, they may be lucky and their parents will pay for their entire education, but that's not often reality.

When starting to look for their new position the first thing they should do is get off social media, such as Facebook, completely. I know that this sounds strange as we think social media is the way to let the world know you are looking for a career. But even though you don't want to believe it, the fact is that every employer gets so many resumes when they post a position that one of the first steps to narrow down the list of potential candidates is to check out posts and see what they can find out about your personal life.

Having posts and pictures with beer mugs, large red cups and wine glasses is a great way to be eliminated immediately from the list. Trust me, they find these pictures. I have spoken to many employers who do these searches.

My second suggestion is to make sure you pay your bills on time as most potential employers are reviewing your credit. The feeling behind this is that if you have control over your spending and pay your bills on time, you are likely an adult and should be a responsible employee. Of course, there is that possible background check so be prepared for that as well. If you made a minor mistake in college and have a record, be proactive and get any documentation you can to prove what happened as some charges may sound worse than the real story. For example, a student was charged for "disorderly conduct" but the citation was that he had a party at his apartment on a Friday night at 8 pm and it was an excessive noise violation. Unfortunately, he had to pay an attorney to get it removed.

When looking for a position you are also competing with many older Americans with plenty of experience who have found themselves unemployed. You need to list as much work experience and volunteer experience as possible on your resume. My suggestion is that during your job search you should be working. Even if it is a part-time position or simply a volunteer position. I believe the volunteer work will help you make contacts for job leads. Use the school's career counselors as you paid handsomely these past four years, and now it is time for them to help you pay the debt you accumulated. I would also attend any social business function, career open houses, and job fair you can to broaden your exposure and networking reach.

My last word of advice is unfortunately that your first position may not be the position you want or feel you deserve. Getting your foot in the door in a company/field that interests you is a great first step. Mary Barra, General Motor's new CEO started her career with GM when she was 18 years old on the factory floor to help pay for college. That was her first step in working her way up the ladder. GM later paid her way for a MBA at Stanford University. I am sure when she started she never dreamed she would be the first female CEO of a male-dominated industry. So, don't get discouraged, set goals, work hard and you will be successful. ■



REGULATORS MUSCLING IN ON YOUR SIGNS?

Let Me Help
You Keep
Your Sign
Effective!

Perry Powell Consulting
www.perrypowell.com

Call Today!
Let's Talk About It!
817-307-6484



Keith Lutz

CAP BOARD OF DIRECTORS

PRESIDENT • Keith Lutz
Kleen Rite Corp., Columbia, PA

VICE PRESIDENT • Stuart Hammerschmidt
Shore Corporation, Pittsburgh, PA

TREASURER • Richard Copenhaver
D & L Systems, Newville, PA

SECRETARY • Kingsley Blasco
Kingsley Blasco & Associates, Newville, PA

ASSOCIATION MANAGEMENT

Dawn W. Keefe Executive Director
Carwash Association of Pennsylvania
430 Franklin Church Road
Dillsburg, PA 17019
Email: dawnwkeefe@comcast.net
Ph: 717-648-0159 • Fax: 717/502-1909

PACARWASH.ORG

DIRECTORS

Cliff Reed, Hydro-Spray Wash Systems, Inc.
Clearfield, PA

Keith Woolam, Car Wash Management, Clarion, PA

PAST PRESIDENT

Keith Woolam, Car Wash Management

2014 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

PRESIDENT'S COLUMN

Now that you have a few industry trade shows under your belt this year, what do you plan to do with the new knowledge, information and relationships you've acquired? These shows are not only about showcasing the latest and greatest innovations of the industry, they are about sharing best practices and networking.

It's easy to get caught up in the excitement of a show - collecting business cards, stacks of product literature and bags of novelty items, but what do you do with this wealth of information away from the energy of the show? It's so easy to get overwhelmed and in the end, the trade-show bag gets set aside as something you'll get to "later."

While many operators can navigate a multitude of large shows with ease, there remains a group that walks away overwhelmed and, in the end, unserved. This is why we have tried to keep the Carwash Association of Pennsylvania (CAP) Annual Dinner and Table-Top Show more intimate and personal. It is our goal to provide an atmosphere where members and vendors can really talk, develop relationships and truly consider a few valuable adjustments they can apply to their carwash business to increase productivity. Our show might give an operator the opportunity to reconnect with a vendor or industry colleague and continue that conversation that may have initiated at a larger trade show.

It's important to us to bring our members speakers and information specific to conducting business within the Commonwealth on a more intimate level. While I know there is certainly room for growth, as there always is with any show, I believe that CAP has been successful at focusing in on the true vision of our show and managing the scope of the event to meet member needs.

We can put on a parade of shows and events for members, but all are in vain if members are not taking advantage of the opportunities offered. My goal would be that each and every one of our members would join us each May with information and questions they've gathered from other shows to continue a Pennsylvania-specific dialogue with their colleagues and industry experts. While trade shows can be viewed as social engagements for casual conversation, that approach is certainly an opportunity missed. The information and insight that can be gathered at trade shows is absolutely invaluable, and the specific insight offered by state associations is viewed by many as a necessity if you want to operate the most efficient of businesses.

Members need to look at trade shows and industry trade events at part of doing business. Establish a strategy for the show and understand your expectations - what do you hope to walk away with from the said show? This is part of my "working smarter" theory. There are so many resources and opportunities offered at industry shows and often your state association can help you navigate trade shows and filter through the information. This guidance is just one more benefit of being a member.

As we embark on the summer season, which we thought might never get here, it is important that we don't get so caught up in the busy day-to-day operations that we cast business plans and strategies aside as ideological efforts for which we simply have no time. Small businesses frequently do this as time and resources are

limited. They start out with the best of intentions but the reality of daily operations push them off course.

There are many small businesses that do successfully manage the busy season while staying on course with their business strategy and goals. How do they do it? Why don't you ask them? Connect and engage with CAP and take advantage of knowledge offered by your industry colleagues. It's one of the most valuable resources of any trade association.

If you missed our annual dinner, plan to participate in our golf outing this fall so you can take advantage of another opportunity to share best practices. If you don't golf, come out for the picnic. We look forward to hearing from you soon. Happy washing!



Keith Lutz, CAP President

Car Wash TOWELS

WE MAKE WIPING EASY®



TERRY
Body Towels



Terry Style



MICROFIBER
Waffle Weave



HUCK
Window Towels

Call to Order! 800-225-9473

Order Online! www.ercwipe.com/carwash

Order today...
Ship today!



ERC
ERC WIPING PRODUCTS, INC.



VEHICLE WASH SYSTEMS, INC.

PROUDLY INTRODUCES....

The Safest Flat Belt Conveyor of the future is here today!!



DISTRIBUTORS
WELCOME

Electric or Hydraulic Drive



Optional Wheel Scrubber



Flat Belt Conveyor Features:

- All 304 Stainless Steel Construction
- NO Chain or Roller to replace
- NO need for any lubricants
- Will NEVER damage Tires or Rims
- SAFE for all luxury cars, trucks with dual wheels, and low chassis vehicles
- Capable of moving vehicles up to 7 tons
- Complete with Self-Cleaning Belt Mechanism

800-344-8700

www.washngo.com

e-mail: info@washngo.com

CAP PICNIC & GOLF OUTING

CUMBERLAND GOLF CLUB

2395 RITNER HWY. ~ CARLISLE, PA

THURSDAY, SEPTEMBER 25^H



REGISTRATION

Vendors: Use this opportunity to network with customers in a casual atmosphere!
 Invite 3 operators to join your sponsored team.

TEAM SPONSORSHIP

Team Sponsor Name _____
 Golfer Name _____ \$ _____

PICNIC ONLY: \$10 NAME(S): _____
INDIVIDUAL GOLFER & PICNIC: \$75 NAME: _____

SPONSORSHIPS

Gold Sponsor - \$1000
 Includes 4 players, tee sign, newsletter ad, website banner & recognition in event materials \$ _____

Silver Sponsor - \$500
 Includes 2 players, tee sign, website banner & appropriate recognition in event materials \$ _____

Hole Sponsor - \$250
 Includes one player, tee sign & appropriate recognition in event materials \$ _____

Door Prize Donations: _____
 Please indicate if you would be able to donate items for door prizes

Highlights

Cumberland Golf Club, 2395 Ritner Hwy, Carlisle, PA
 Registration starts at 9:00 am
 Shotgun start at 10 a.m.
 Four-person scramble, best-ball format
 Membership Picnic 3:00 p.m.
 Networking, Announcements & Prizes for winning team
 Proceeds go to Carwash Association of PA



Please complete registration form, include your address & return with payment by September 18th, to CAP, 430 Franklin Church Road, Dillsburg, PA 17019. Make all checks payable to Carwash Association of PA.

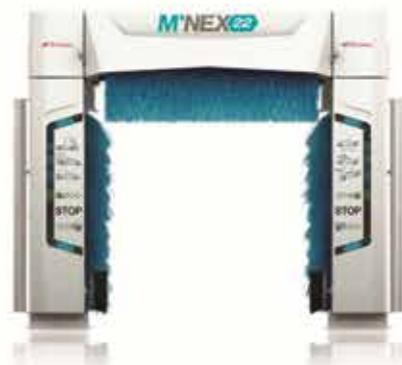
For registration information, call Dawn Keefer at 717-648-0159

THE LATEST IN CAR WASH EQUIPMENT

Build to Suit—Sales, Service, & Installation



MORE Efficient, More Flexibility, MORE Versatile!



7604 Allentown Blvd., Harrisburg, PA 17112

717.545.9393 CARWASHSYSTEMSINC.COM



Bob Rossini

CONNECTICUT CARWASH ASSOCIATION

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

OFFICERS

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

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

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

DIRECTORS

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

Barry Smith, Simoniz USA
201 Boston Tpk., Bolton, CT 06043, 603/321-7286

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

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

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

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

PAST PRESIDENTS

- *Ken Gustafson Sr. Fred O'Neill
- *James Rossini Mark Curtis
- *Bruce Sands Doug Newman
- J.J. Listro Paul Ferruolo
- Alan Tracy Tom Mathes
- Dwight T. Winter Daniel Petrelle
- Anthony Setaro
- *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](http://www.wewashctcars.com)

PRESIDENT'S COLUMN

Winter's past us, The Carwash Show® is over, pollen is budding and every operator and vendor has a little smile on his or her face. All in all, the entire mood is positive and bright. Has our industry finally turned the corner? Or, have we all just embraced our washes and found new enjoyment in washing cars?

I feel the later of the two is most prominent. I have had the pleasure of meeting so many new operators and industry folks that are so passionate about the industry that it makes it all the more fun. The mundane is on the back burner and new ideas and fun times are sprouting.

Operators are sharing best practices, but what I really see is everyone enjoying themselves. The hard winter is over, everyone had days of production from year's past, what a smile that brings to an operator's face.

And with a smile on our face, and a new set of golf clubs in the truck, we look forward to some relaxing times with our fellow operators, yet we must also pay attention to the new minimum wage initiatives and be diligent on our understanding and association involvement to help educate and keep our businesses profitable in 2015.

17th Annual Golf Outing

Make sure you participate in our annual golf outing on September 23rd at a new venue in Harwinton, Fairview Farm. It's a great day of golf, relaxation and sharing of new ideas to make our businesses more profitable. Check out our website, www.wewashctcars.com for more information. And if you don't golf, just come for dinner. It will be money well spent and a great event in which to participate!

Bob Rossini, CCA Vice President

Hit the Links with the CCA
SEPTEMBER 23

**New Venue:
Fairview Farm,
Harwinton**

www.wewashctcars.com

CCA 2014 CALENDAR

SEPTEMBER 15-17

25TH NRCC

Trump Taj Mahal, Atlantic City, NJ

www.nrccshow.com

609/989-8676

SEPTEMBER 23

17th Annual Golf Classic

Fairview Farm

Harwinton, CT

DECEMBER 4

CCA Holiday Gathering

TBD



?s www.wewashctcars.com

Wheel-eez™

CAR WASH Wheel Cleaner

- Safer On: Equipment & Concrete
- Car Wash Tested
- Safe for All Wheels
- Noncorrosive

NON-FLAMMABLE
NON-CORROSIVE
BIODEGRADABLE

Our noncorrosive blend will add years of life to your concrete floors and metal fixtures.

For Trial Offer Contact

John Sohigian, john@wheel-eez.com

wheel-eez.com/nec

GUARANTEED - (GUAR-AN-TEED)

VERB - ATTESTS TO THE QUALITY OR DURABILITY OF A PRODUCT OR SERVICE.



Magnaglide & Powerglide Openers



XRS Vinyl Roll Up Door



Alaska Polycarbonate Door

- ✓ **GUARANTEED** quality in our products.
- ✓ **GUARANTEED** that we stand behind our warranties.
- ✓ **GUARANTEED** shortest lead times in the industry on all standard size doors and openers.

With the most options in the industry, visit our website: AirliftDoors.com for a full list of features on our doors & openers.



www.AirliftDoors.com AIRLIFT DOORS, INC.
1-888-368-4403

CCA New Board Member Questionnaire



Michael Benmoschè, McNeil & Company, Inc.



Michael Benmoschè

Q: Number of years in business?

A: I have been in the insurance industry for 38 years and in carwash insurance for the last 19.

Q: Tell us what your business does.

A: We provide carwash insurance and risk management services for the carwash industry.

Q: Why do you want to be a CCA board member?

A: I want to be a CCA board member to help the CCA membership grow and prosper.

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

A: It's important to participate in a state carwash association to ensure that the messages get to the broadest spectrum of Connecticut carwash owners.

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

A: My main goal is to contribute what I have learned from serving on similar boards to the CCA.

Q: How was business in 2013?

A: Business was good.

Q: What are your biggest concerns as a vendor? What challenges do you face?

A: I am consistently challenged with how best to assist operators maintain a safe environment for customers and employees alike.

JOIN THE BOARD!

Give us a call at 800/287-6604 or email mediasolutions@nycap.rr.com today!

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

Mars ... *continued from page 40.*

picked up for full-time employment. Think of it as a paid internship. Temporary employment also helps you to network and to gain a glimpse inside the thriving sectors of the economy, since only busy businesses pay the premium required to hire a temp.

One of the most important pieces of advice I can give to someone entering the work force is to set out to do something you love to do. Although in the beginning that may be hard to accomplish, and working a temporary job may not be what you love. Never give up on your dreams. It is much easier waking up in the morning to go to work when you are going to do something you love.

The bottom line, graduate, is that you've spent the last 20 or so years of your life developing your mind. Now, it's time to turn that brainpower to the personal problem of locating individual opportunity in the current economic climate. Don't be complacent, get started right away and never give up on your dreams. Work hard and be honest and success will follow. ■

BENCHMARK PAYMENT NETWORKS

SETTING THE STANDARD BY WHICH OTHERS ARE MEASURED

LOWER YOUR CREDIT CARD PROCESSING FEES- GUARANTEED!

- FREE Cost Analysis
- PCI Compliant / EMV-Smart Card ready equipment
- 24/7 Customer Support
- Working Capital / Lines of Credit
- Seamless Integration with most POS Systems
- Check Guarantee Programs
- Gift Card Programs

Contact Marc Today!

631-659-3724 office // 516-410-4542 cell
or e-mail mfreesnan@gobpn.com



J&M



Car Wash Builders

29 Years of Experience

Authorized MACNEIL Distributor
For NY, NJ, CT & PA

SALES · REPAIRS · SERVICE

Complete Car Wash Equipment and
Installation from Start to Finish

With over 29 years of industry experience and hundreds of successful car wash installations, J&M Car Wash Builders has built a reputation for quality. Let us provide you with our knowledge and expertise to get you into a successful and profitable car wash business.

We are pleased to offer free professional advice and solutions for all types of car wash styles, helping guide you into the right equipment selection for a successful car wash operation. Let us be your professionals and get you into an exciting and profitable car wash business!

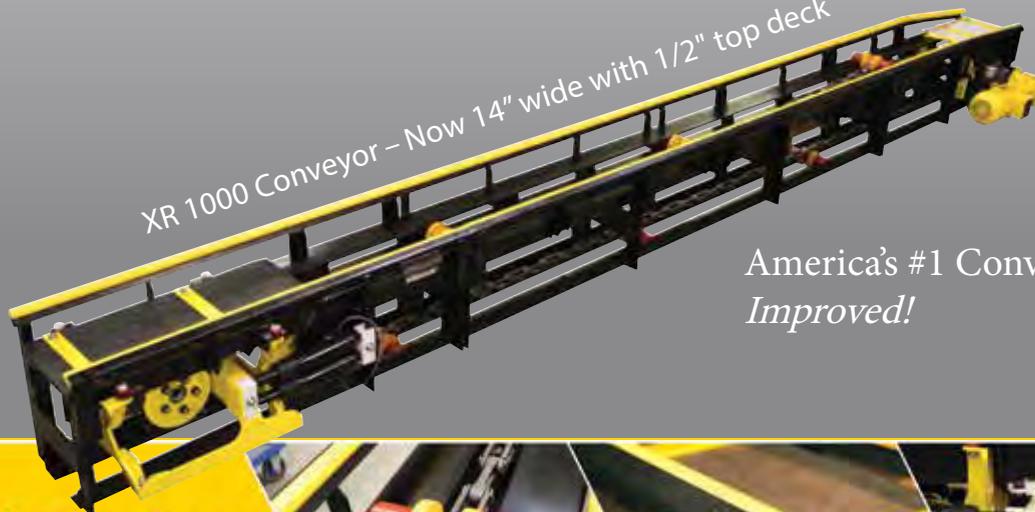
- > **HYDRAULICS**
- > **PLUMBING**
- > **ELECTRICAL**
- > **CONTROLLERS**
- > **VACUUM SYSTEMS**
- > **LAYOUT DESIGN**

Call J & M Car Wash Builders (201) 945-8686



**Quick Response Service &
Cutting Edge Technology**

XR 1000 Conveyor – Now 14" wide with 1/2" top deck



*America's #1 Conveyor
Improved!*

Still The Best



Emergency (201) 852 - 3300 Phone (201) 945-8686
www.jmcarwashbuilders.com





Sales Seminar Kicks off 24TH CCA Mini Expo



CROMWELL, CT –Mighty Auto Parts' Eric Sehl and Simoniz USA's Barry Smith gave 30 attendees the tools they need to improve their selling techniques at the Connecticut Carwash Association's 24th Annual Mini Expo & Sales Seminar at the Marriott Courtyard in Cromwell, April 23.



More than 30 attended a presentation put on by Mighty Auto Parts' Eric Sehl and Simoniz USA's Barry Smith on selling techniques at the wash prior to the Mini Expo's start.

The two presenters, with extensive backgrounds in sales, shared their expertise and tricks of the trade in an hour presentation prior to start of the Mini Expo.



The event, the longest-running tabletop on the East Coast, drew 100 and included 22 exhibitors and a sit down Italian buffet dinner where all attendees had an opportunity to mix and mingle. "My thanks to all the vendors and operators who support our association and attended this event," said CCA President Noah Levine. "It's a great event and opportunity to see what is new out there, while catching up with fellow operators. And this year's addition of a sales seminar was a great way to provide some education to the mix."

Immediate Past President and CCA Golf Classic Chairperson Todd Whitehouse announced a new venue for the 2014 event. The September 23 outing will be held at the picturesque Fairview Farm Golf Club in Harwinton. He offered the 2013 rates to those who registered at the event.



Continued on page 52 ...



CCA President Noah Levine updates the group on CCA happenings.



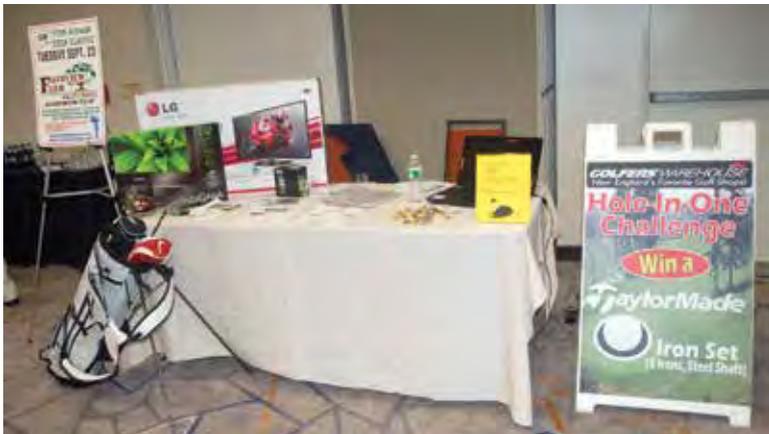
Simoniz's Scott Goodreau speaks with Connecticut Car Wash's Brian Marquis.

Nearly 100 packed into the Marriott Courtyard in Cromwell for the CCA's 24th Mini Expo.



National Ticket's (right) Tom Tessitore shares some knowledge with an attendee.

The CCA's Annual Golf Outing heads to Fairview Farm in Harwinton, September 23.



ZWash's Leo Zona (right) speaks with Russell Speeders' Mike Shullman (middle).



Magic Minit's Alan Tracy and Mr. Sparkle's Paul Ferruolo take a moment to pose for the camera.



ICS's Brad Metcalf interacts with two Magic Minit employees on the show floor.

Mini Expo ... *continued from page 50.*

Thanks to the generosity of a number of sponsors the association was able to give away three large prizes to raffle winners. These prizes included a flat screen television, iPad and a \$100 Home Depot gift card. Event sponsors included: Blendco; C.A.R. Products, Inc.; Car Washing Systems, Inc.; Carwash Insurance offered by McNeil & Co.; DRB Systems, Inc.; Empire Chemical Sales; ICS; Kleen-Rite Corp.; Micrologic and the *Northeast Carwasher* magazine.

The 2015 CCA Mini Expo is slated for Wednesday, March 25, 2015.

For information on the CCA
visit its website at
www.wewashcars.com.



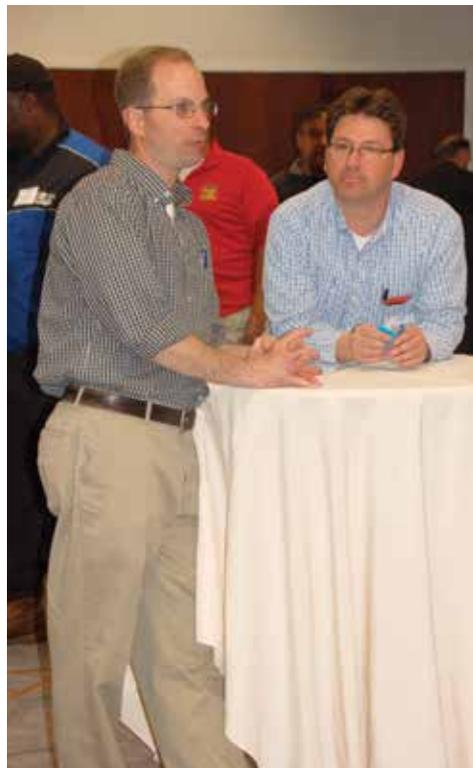
Carwash Insurance Program by McNeil & Co. reps Mike Benmoschè (center) and Andreas Kuhbier (right) speak with an attendee.



Todd Whitehouse displays some of the raffle prizes up for chance at the 17th Golf Invitational.



Golf Outing Chairperson Todd Whitehouse updates attendees on the new golf venue in Harwinton.



Jet Spray's Tony Setaro (left) and Connecticut Carwash's Brian Marquis take a minute to catch up.



X

And the winner of the trip to the 2014 NRCC is, Splash's Art Cummings!



Team Magic Minit is out in force.



Car Washing Systems' Jeff, Allison and Larry Shackett.



Crossroad's Doug Lutz and Blendco's Bob Rossini.



Everyone's a winner at the CCA Mini Expo!

25TH NRCC

Keynote Speaker

"Elevating Your Business Beyond Adversity"

Bob Benmoschè

AIG President & CEO



SEPTEMBER 15-17

NRCCSHOW.COM

End of Session Signals Start of Campaigns



By P.J. Cimini, Esq.

The 2014 General Assembly session has come and gone. And while we saw some positive steps, the state still faces barriers to economic growth. On Wednesday May 7, the General Assembly finished its 13-week 2014 session with momentum, passing more bills on the final day, most in the final hours, than over the previous 12 weeks and six days.

There were lots of issues that confronted carwashes and small businesses in Connecticut during the session. All state-wide officials and every State Senator and State Representative is up for election this fall and will be out in their Districts campaigning and meeting with voters.

A number of important measures for the carwash association were taken up and many issues will continue to require our attention and focus moving forward.

Tax System Study to Start

State Legislators passed a bill that will launch a new two-year study of Connecticut's \$16 billion-a-year tax system – a move some legislators have predicted could be the most dramatic overhaul of state finances since the income tax was enacted 23 years ago.

A study panel will begin work this August, update the General Assembly in January and finish its review by January 2016. They will look at Sales Tax Exemptions, like the carwash exemption, in an attempt to find new revenue. The study will also analyze tax fairness and volatility, how the system affects the state's economic competitiveness, and, whether Connecticut relies too heavily on local property taxes.

Connecticut had relied for decades on its sales tax to provide the chief source of non-federal funds for its government, with taxes on corporations, capital gains and estates providing important supplemental revenue. Fuel taxes were – and remain – the chief means to pay for road, bridge and rail upkeep.

Things changed dramatically 23 years ago when lawmakers and Gov. Lowell P. Weicker Jr. adopted a flat tax on income and lowered the sales tax. They also got rid of a double-digit tax rate on investment income, which instead was subjected to the top income tax rate at the time – 4.5 percent – a big tax break for some of Connecticut's wealthiest households. Meanwhile, the property tax remains the chief source of revenue, along with state grants, for city and town budgets.

CT First to Pass \$10.10 Wage

The General Assembly voted this session for legislation that would raise the state's \$8.70 minimum wage to \$10.10 by January 2017. The bill, which was approved 21-14 in the Senate and 87-54 in the House, became an instant political talking point for Gov. Dannel P. Malloy and President

Obama. The state is the first to pass legislation establishing a \$10.10 minimum wage. With a \$9.32 minimum, Washington State currently has the highest.

In the Senate, every Democrat except Sen. Joan V. Hartley of Waterbury, which has the second-highest unemployment rate in the state, voted for the measure. Every Republican except the absent Sen. Jason Welch of Bristol was opposed. In the House, four Democrats joined 50 Republicans in opposition. The bill would raise the state minimum wage on Jan. 1 in each of the next three years to \$9.15 in 2015, \$9.60 in 2016 and \$10.10 in 2017.

Malloy had expressed wariness about raising the minimum wage while the state's economy slowly recovers from the 2008 recession. He eventually relented and signed a bill that raised the minimum from \$8.25 to \$8.70 and would have increased it again next January to \$9. That seemed to be the last word on the issue for another two years until Malloy unexpectedly embraced the \$10.10 goal that Obama set for the nation, pledging that Connecticut would be among the first to reach it.

State legislative analysts say a higher minimum will increase costs for child care paid by the state through the Office of Early Childhood by \$785,000 in the 2016 fiscal year, by \$3.1 million in 2017 and \$4.6 million in the 2018. According to labor force statistics compiled by the U.S. Department of Labor, nearly five percent of hourly workers nationally are paid at or below the federal minimum wage of \$7.25. Connecticut's current \$8.70 minimum is the second highest in New England and fourth highest in the nation. It trails Washington's \$9.32, Oregon's \$9.10 and Vermont's \$8.73. Its three bordering states of New York, Massachusetts and Rhode Island all are at \$8.

Budget Changes Adopted

Legislators adopted changes to the second year of their two-year budget that preserved municipal aid and preschool funding. The budget repeals Keno but gambles on future revenue collection and unidentified savings. Legislators in the House debated and passed the plan on a 91-55, mostly party line vote with Democratic Reps. Edward Moukawsher, Frank Nicasastro, and Daniel Rovero joining Republicans in opposing it. The Senate voted 21-15 to give the bill final passage. Democratic Sen. Joan Hartley voted with Republicans against it.

Legislative Democrats and Gov. Dannel P. Malloy's administration negotiated the budget after analysts concluded the \$505 million surplus anticipated earlier had dropped to about \$43.3 million based on disappointing income tax revenue.

The new plan assumes that the Department of Revenue Services will, in 2015, collect an additional \$75 million in unpaid taxes from tax delinquents identified last year during the tax amnesty process. The budget increases spending 2.5 per-

cent and it assumes the administration won't spend \$132 million that it had planned to spend when it approved the two-year budget last year. If spending patterns in the 2015 budget are maintained, the state will face a \$1.3 billion deficit in 2016.

The budget assumes no revenue from Keno and repeals the state's authorization to implement the bingo-style game. Although Keno was legalized last year, it was never rolled out and is generally unpopular among voters.

The budget will again spare municipalities from most cuts. It increases the Education Cost Sharing Formula's payment to municipalities by about \$47.5 million and boosts payment-in-lieu-of-taxes, or PILOT, for state property by \$10 million and an additional \$10 million for colleges and hospitals. It also seeks to distribute \$12.7 million in the Municipal Revenue Sharing Account that was mistakenly caught in limbo after last year's budget. The budget further preserves spending for private, nonprofit providers who serve the developmentally disabled and the addicted. It transfers \$11.5 million from the Tobacco Settlement Fund to substance abuse and mental health services. The budget scales back the tax relief Malloy planned to offer retired teachers by phasing it in over a period of three years. Under the budget adopted Saturday, 10 percent of the retirement income would be exempt. That exemption increases to 25 percent in 2016 and 50 percent in 2017.

Molloy, Foley Tied

Tom Foley goes to the Republican convention in Mid-May as the public favorite for the GOP nomination for Governor, tied in the general-election match up with the Democratic incumbent, Dannel P. Malloy, according to a Quinnipiac University poll released in early May. Foley, the 2010 nominee, was favored by 39 percent of GOP voters, with five others in single digits: Danbury Mayor Mark Boughton, 9 percent; Senate Minority Leader John P. McKinney, 8 percent; Joseph Visconti, 4 percent; and Shelton Mayor Mark Lauretti, 3 percent. The undecided vote in the GOP race was 28 percent.

Elected with less than 50 percent of the vote in a three-way race, Malloy has yet to crack 50 percent in two key polling measures: job approval and "deserves re-election."

His approval rating in the new poll was 48 percent to 46 percent, while 44 percent said he deserves re-election; 48 percent said he does not. Despite the incumbent's fundamental weaknesses, the 2014 race for governor in Connecticut remains one of the nation's most competitive, according to every hypothetical November match up. By a margin of 59 percent to 36 percent, voters see Malloy as a strong leader. He is viewed as honest and trustworthy, someone who cares about their problems. But fewer than 40 percent give him good grades for his handling of the economy and budget, and only 21 percent of voters said they were better off than four years ago.

Certified Payroll Changes

Employers would be allowed to electronically submit their monthly-certified payroll records to the contracting state or local agency under S.B. 318, which was unanimously passed by

the House and Senate last week and referred to the Governor for his signature. In addition, the bill would allow employers to keep, maintain, and preserve payroll records in an electronic format, and would remove the current requirement that an employer submitting a certified payroll to include an original statement, thus allowing it to be submitted electronically.

CT Officials Look to Tolls

State officials are talking about bringing tolls back to state highways following the announcement of President Obama's proposed transportation bill, which would give states flexibility to set up the next generation of high-tech roadway levies, according to a recent article in CT Post. Rep. Antonio Guerrero, co-chair of the Transportation Committee, said the state might eventually get the green light to install tolls near the borders of New York, Massachusetts and Rhode Island, though not before the next budget year. Rep. David Scribner, ranking member of the Transportation Committee, argued that with the history of state lawmakers raiding Connecticut's dedicated Special Transportation Fund, he doubts tolls will go forward.

Court Strikes Pro-Union Poster Rule

A federal appeals court recently ruled that the National Labor Relations Board (NLRB) can't force businesses to display posters informing their employees of their right to form a union. The court said the NLRB mandate violated free

Continued on page 56...

CAR WASHING

SYSTEMS

Specializing in In-Bay Automatics, Self Service Equipment, Cleaning Solutions and MORE!

CT RI MA VT NH NY

130 Pokorny Road • P.O. Box 380 • Higganum, CT 06441
Warehouse: (860) 554-0727
Office: (860) 554-5127
Email: carwashingsystems@comcast.net
Website: www.carwashingsystems.com

Your Northeast Distributor
Please call for more information.

Lobbyist Update ... continued from page 55.

speech rights because the government “selected the message and ordered its citizens to convey that message.” Under the NLRB poster rule, most private employers would have to display 11 x 17 posters advertising their union-organizing rights. If at least 20 percent of a firm’s workforce did not speak English, the business would have had to post the notice in multiple languages.

Employers failing to display the poster were to be cited for unfair labor practice. The rule was supposed to have taken effect on April 30, 2012, but was challenged in court by the National Association of Manufacturers (NAM) and other business organizations. The NLRB’s last recourse to save the poster rule is now an appeal to the Supreme Court.

Water Policy Council Expands Duties

HB 5424 (AN ACT CONCERNING THE RESPONSIBILITIES OF THE WATER PLANNING COUNCIL) will direct the Water Policy Council to continue its work and require the establishment of a state-wide water plan which will address virtually every aspect of water use, including availability, public health and safety, conservation, recreation, commerce, quality, security and agriculture. It calls for input from a range of representing interests, both regional and statewide, public and private.

This bill requires the state’s Water Planning Council (WPC) prepare a state water plan by July 1, 2017, replacing the state’s long-range water resources management plan, which was never developed. It (1) prescribes the WPC’s tasks in developing the plan, (2) establishes the plan’s required content, (3) creates a procedure for public notice and comment, and (4) requires the plan to be submitted to the General Assembly for review and approval.

The new law will require the WPC to (1) oversee the plan’s implementation and periodic updates and (2) annually report on its development and implementation and any updates to it. It allows the Office of Policy and Management (OPM), on the WPC’s behalf and within available appropriations, to enter into memoranda of understanding (MOUs) with independent consultants for advice or assistance in developing and compiling the plan, which may include data collection, storage, and organization, as the WPC considers necessary.

The bill also: 1) Expands the Department of Public Health (DPH) commissioner’s authority to declare a public drinking water supply emergency; 2) Requires the Department of Energy and Environmental Protection (DEEP) commissioner to comment on water quality, flood management, recreation, and aquatic habitat issues in draft Water Utility Coordinating Committee (WUCC) coordinated water system plans; 3) Expands the allowed composition of the WPC’s advisory group to include representatives of (a) regional councils of government and (b) a public health district; 4) Requires DPH to conduct feasibility studies on (a) licensing water professionals and (b) establishing a general permit for certain minor activities.

The plan will identify appropriate regions in the state for strategic water planning, identify data needs and develop a consistent format for submitting data to it, applicable state agencies, and regional councils of government for planning and permitting use. It will also consider the potential impact of climate change on the availability and abundance of water resources and importance of climate resiliency. The strategy will promote the adoption of municipal ordinances based on the State of Connecticut Model Water Use Restriction Ordinance for municipal water emergencies.

Other Harmful Measures Stopped

Several other proposals that would have negatively impacted Connecticut carwashes were stopped during the 2014 legislative session. These measures, which could have been harmful to Connecticut’s economy and business climate, failed in the last days of the session:

- ❖ A bill (HB 5274) prohibiting employers from posting job openings that discriminate against unemployed people also would have allowed claims against businesses if candidates believed they weren’t hired based on their jobless status.
- ❖ While SB 371 was designed to protect immigrant employees, it also would have forced innocent Connecticut employers to defend meritless retaliation allegations.
- ❖ HB 5280 would have prevented a business from taking advantage of tax credits or financial assistance from the state if any company executives were compensated beyond a certain level.
- ❖ By changing the definition of what’s “medically necessary” for insurers to cover, HB 5529 could have significantly impacted the quality of care and increased healthcare costs in Connecticut. ■



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@csgct.com.

17TH GOLF INVITATIONAL
SEPTEMBER 23
Fairview Farm, Harwinton

Register online at
www.wewashctcars.com

The advertisement features a green background with a golf ball on a tee in the foreground. The text is white and green, providing details about the event.

Payment systems with the customer in mind.

The Customer Comes First.



Unitec's diverse line of product offerings can streamline your operations, improve your efficiency and boost your bottom line revenue. Our payment entry systems are designed to automate the transaction process, while maximizing customer loyalty through use of innovative marketing tools and programs.

Learn more about our products and the benefits of partnering with us by visiting www.StartwithUnitec.com:

7125 TROY HILL DRIVE, ELKRIDGE, MD 21075 | 443.561.1200

Products pictured left to right: Sentinel, C-Start, Portal.



What's Old Can Be What's Good!

By Cookie Anthony

Bob Katseff of Turnpike Car Wash in Massachusetts is enthusiastic about his new tunnel exit door. Instead of heavy plastic strips that swing open the Wind Star™ door by Rytec is solid, clear plastic. It rises up in the air with no flaps that can open on cold, windy days.

Should a car accidentally drive through the door, it pops off the track so there is no damage and can easily be put back into the track.

Bob has added a large red OPEN sign to the door as well.

At night, he retracts it to prevent vandalism. You can call Bob for more information at 978/535-3348.

Didja Know That?

I admit to being out of the direct day-to-day pleasures and hassles of carwashing, but I still enjoy looking at and visiting washes in many states and countries.

As an experienced, retired professional I've come up with a few generalizations that are negative. DON'T STOP READING because there are solutions!!!

First, by and large, I see many owners to be slow in modernizing, updating and renovating their facilities. Are you one of the operators who pulls money out of the wash, but doesn't upgrade and reinvest in it?

Stop for a moment and look at your facility. Are your shrubs and plants half dead from overspraying or from a lack of fertilizer? Are your lights all in working order? Does the exterior look faded, is it peeling, is it dull? Do you have too many confusing signs?



Turnpike Car Wash's Bob Katseff proudly stands next to his new Wind Star™ door.



The immaculately kept wash features a tunnel, self-service washing and detailing.





Sometimes, we get so involved with the mechanics of washing a car that we fail to see what the customer experiences.

Each year your wash should be as attractive as it was on its grand opening day. An aged facility should not be an excuse. In fact, an older facility can certainly be a great facility!

If you need inspiration, go visit Bill Cromack's carwash in Farmington, CT, at Wannowmassa Road. The wash is 30 years old. If you can find a piece of litter or a blade of grass out of place, I'd be shocked. It's a hidden gem on a little side street that's a dead end.

Bill is a thoughtful businessman who has the ability to stay open 24 hours a day, but because there are residential houses across the street he trims his business hours back.

The wash looks like it was just built. The self-service

vending machine mirrors the brick and roof materials. The entire place has an elegant, regal appearance on just shy of two acres of land. Town regulations permit 40 percent land use so Cromack has maxed out the land use with a 110-foot tunnel, three self-service bays, six vacs and a detail area.

There is abundant space for stacking, detailing and for green space.

Bill uses two DRB units. That way he keeps tight cash control.

Not only is Bill a great carwash owner, but he's also a dedicated member of the Connecticut Carwash Association and has worked sharing his experience and good mind with the association.

His best sharing, however, is done with his son Steve, who now operates two washes on his own.

Bill Cromack is a carwash owner who gives carwashing a good reputation. His web page says that his automatic carwash tunnel can operate through the winter at temperatures as low as 10 degrees Fahrenheit with heated blowers at the exit end of the tunnel to ensure each vehicle is dry upon exit.

The Farmington Car Wash is located near a golf course, so why not tie in a visit with a round of golf? You can even add in a stop at Apricots Restaurant & Pub. You can sit outside and eat by the beautiful Farmington River.



Farmington Car Wash owner Bill Cromack.



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

Cookie Anthony



Cookie's Question To You! ?

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

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

Visit www.wewashctcars.com



Michael Conte

PRESIDENT'S COLUMN

OFFICERS

Michael Conte, president

Conte's Automatic Car Wash
47 Manahassett Way
Long Branch, NJ 07740

Mike Prudente, treasurer

Summit Car Wash & Detail Center
100 Springfield Ave.
Summit, NJ 07901

Suzanne Stansbury, executive director

PO Box 230
Rexford, NY 12148
(800) 287-6604
Ph/F (518) 280-4767
mediasolutions@nycap.rr.com

BOARD MEMBERS

- Rich Boudakian
- Scott Freund
- Andrew Gurin
- Bill Howell
- Mario Mendoza
- Brad Metcalf
- George Ribeiro
- Doug Rieck
- Mark Toriello

PAST PRESIDENTS

- | | |
|-------------------|-------------------|
| Ernest Beattie* | David Bell |
| Richard Boudakian | Ron Rollins |
| Clyde Butcher* | Frank A. Dinapoli |
| Marcel Dutiven | Sam Kurvins* |
| Robert Laird | Gerald E. Muscio |
| Harry O'Kronick | Burt Russell |
| Jerry Salzer | Dick Zodikoff |
| Charlie Scatiero* | Lenny Wachs |
| Doug Rieck | Stuart Markowitz |
| Jeff Gheysens | Doug Karvelas |
| Mike Prudente | Gerry Barton |
| *deceased | Al Villani |

CWONJ.COM

As you read this column you will hopefully have experienced a lucrative pollen season after what turned out to be an upbeat winter washing season thanks to a generous amount of salt on our roadways. As we begin to start thinking about the fall, and make preparations for the busy winter season, take a moment to pencil a date into your calendar — October 22. What's the significance of this date, you might ask? It's the date of our rescheduled Car Wash Operators of New Jersey (CWONJ) bus tour. At this writing, we are in the process of lining up some exceptional washes in the central part of the state to tour and experience.

If you've never been on a carwash bus tour, you are missing out! At every wash we visit there is the opportunity to see what another operator is doing to improve his bottom line and grow his customer base. After every stop I walk away with a few new ideas to try out at my wash. I am able to talk to each operator, ask questions, and learn. If you don't do this, if you don't open your mind to new ways of doing things, your business will never evolve and grow. It's that simple.

At this writing I just returned from a carwash tour in upstate New York. I got to see how operators outside of our state wash cars and let me tell you, I learned a lot. On the CWONJ tour you can learn a lot too, and spend a great day interacting with your fellow operators.

The date is Wednesday, October 22, and the tour will leave from the Holiday Inn in Clark, right off the Garden State. Come out and see what you've been missing or join us again for a great day of carwashing!

NRCC A Must See!

Speaking of great events, the 25th Northeast Regional Carwash Convention (NRCC) is September 15-17 at the Trump Taj Mahal in Atlantic City. It's our 25th year, if you can believe that. The New York State Carwash Association is this year's host and they have worked really hard to make this show the best ever. Our keynote speaker is the President and CEO of AIG (American International Group), Robert H. Benmosche. This guy is an articulate speaker and skilled businessman. He accomplished what many said would never happen and he is going to share with us how he overcame adversity. Many of the skills he uses we can use on a daily basis at our wash. This keynote will be one you will not want to miss so make sure you register early at nrccshow.com. There are discounted rates if you register before September 5th.

Also at the show will be more than 250 exhibits and other great seminars on topics like Ombamacare and Financial and Exit Planning. Of course, there will be the informative Early Birds where ideas and concepts are freely shared among panelists and attendees and two seminars on Monday; one for tunnel operators and one for the self-serve guys.

We will also be enjoying a first-class 25th Anniversary Celebration at the Hard Rock Café on Tuesday night. It will include food, drink and several special touches like a photo booth, caricature artist and giveaways. There will even be an anniversary cake to mark the occasion. But really, this is the best regional show in the country and one you can't afford to miss. Visit nrccshow.com to learn more and watch a video clip on AIG's Robert Benmosche. I think you'll like what you see!

Mike Conte
CWONJ President

Our condolences go out to the family of Ira Feinberg, who passed away in April. Ira was a long-time member of the CWONJ. We will recap his impact on the industry in the fall issue of the Northeast Carwasher.

2014 CWONJ CALENDAR

NOVEMBER 18

CWONJ Fall Membership Meeting

Guest Speaker Anthony Analetto

Sonny's The Carwash Store

Holiday Inn, Clark

cwonj.com

800-287-6604

Thinking of Buying or Selling?

ROSS BROTHERS INC CAR WASH BROKERS

SERVING THE TRI-STATE AREA SINCE 1947

JEFF BELL

WWW.MYCARWASHBROKER.COM

ISELIN, NJ

ROCKVILLE CENTER, NY

OFFICE- 516.766.7977

CELL- 201.522.0157

JOYCE MEDIA

Web Design

Web Hosting

Search Engine Submissions

Full website management

FREE SITE UPDATES
UP TO 1 HOUR PER MONTH!

info@joycemedia.com

www.JoyceMedia.com

toll free

888.503.9955

YELLOW BODY GUARD



SAME RESULTS

SAME CHEMICAL DILUTION

∞ ALL AT ∞

HALF THE COST

\$450 / 30 GAL DRUM

WE ARE A "FULL LINE CAR WASH CHEMICAL MANUFACTURER"



FREE DELIVERY

(888) 534 9274

913 MIDDLESEX AVE, METUCHEN, NJ 08840

Matching Carwash Type to Site, Demographics Crucial to PA Operator

By Alan M. Petrillo

Gary and Pete Karakelian, father and son respectively, own eight carwashes in Pennsylvania and New Jersey. One of the keys to their success has been their ability to match the type of carwash they build (or renovate) with the property it sits on and the demographics of the area it serves.

Pete Karakelian said each of the carwashes they own take the name of the town where it is located.

"We do that to integrate the carwash into the area and give it a local feeling with the public," he said. "And the type of service we offer at each carwash is a combination of the physical site itself, as well as the demographics of the surrounding area.

"For instance, you can't put a full-service carwash in a lower income neighborhood and be very successful because you can't get the price you need for the wash."

Karakelian said that he and his father come from a full-service background and believe it can be a much greater revenue generator for operators. Accordingly, the pair own three full-service carwashes with detailing centers, one express wash with a detail center, three express carwashes and one exterior-only carwash.

The Karakelian-owned Brookhaven Auto Wash and Detail Center at 3800 Edgemont Ave. in Brookhaven, PA, is emblematic of the kind of operation the father-son team like to run.

"The existing Brookhaven site was built in the 1980s when White Glove (a chain of washes in Delaware, New Jer-

sey and Pennsylvania) converted a former Pep Boys location," Pete Karakelian said. "Eventually, the carwash fell into disrepair and in 2009 we took it over and did a complete renovation, keeping only four walls, the conveyor and some concrete work."

Karakelian turned the location into a full-service and exterior wash site with a 120-foot tunnel and detailing center. He noted that approximately 60 percent of the site's customers choose the full-service option.

Karakelian pointed out that it takes a disciplined crew at the exit end of the tunnel to detail the full-service vehicles.

"You need a good manager to make sure things work well," he observed. "That's where my dad comes in – he's been in the carwash business for 25 years and is the secret to our success."

Peter Karakelian has worked for his father in carwashing since high school, he noted, and then got a Master's Degree in civil engineering. Ten years ago he partnered with his father in owning and operating carwashes.

"We've done 10 sites in those 10 years," Peter Karakelian added. "And we're always looking for new opportunities. We're working on a new project in King of Prussia, PA, that's a 150-foot express tunnel anchored with a four-bay detail shop. We expect to be open by the end of 2014."

The Karakelians don't believe in mixing carwash types on the same site.



Gary and Pete Karakelian own eight washes.



Each wash has a different name based on the town in which it resides.



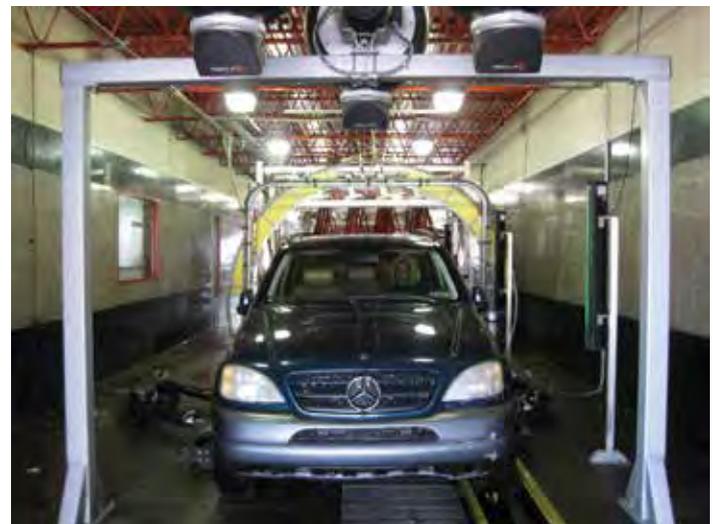
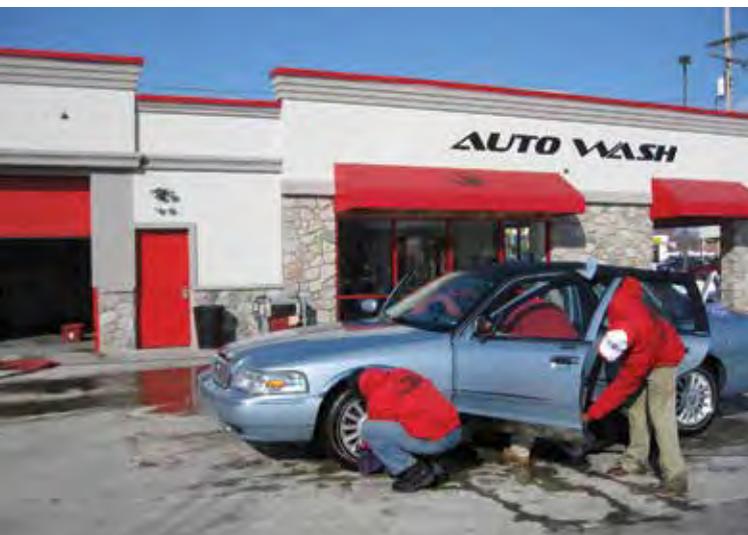
“I think you can confuse yourself, and the public, by offering different types of carwashes at one location, like a tunnel, inbay and self-service bays,” Peter Karakelian said. “If you have a tunnel, you want people to go through your tunnel and buy as much as they can. You don’t want to offer self serves or inbays on the same site.”

Karakelian added, “You have to identify the kind of service you’re trying to project to the public. Some operators try to catch every dollar they can, but we don’t think that works well. Unfortunately, there’s no perfect formula to this business.”

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



The father/son team own three full serves with detailing centers, one express wash with detailing and one exterior-only wash.





Brothers Rehab Run-Down Carwash Into Successful Emerald City Auto Spa

By Alan M. Petrillo

Turning a carwash in a state of disrepair with a dismal reputation into a profitable operation is a daunting task, but nonetheless, brothers Rich and Mark Stahmer knowingly jumped into such a situation and successfully completed the transition.

Emerald City Auto Spa Car Wash & Detail Center at 750 US Highway 22 East in North Plainfield, NJ, is the result of four years of hard work, investment and attention to detail that the brothers devoted to the project. The end result is a full-service carwash with an 80-foot tunnel, 100-foot conveyor, attached gift shop and separate building for auto detailing.

“The facility was built in 1994 as a full-service carwash, but the previous owner allowed it to fall into a state of disrepair,” Rich Stahmer said. “When we bought the place in 2010, the canopies were falling down, windows were broken, the equipment was 16 years old and was not all in proper working order, and the location had earned a bad reputation.”

Stahmer said he and his brother got to work right away with a massive renovation and rebranding campaign. They installed a new conveyor and all new equipment, replaced the roof on the carwash, put in new bathrooms and changed the name to Emerald City Auto Spa and Detail Center to reflect the environmentally-friendly facility it had become through low water and electric usage.

The carwash business is new to the Stahmer brothers, with both of them coming to carwashing from other occupations.

“Mark was in the hotel business, working with Sheraton and Marriott for 16 years,” Rich Stahmer said, “and I traded stocks on Wall Street until I was laid off in 2008. That’s when we started looking at other businesses, and we looked at about a dozen different ones but decided on the carwash business.”

Noting that he and Mark had always had an interest in cars and the auto industry, Rich Stahmer pointed out that carwashing seemed to have a good rate of return on an investment, “but because of the money you have to invest, there’s a pretty big barrier to entry into carwashing. That means the ability to create a competitor down the block from you is limited.”

The Stahmer brothers investigated eight carwash buying opportunities before choosing what would become Emerald City Auto Spa Car Wash & Detail Center.

“The location used to do a lot of business, but the previous owner let the place get run down,” Rich Stahmer said. “But we saw that the location had a lot of potential.”

Once the purchase was complete, the Stahmers got started on a three-step plan – fix up the building, replace the equipment, and aggressively market the carwash and detailing center.

“We stayed open during our renovation instead of shutting down for a couple of months,” Rich Stahmer said. “We like to pay cash for work and equipment, and save money buying that way. It serves us well not to have to pay a lot of interest for a loan.”

Emerald City Auto Spa Car Wash & Detail Center now has 15 full-time employees, plus three family members who work in the business. The location, at the corner of Grove Street and US Highway 22 East, gets a traffic count of about 35,000 vehicles a day, according to Rich Stahmer.

“We’re adjacent to a strip mall with a CVS, Citibank and a Honda dealership, so that also draws some traffic to us,” he said.

The Stahmers have tried a number of different types of marketing, including print advertising in local and regional newspapers and magazines, direct mail, placemat advertisements in local diners, supermarket cash register tapes, Facebook, Groupon and charity giveaways.

“We usually include some type of coupon in our ads and each has a code on it because we want to quantify who’s bringing them in to us,” Rich Stahmer pointed out. “We try not to run too many coupons simultaneously. We’ll do two at a time, maximum, then let the coupons



This full-service wash boasts an 80-foot tunnel and 100-foot conveyor.



flush out for six weeks or so, and try a different coupon in a different publication.”

The carwash menu runs \$8.99 for an exterior only, \$13.99 for full service, \$15.99 for custom, \$17.99 for Super, \$19.99 for Ultimate and \$24.99 for an Ultimate Plus wash.

“What customers are buying has been pretty stable,” Rich Stahmer observed. “The bulk of our sales, about 40 percent, is the full-service wash. About 10 percent is exterior only, and the other 50 percent is scattered through the other four washes.”

Continued on page 66...



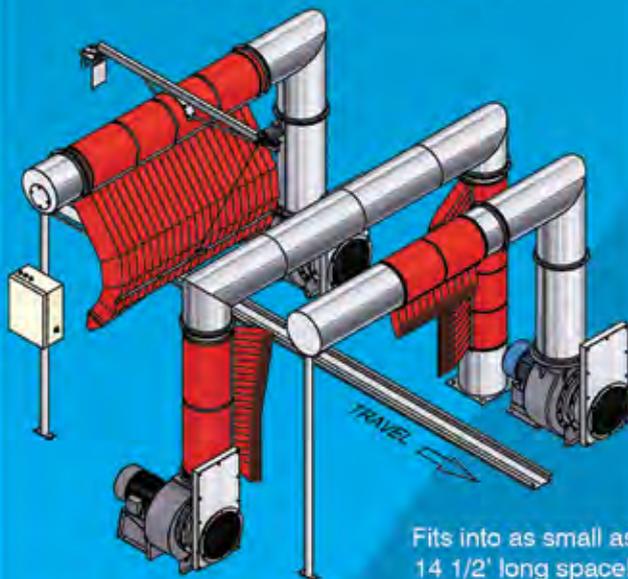
Emerald City Auto Spa was transformed by brothers Rich and Mark Stahmer over a four-year period.



Proto-Vest Inc.

IP STRIPPER PACKAGE

The ultimate drying package complete with AirGates!



Fits into as small as 14 1/2' long space!
Custom footprints available!

- Better coverage
- Lower horsepower
- Energy saving AirGates
- Unmatched engineering
- Completely automated
- Dries the back windows of vans and SUVs
- ...and much more!

Distributor Inquiries Welcome



Carwash Solutions from Carwash Operators.

Contact Leo Zona at email: lzona@zwashsystems.com

Phone: 781-659-0100 • Fax: 781-659-0400

Emerald City Auto Spa ...

continued from page 65.

The Stahmers noted that participating in the annual Grace for Vets free carwash program every year has been a good promotional tool for the carwash, as has its participation in fundraisers for Little League baseball teams, soccer teams, and local senior citizens centers.

In terms of expansion of Emerald City's services, or the possibility of another location, Rich Stahmer said, "Not yet. We finally got this place under control because it was a big learning curve. We want to pump as many cars as we can through our carwash. The volume and average ticket has increased every year we've been here, and we're pleased with that." ■

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



The Stahmer brothers took their knowledge from working in the hotel industry to their wash. They incorporated a welcoming and comfortable waiting area and an array of wash options including detailing.



Should Your Wash
Be Featured in the

northeast
carwasher

Email us at:
mediasolutions@nycap.rr.com



Turtle Wax would like to announce that Ziposhine is the New distributor for New Jersey & New York.



THE ELEMENTS OF SHINE!



Ziposhine Inc.
Specializing in Sales and
Service of Car Wash

119 Rockland Center #88
Nanuet NY 10954
201.522.0159 Fax 845.323.4259 www.ziposhine.com

CWONJ Membership Meeting Tackles PCI Compliance, Financial Strategies

The Car Wash Operators of New Jersey (CWONJ) held their Winter Membership Meeting at the Holiday Inn in Clark on Tuesday, February 25. The meeting featured three presenters including an update on PCI Compliance from ICS's Nick

Tylenda, and the introduction of a new member benefit by Ferguson representative Bill Havard. To learn more about these speakers visit our website at www.cwonj.com under the "members only" section.

The event's keynote,

How to Secure Your Financial Future, hit very close to home. Lou Rendemonti of Rendemonti Wealth Strategies in Sarasota, FL, literally grew up washing cars. His father owned and operated a full-service wash in south Jersey and Lou spent every weekend of his adolescence through college working at the family business. This insight provided him with a lot of "what not to do" information with how you run your carwash business and plan for and secure your future. As a result, he has an intimate knowledge of what carwash owners need to know

to protect themselves and their families when creating exit plans and wealth strategies. He will carry this theme forward at the Northeast Regional Car-



CWONJ Past President Al Villani. Villani was recognized for his tireless years of service to the CWONJ as a board member, president and Northeast Regional Carwash Convention (NRCC) representative.



Ferguson representative Bill Havard.

New NEOGLIDE® Hush Series.™ Yes, it's that quiet!



- Quieter Brush - Noise reduction achieved through NEW innovative design
- Improved Cleaning - NEW design allows for better brush contact on vehicle, resulting in superior cleaning
- Reduced Mirror Disturbance - Less mirror flipping
- All the same benefits and durability of NEOGLIDE® Wash Material



NEOGLIDE



We make car washing easy!

1-800-327-8723 www.SonnysDirect.com

wash Convention (NRCC), September 15-17, in Atlantic City in a more in-depth seminar on the topics. To learn more about Rendemonti Wealth Strategies visit www.rendemonti.com. ■

For more information visit www.cwonj.com



Karen and Al Villani and CWONJ President Mike Conte.

ICS's Nick Tylenda educated the group on the importance of PCI compliance.



CWONJ President Mike Conte of Rain Tunnel Car Wash in Long Branch.



Lou Rendemonti of Rendemonti Wealth Strategies was the evenings featured speaker. Rendemonti, a former carwasher, knows the ins and outs of laying the groundwork for a secure financial future.



The SoBrite Filtermatic reclaim systems have set the Car Wash Industry standards.

- ◆ Patented ODOR CONTROL SYSTEM, guaranteed to eliminate odors.
- ◆ Reduce your water and sewer expenses by 70%-90% +
- ◆ Save water and sewer expenses, clean up your discharge water or just do Your part in going green.

SoBrite's Filtermatic²
Produces up to 160 GPM without Operators Assistance



SoBrite's seenFiltermatic^{3b}
Designed for Lower Volume Needs Up to 25GPM

Distributor Inquiries Welcome!

Economatic Reclaim System

- Single, Double or Triple Hydro-Cyclonic Action
- Automatic Fresh Waster Overrides (low/high water protection)
- UL Listed Control Panel
- Easy Retrofit Applications
- Proven Odor Control



We also offer a full line of SoBrite "Spot Free" Rinse Systems.

Distributor Inquiries Welcome



Carwash Solutions from Carwash Operators.

Contact Leo Zona at email: lzona@zwashsystems.com
 Phone: 781-659-0100 • Fax 781-659-0400



Heather R. Ashley

MCA BOARD OF DIRECTORS

President

Heather Ashley
Virginia Car Wash Industries Inc., Toms Brook, VA.
540/436-9122 • asm@shentel.net

Operator VP

Robert Stair
Mine Road Auto Spa, Fredericksburg, VA.
Phone • email

Supplier VP

Pam Piro
Pam Piro, Unitec Electronics, xxxc, MD.
443/561-1200 x127 • ppiro@startwithunitec.com

Secretary

Stuart Hammerschmidt
Shore Corporation, Pittsburgh, PA.
412/471-3330 • hammerschmidt@shorecorporation.com

Treasurer

Sean Larkin
Westminster Car Wash and Detailing, Westminster, MD.
410/848-6966 • larkzuech@yahoo.com

Past President

Dave DuGoff
College Park Car Wash, College Park, MD
301/986-1953 • dave.dugoff@gmail.com

Past Distributor Vice President

David West
Washtech, Charlottesville, VA
540/845-5303 • laserwest@aol.com

Executive Director

Pai Troy
Nextwave Group, Severna Park, MD
888/378-9209 • mca@mcacarwash.org

Directors

Larry Bakley Scott Eichlin
Matt Bascom Bob Heid
Dan Callihan John Lynch

PRESIDENT'S COLUMN

Greetings from the Mid-Atlantic Carwash Association (MCA)! As a newly-elected woman president, I have some big shoes to fill. All of our MCA members have been very welcoming and I am hoping for a smooth transition. I also look forward to meeting all of you, as well, and sharing some ideas about the carwash industry.

I have always enjoyed MCA meetings. While we only have four a year, we try very hard to strategically place our meetings in our multi-state region to best accommodate our members. We have some great meeting locations which often draw in a crowd. Typically, our meetings are also paired with carwash tours or tours of establishments that tie into our industry.

March Meeting

The March MCA meeting was at Dover Downs, DE, and was quite a success. Before the meeting, we toured Coastal Carwash, a wash that has been recently renovated. They had a couple of new things, like a lava arch that they used for soap at the beginning of their tunnel. The soap flowed in an aqua-blue/green that matched their color scheme. It was a very effective way to reinforce their brand. At the end, they had a buff and dry cloth spin that spun and dried the car after the blowers. We were told there are only a few of these in the country, and that it helps reduce the labor needed to dry the car.

Our guest speaker was Doug Meyers, a scientist with the Chesapeake Bay Foundation (CBF). Doug explained why the polar vortex was having such a significant effect on the weather on the East Coast.

April Meeting

Our April meeting was held in Maryland. We started our meeting with a tour of the CBF's Oyster Restoration Project in Shadyside, MD. We learned about their hands-on efforts to keep oysters in the bay. It was a very interesting way of driving home the reason why we need to be concerned about why everyone needs to be good stewards of water.

Our meeting took place at the Chesapeake Beach Resort and Spa where we enjoyed a great meal at the Rod 'N' Reel and installed our new officers for 2014. We held roundtable discussions and kicked off Wash to Save the Bay 2014 with Brian Wessner, the CBF volunteer of the year. We were pleased to be one of the larger sponsors of Wash to Save the Bay last year. We presented CBF with a check for \$7,000 last year, and hope to surpass that amount this year.

The next time we see each other will be at the Northeast Regional Carwash Convention (NRCC) 2014! I hope to see all of you there and put a face to all of these names. I feel this is one of the best carwash shows because of the blend of worthy educational sessions and the diversity of the show floor. I gotta add that the social networking we do is also a great highlight.

Our October 15 meeting will be held in Fredericksburg, MD, followed by National Harbor, MD, November 19. If your schedule allows, be sure to join us!

Wishing you the best success.

Heather R. Ashley

WWW.MCACARWASH.ORG

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

MCA CALENDAR

SEPTEMBER 15-17

NRCC
Atlantic City, NJ
800/868-8590
www.nrccshow.com

OCTOBER 15

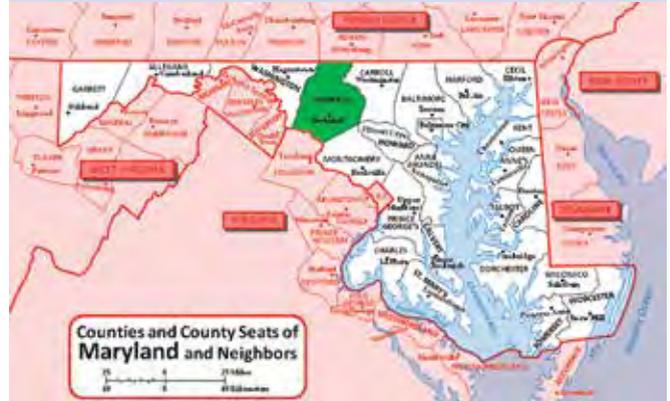
Fredericksburg, MD
TBD

NOVEMBER 19

Membership Meeting
National Harbor, MD (DC area)

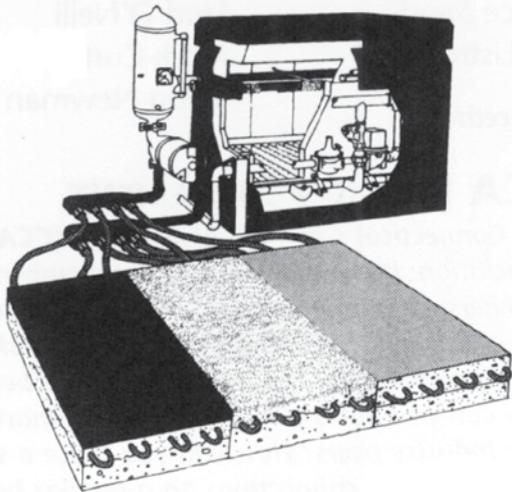
MCA Mid-Atlantic
CARWASH
Association

Check out our
photos and recap
from our October 15 event
in the Winter Issue of
the *Northeast Carwasher!*



PROPAK®

Snow Melting and De-Icing System



PROPAK® by *Huron Valley Sales*

The leader in snow melting and de-icing systems offers:

Experience

Over 10,000 systems installed since 1964.

Flexible System Design

Engineered for your unique application.

Single Source Responsibility

From the PROPak® boiler to the polythermal tubing.

Corrosion Free System

Non-ferrous PROPak® boiler system eliminates the need for costly oxygen barrier tubing.

Warranty

20-year tubing material and labor warranty.
The strongest in the industry.

* PROPak® can also be used with other boiler and fuel types.

Huron Valley Sales

6032 Schooner Dr. • Van Buren Township, MI 48111
rmetz@huronvalleysales.com
ph: 734/944.5200 • f: 734/944.5800

Keep winter, not people, from your door with this hydronic heating system.

MCA's April Meeting Touts Unique Venue

The Mid-Atlantic Carwash Association (MCA) took its April Membership Meeting to a unique venue – the Chesapeake Bay Foundation's Oyster Restoration Center in Shady-side, MD, to explore why and how the Foundation is keeping oysters in the bay. According to MCA President Heather Ashley, the presentation drove home the importance of being good stewards of clean water. The event then moved on to the Chesapeake Beach Resort and Spa for dinner and new officer inductions.

The meeting also featured a round-table discussion, led by Ashley, titled "What Matters Most."

A special presentation was then made to the 19 operators who have been supporting "Wash to Save the Bay" by Chairperson Dan Callihan. Comments by Brian Wessner, Wash to Save the Bay liaison, were also made.

The MCA presented the Foundation with a check for \$7,000 in 2013. ■



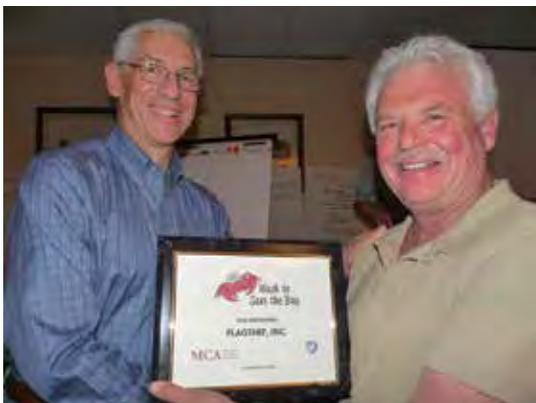
Glen Burnie Carwash's Dan Callihan receives his recognition from DuGoff.



Outgoing MCA President Dave DuGoff received an award to thank him for his tireless service to the association.



Mike and Heather Ashley are bundled up for some fun with the MCA at the Chesapeake Bay Foundation's Oyster Restoration Center in Shadyside, MD.



President DuGoff and Flagships' Larry Bakley Wash to Save the Bay participant.



Shore Corporation's Stuart Hammerschmidt proudly displays his Steelers cap.

NORTHEAST REGIONAL CARWASH CONVENTION

TRUMP TAJ MAHAL
HOTEL & CASINO

ATLANTIC CITY, NJ

NRCC
Northeast Regional Carwash Convention

2014

SILVER ANNIVERSARY

SEPTEMBER

15 - 17

ONE OF THE GREAT
MANAGEMENT STORIES
OF THE NEW CENTURY:

A TALE OF RALLYING THE TROOPS,
INTELLIGENTLY DOWNSIZING &
MANAGING OFTEN ROCKY
RELATIONS WITH WASHINGTON.

THE MAN WHO SAVED AIG
BARRON'S, AUGUST 2012

KEYNOTE SPEAKER

BOB BENMOSCHE

PRESIDENT & CEO OF AIG

FOR MORE INFORMATION

NRCCSHOW.COM | 1-800-868-8590 | INFO@NRCCSHOW.COM



Adam Korngold

2014 BOARD OF DIRECTORS

OFFICERS

President

Adam Korngold, Waves Car Wash
1680 VFW Parkway West Roxbury, MA 02132
617/848-4237 • fax: 508/861-0468 • adam@waveswash.com

Vice President

Dave Ellard, Triple Play Car Wash
100 Washington Street Attleboro, MA 02703
508/915-4820 • dave@tripleplaycarwash.com

Vice President/Suppliers

John Tapis, RI Chemical Corporation
754 Branch Avenue Providence, RI 02904
401/714-2184 • fax: 401/421-5850 • surfactantsgroup@aol.com

Treasurer/ Secretary

Mike DiOrio, Maddy's Car Wash
300 Andover St., Peabody, MA 01960
978/815-8808

Immediate President

Ron Bousquet, Randy's Car Wash
277 Middlesex Avenue Medford, MA 02155
617/538-6758 • fax: 617/924-4415 • ronb244@comcast.net

OPERATOR DIRECTORS

Miguel Canan, Teen Challenge Star Shine
444 Main Street Brockton, MA 02301
W 508/584-7905 • miguelcanan@hotmail.com

Mike DiOrio, Maddy's Car Wash
300 Andover Street Peabody, MA 01960
978/538-0074 • fax: 781/334-7063 • gnycarwash@yahoo.com

Terrance Elder, Triple Play Car Wash
100 Washington Street Attleboro, MA 02703
508/915-4820 • fax: 508/915-4824 • terranceek@comcast.net

Scott Dewitt, Cape Ann Carwash
20 Railroad Ave., Gloucester, MA 01930
978/768-7665

Nir Drory, Prestige Car Wash
245 N. Pearl Street Brockton, MA 02301
508/230-5566 • fax: 508/230-5567 • nirdrory@msn.com

Brian Messina, Royal T Car Wash
20 Folsom Road Derry, NH 03038
603/425-6844 • bmessina7@gmail.com

Dean Perdikakis, Freeway Car Wash
290 Dexter Street Pawtucket, RI 02860
401/723-7400 • fax: 401/331-0773 • dean@freewayenterprisesllc.com

SUPPLIER DIRECTORS

Jeff Arimento, New England Car Wash Equipment
P. O. Box 1506 Littleton, MA 01460
978/268-0513 • jarimento@necarwashequipment.com

Steve Stockman, Trans-Mate Products, Inc.
13 Sterling Road No. Billerica, MA 01862
508/878-2068 fax: 978/667-1819 • sstockman@trans-mate.com

EXECUTIVE DIRECTOR

Sherri L. Oken, CAE / The Association Advantage LLC
Solutions@TheAssociationAdvantage.net
www.TheAssociationAdvantage.net

NECA

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

WWW.NEWENGLANDCARWASH.ORG

PRESIDENT'S COLUMN

Last weekend before work I noticed a post on Facebook from Mashable titled, "The end of the car wash?" The link brought me to a YouTube video released by Nissan Europe of a concept paint that repels mud. The video description is as follows:

"Washing a car can be a chore – and a costly one at that. In response, Nissan has begun tests on innovative paint technology that repels mud, rain and everyday dirt, meaning drivers may never have to clean their car again." If you haven't seen the video, the link is: <http://youtu.be/UwoGsCAKsxU>

As a car owner, the video is remarkable. Nissan paints the car, half with some kind of protective coating. The car is driven through a muddy field and half of the car comes out completely clean while the other half needs to be washed. They show both the entire car with half of it clean, as well as the dirt being repelled off the paint in slow motion.

As a carwash owner, the video is frightening. A paint applied by the manufacturer that completely eliminates the need for a carwash. Nissan is testing the paint and it is currently not available for purchase on any of their vehicles. With technologies rapidly advancing, is it only a matter of time before the automobile manufacturers start selling cars with dirt-resistant paint? If you think that a technology that completely eliminates an industry is impossible, think about your local video rental store or your local one-hour photo store.

The carwash industry in New England had a great last few months. I am not losing sleep over self-cleaning cars, however, there are many threats that we currently have to deal with now.

Minimum Wage Increases

A bill for an \$11 an hour minimum wage was approved by the Massachusetts Senate late 2013. It has currently failed to be brought up in the House for a vote, but we are expecting a significant increase in minimum wage in the next few years. Nationally, President Obama has called for an increase in minimum wage to \$10.10 an hour.

An increase in minimum wage will hurt all of our businesses, especially labor-intensive full service and detailing. We will have to be ready when an increase in minimum wage is approved. We must look for ways to minimize labor, either through efficient labor management, or by automating various positions at our carwashes.

Changing Consumer Habits

I employ a significant number of high school students. Currently, four of my employees under 20 do not have a drivers' license. The younger generation has prioritized their phones over driving. With a younger generation driving less frequently, we are facing a shrinking customer base.

Consumers also prefer to pay a set amount for an unlimited use of services. For example, the Netflix model of unlimited video streaming or the phone model of unlimited calling have been very popular. Many carwashes have introduced unlimited wash models which is a new way to adapt to changing consumer preferences.

Membership in the New England Carwash Association is a great opportunity to learn about trends industry and how to prepare yourself for a changing market. I encourage you to come to our meetings and network with other owners. Learn about issues that concern them as well as ideas on how to prepare your business against industry threats.

Adam Korngold
NECA President

A GREAT POS FOR UNDER 10K

POINT OF SALE



TOUCH SCREEN ALL-IN-ONE COMPUTER

- ▶ Touch Screen Point of Sale
- ▶ Built-in Thermal Printer
- ▶ MSR Reader
- ▶ Cash Box

Waterproof RFID Reader ◀
100 RFID Tags ◀
Starting at **\$9,995** ◀

washify.com

Call 1(855) WASHIFY for a Demo



Let's get busy.

1680 VFW Parkway • Boston, MA 02132 • 1(855)WASHIFY • www.washify.com

Brockton's Star Shine Car Wash Helps Teach Students Solid Work Ethic

By Alan M. Petrillo

Star Shine Car Wash in Brockton, MA, is more than a carwash – it's an establishment that helps individuals get back on their feet, teaches them working life skills, and instills a sense of trust in them.

Owned by Teen Challenge, an organization established in 1958 to help individuals age 12 or older who are in need of care for an illicit drug problem, Star Shine Car Wash employs student workers to help operate a 200-foot full service tunnel wash, three detailing bays and four self-service bays at 1075 N. Montello St.

Randy Mullins, himself a graduate of the Teen Challenge program and now operations manager of Star Shine Car Wash, said the average age of the individuals in the program is the early 20s and they work about 30 hours a week at the carwash.

"This is a 16-month long program for them where they get their room, board and curriculum from Teen Challenge and put in their work hours here as student workers," Mullins said. "The program takes care of their needs and insurance while the carwash takes care of developing good working skills in their lives."

Mullins said that until 2007 he was a homeless drug addict in Providence, RI.

"Teen Challenge saved my life," he said. "They helped get me into a bible school in California, where I met my wife,

Cynthia. When I graduated, they brought us here to manage this carwash."

Part of what Teen Challenge does for individuals is instilling in them a belief that their lives are worthwhile, Mullins pointed out.

"Since Cynthia and I have been here, we've had a baby girl, Avery, who is now four months old," he said. "It's a miracle what's been done in my life because I never thought I'd amount to anything, but Teen Challenge invested in me when no one else would."

Mullins said he had to learn the carwash business "from the ground up from my mentor, Michael Morrison, who was here since the carwash opened."

Teen Challenge purchased the former Balboni Carwash in 2002 and completely rehabilitated the site. At the same time they were rehabilitating the students who would make up the core working group at the carwash.

"The students get to experience the working life," Mullins noted. "They put a uniform on and they know that we trust them to do the work. It does a lot for them in the recovery process and is a first step into getting them into the world and society in general. Having a job is a big part of that."

Teen Challenge also has an exit plan for the students, Mullins pointed out.



The Star Shine Car Wash in Brockton, MA, is a training ground for those individuals who need a hand getting back on their feet. Owned by Teen Challenge, the Christian residential drug recovery program is part of a network of 10 Teen Challenge centers across New England and New Jersey. This carwash employs student workers at the wash on average for 30 hours a week.



“We work on their resume with them, help them get a driver’s license if they need it, finish their GED (general educational development) degree, get them a place to live and help them find a job,” he said. “A lot of business people – construction company owners and workers, restaurant owners and others come through here, so there’s lots of word-of-mouth about jobs that are available.”

Although it’s run by a non-profit organization, Star Shine Car Wash still continues to makes a profit, Mullins said.

Star Shine Car Wash has offered some special promotions through Valpak coupons in order to help promote the wash.

“For February, we offered a free carwash on Valentine’s Day with the coupon,” Mullins said. “We then did the same promotion for St. Patrick’s Day in March and gave away at least 100 carwashes on each of the promotion days. We also give those new customers a \$5 coupon off our full-service wash, which is \$19.99, for the next time they come into the carwash.”

Mullins noted that at least three quarters of the new customers using the two promotions had never been in Star Shine Car Wash before.

“My goal is to bring people into the carwash as new customers,” Mullins said. “We offer them a great carwash, which is appreciated, but then they realize they are helping save some kids’ lives and they know they’re doing the right thing.” ■

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



NECA CALENDAR

MONDAY, SEPTEMBER 29

**2014 Annual Golf Outing
Shaker Hills Country Club
Harvard, MA**

SEPTEMBER 15 – 17

**2014 NRCC
The Trump Taj Mahal
Atlantic City, NJ**

TUESDAY, NOVEMBER 18

**2014 Annual Fall Dinner Meeting & Program
TBD**



Graphic design solutions that are engaging and inspired.

Award-winning logos, branding, advertising, marketing materials, print publications, photography and more.



portfolio at auroradesignonline.com

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

TREASURER'S REPORT

New England Carwash Association

Treasurer's Report: Jan. 1st - Mar. 31st, 2014 1st Q

Income

Interest Income.....	\$10.88
Meetings.....	\$8,725.00
Member Services.....	\$-
Membership.....	\$15,100.00
NRCC.....	\$25,534.52
Scholarship.....	\$760.00

Total Income.....\$50,130.40

Expenses

Board Expenses.....	\$599.42
Charitable Contribution.....	\$-
Insurance.....	\$-
Management Services.....	\$8,944.01
Meetings.....	\$7,150.37
Member Services.....	\$543.61
Membership.....	\$482.23
Office Expense.....	\$863.14
Professional Expense.....	\$450.00
Tax.....	\$-

Total Expenses.....\$19,032.78

Net Income..... \$31,097.62

Other: Wash for a Cause

Income.....	\$-
Expenses	
distributions to car washes.....	\$30.00
Distributions to participants.....	\$-
Wash for a Cause - other exp.....	\$-
Website.....	\$150.72

Total Expenses and Distributions.....\$180.72

Net Income.....-180.72

Cash Balances

Citizen's Bank Savings.....	88,262.91
Citizens Checking.....	50,076.67
Citizens Bank Reserve Fund.....	86,000.92

Total Checking / Savings.....\$224,340.50

**CHECK OUT PHOTOS FROM OUR
2014 ANNUAL GOLF OUTING
IN THE WINTER ISSUE OF THE
NORTHEAST CARWASHER
OR ON OUR WEBSITE AT:**

WWW.NEWENGLANDCARWASH.ORG

Solutions for Your Car Washing Challenges

On May 13, NECA presented its annual Table Top Show, an invitation to "Come Clean with Us." The Show was presented at Devens Common Center, a new and impressive conference facility adjacent to Fort Devens.



The NECA Table Top Show offers information, networking and lots of local fun for those who may or may not be able to attend the larger, out of region shows. Our exhibitors displayed products and services that offer carwashers true solutions to their daily challenges. Visit the Home page of the NECA web site <http://newenglandcarwash.org>, and click "Recent Event Round Up" for a list of all our exhibitors, details of the best exhibit awards, and photos of the event.

During the afternoon prior to the show, our very popular motor coach tour of carwashes spotlighted different facilities, northwest of Boston. These included:

- ❖ Briteway Car Wash Circle K, in Fitchburg. This wash is located on a big corner lot with beautiful landscaping. It features a Belanger Vector inbay with a drive-

through dryer. Additional services include Mobil gas, Dunkin Donuts, and a large convenience store.

- ❖ Big Steve's \$3 Car Wash in Leominster was also toured. It has a 120-foot Sonny's-equipped exterior tunnel and offers free vacuums.
- ❖ Clean & Green Car Wash and Detail Center in Marlboro features an 85-foot Peco-equipped exterior tunnel with a Sobrite water reclaim system, self-service vacuums, as well as full and express detailing.
- ❖ Quick 'n Clean in Fitchburg (formerly John Fitch Car Wash) has been completely remodeled to include a 100-foot Belanger and Motor City Wash Works equipped exterior tunnel with a DRB gated entry system.

(Note: one other site was not identified at the submission deadline for this issue.)

Photos of the tour and show will be featured in the next issue of the *Northeast Carwasher*.

Special Thanks To Our 2014 Sponsors!!!

- ❖ Autowash Maintenance Corporation: Tour and Major Show Sponsor
- ❖ Trans-Mate Products Inc.: Major Show Sponsor
- ❖ Sonny's The Car Wash Factory: Tour Lunch Sponsor

Extrutech Wall and Ceiling Liner Panels

Brighten Your Bays with Panels from EXTRUTECH

- Concrete Form System
- Water and corrosion-proof
- Panels will not rust, rot or flake
- Custom cut panel kits to 20 feet
- Cleans easily - low maintenance
- Brightens the interior of any building
- Fewer seams - 2 foot wide panels
- Resists mold, mildew, bacteria growth
- Available in a bright white, high gloss, hard surface
- Low maintenance, easy-to-clean, with water/mild cleaner
- Protective film on both sides keeps panels clean during construction

Visit our web site or give us a call to learn more about this great new product and our P1300 - 12", P1600 - 16" and P2400 - 24" wide liner panels.

Manufacturing American-Made PVC Panels for 22 Years!



EXTRUTECH PLASTICS, INC.

5902 West Custer St., Manitowoc, WI 54220
 Phone: 888-818-0118 • Fax: 920-684-4344
 E-mail: info@epiplastics.com

www.epiplastics.com



NECA Member Benefits

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

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

NEW!

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

Some of the benefits of Carwashgifts.com include:

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

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

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

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

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

NEW! Group Rates for Credit Card Processing

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

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

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

Ongoing: Legislative Monitoring

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

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

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

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

THE POWER OF ASSOCIATION

It's time to renew your NECA membership.

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

"Come Clean with Us" in 2014!



Should Your Wash
Be Featured in the

northeast
carwasher

Email us at:
mediasolutions@nycap.rr.com

Welcome New Supplier Members!!!

Motor City Wash Works, Inc.

Contact: Patrick Kirwan
248/701-3977
pkirwan@motorcitywashworks.com
Carwash equipment manufacturer,
conveyor and carwash supplies
www.motorcitywashworks.com

Region-X

Contact: Norm Marowitz
617/799-0084
norm.regionx@gmail.com
DI resin regeneration and reverse
osmosis membrane cleaning for
spot-free rinse
www.Region-X.com

Stinger Chemicals Company

Contact: Jeff McIntyre
860/692-8336
jeffmac@stingerchemicals.com
www.stingerchemicals.com

Welcome Back

Quincy Car Wash, Inc.

George Brewster, owner
John Milch, GM
Quincy, MA

Service Pumping & Drain Co., Inc.

Contact: Dick Mottolo
781/589-4133 dick@servicepumpingd-
rain.com
Sediment pit and drain cleaning
www.servicepumping.com



Quality Auto Detailing
A Hands-On Workshop

Tuesday, June 17, 2014
beginning at 10 a.m.
Littleton, MA
Presented for NECA by



SIMONIZ
HOT WAX - SHINE
detailing team of experts

For all the details and to register,
www.newenglandcarwash.org



This workshop is for operators who...
~ want to drive more revenue
to their wash.
~ are considering adding
detailing services or would
like additional training.

Hosted by **New England Car Wash Equipment**



ARLEN COMPANY, LLC
New England's Premier Car Wash Contractor



*"Better Buildings for Today
and Tomorrow"*

<ul style="list-style-type: none">➤ Design/Build➤ Turn-key Construction➤ Tunnels, Automatics, Self-serves➤ Renovations/Additions	<ul style="list-style-type: none">➤ Fast-track construction schedule➤ Pre-finished wall inside and out➤ Lower maintenance costs➤ Mold and mildew resistant walls
---	---

Tel: 1-800-761-1640 **A Car Wash Built To Last** www.arlencompany.net

Leadership Opportunities



Participation in the work of the NECA is a membership privilege open to all employees of member companies. Those who are actively involved make decisions about the direction of the Association and the profession on other members' behalf. Most importantly, participation is a networking opportunity, an excellent way to make industry contacts and tap into the collective knowledge of the NECA community.

A Call for Nominations

There are openings for both Operator and Supplier Directors on the 2015 NECA Board. These are one-year terms, renewable by mutual agreement, for a maximum of three consecutive terms. By August 1, 2014, please nominate yourself or a colleague by contacting Ron Bousquet, Immediate Past President, at 617/538-6758.

Eligibility

- ❖ Owner or full-time employee of a member company in good standing
- ❖ Interest in becoming more involved in the activities of the Association
- ❖ Desire to have an influence on the future of the industry and Association

- ❖ Willingness to be a full participant in the work of the Board of Directors

The Board of Directors meets in person six times a year. Dates are set in advance so that Board members can plan ahead.

New Board members are inducted in the fall and officially take office on January 1. Non-profit governance training is provided during the fall transition period and at a new Board orientation lunch.

More Opportunities to Get Involved (without the Board commitment)

One or a few people cannot do alone what we can do together! Become an active and engaged member to reap the full benefits of membership.

Even if you only have an hour or two to spare, there are opportunities throughout the year to get involved and to get to know (and learn from) other NECA members. Make some phone calls, research a possible member service, help out at the special event, share a best practice, identify a speaker for a program, take photos at a meeting. The possibilities are limitless. ■



2014 New England Carwash Association Golf Classic

Join us to benefit the Providence Boys & Girls Club.

Monday, September 29, 2014
Shaker Hills Country Club
Harvard, Massachusetts
12:00 Shotgun Start

www.necagolf.com

Wave Good-Bye to Dirt® with ... Wavy-Cut® Cloth

**PATENT
#5,623,741**

CLEANS BETTER

CLEANS FASTER

**RUNS
QUIETER**



UP AND DOWN MOTION (OSCILLATION) OF THE CLOTH AS IT MOVES ACROSS THE VEHICLE SURFACE, GREATLY IMPROVES CLEANING ACTION AND CLEANS EVEN MOLDINGS AND CREVICES PER TESTIMONIALS.*

NO NEW EQUIPMENT TO BUY

NO NEW CORES TO BUY

EASY TO INSTALL OR REPLACE IN ANY C-CHANNEL OR BOLT-ON

**AVAILABLE FOR ANY BRUSH
REQUIRING CLOTH**

COMPETITIVE PRICES

FAST DELIVERY

*SAMPLES WITH TESTIMONIALS AVAILABLE



**TERMS: VISA / MasterCard / DISCOVER
AMERICAN EXPRESS ACCEPTED**



CUSTOM BUILT BRUSH CO.

7390 Dan Smith Road
Watervliet, MI 49098

Phone: 269-463-3171
Fax: 269-463-7442

www.custombuiltbrush.com

E-mail: info99@custombuiltbrush.com



Walt Hartl

PRESIDENT'S COLUMN

OFFICERS

Walt Hartl, president

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

Paul Vallario, vice president

Westbury Personal Touch Car Wash, Westbury
516/333-8808 • foose77@optonline.net

Timm Baldauf, secretary

Advanced Car Wash Systems, Voorheesville
518/765-2078 • Timm.B@juno.com

Mike Benmoschè, treasurer

McNeil & Co., Inc., Menands
607/220-6344 • mbenmosche@mcneilandcompany.com

BOARD MEMBERS

Rodney Bronson, Hoffman Car Wash, Albany
518/869-3218 • rbronson@hoffman-development.com

Jake Collison, Simoniz USA
978/518-0018 • jcollison@simoniz.com

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

Rob Peter, Lustra Car Care Products
585-754-0005 • rpeter@lustrabear.com

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

PAST PRESIDENTS

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

*Deceased

EXECUTIVE DIRECTOR

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

WWW.NYSCWA.COM

WWW.NORTHEASTCARWASHER.COM

I recently did something that I have done for the past 20 or more years, returned from the The Carwash Show™ with a renewed interest and excitement about this industry, and more importantly, the people in it.

We have all heard the statement, "If you return from a meeting with one good actionable idea, then the trip was worth it." As in the past 20 or so years, I returned with at least one good idea. Being in an environment filled with people who are as passionate as you are lends itself to innovative thinking and more importantly, action.

As the host association of the upcoming Northeast Regional Carwash Convention (NRCC) in Atlantic City, September 15 -17th, we along with the tireless help of the members of the NRCC show board are working to create such an environment.

Each year the NRCC strives to deliver the very best in education for its members, as well as one of the largest, most diverse trade show floors in the industry. This year marks 25 years that the NRCC has been working to deliver information, education and opportunity to learn something new whether you have been in the industry 50 years or 50 days.

This NRCC show marks a milestone. For 25 years it has been host to some of the most innovative "thinkers and doers" in our industry. Operators, manufacturers and suppliers have returned year after year to be a part of this event. This year's show again will deliver outstanding educational programs, ranging from the always-informative Early Bird Panels to the intricacies of the new Affordable Health Car Act. This year we are extremely fortunate to have as our keynote speaker Robert Benmosche, President and CEO of AIG (American International Group). Many might think, what can I learn from someone like Mr. Benmosche, the truth is – a lot. Take a few minutes to visit the NRCC website, nrccshow.com, and watch an excerpt from an A & E documentary on Robert Benmosche. Afterward, I am sure that you will be in attendance at his keynote presentation.

Mr. Benmosche had a beginning like many of us, events in his life molded him, changed him and guided him to his current position. His story is interesting, compelling and there are aspects of it in which we can connect – every operator, big and small.

I would encourage you to visit our newly re-designed web site, and register today to come celebrate 25 years of the NRCC. I'm looking forward to the next 25 years!

Walt Hartl
NYSCWA President

**NYSCWA Fall Membership Meeting & Wash
Tour Heads to Westchester County!**

October 14

Visit www.nyscwa.com for more information!

Bus will depart from Albany market!



**SEE SPECTACULAR PHOTOS FROM OUR
RECORD-BREAKING SPRING CARWASH TOUR
IN THE FALL ISSUE!**

VISIT NYSWCWA.COM FOR A RECAP!

**BECOME A NYSCWA
MEMBER TODAY!**

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

MAKE CHECKS PAYABLE TO "NYSCWA"

NAME

CARWASH

ADDRESS

CITY/STATE/ZIP

PHONE

FAX

EMAIL

New York State Car Wash Association

Profit & Loss

January - April, 2014



Income	
Membership Dues.....	15,750.00
Northeast Convention Income	25,534.52
PAC Contributions	299.00
Promotional Fees	832.81
Total Income.....	\$42,416.33
Gross Profit.....	\$42,416.33
Expenses	
Advertising/Promotional.....	1,075.20
Board of Directors Expenses.....	52.22
Credit Card Fees	133.79
Director Fees.....	5,359.41
Insurance Expense	636.00
Legislative Expense	50.00
Legislative Fees	4,000.00
Meetings Expenses	4,068.69
Office Expenses	214.08
Postage Expense.....	74.00
Printing/Graphics	163.00
Professional Services fees.....	200.00
Telephone	18.97
Website Maintenance.....	562.50
Total Expenses.....	\$16,607.86
Net Income.....	\$25,808.47
Cash on Hand	
Checking Account Balance	\$30,331.41
Money Market Balance	\$44,969.37
Total Cash on Hand.....	\$75,300.78

*Sunday, May 04, 2014 09:31:17 PM PDT GMT-4 - Cash Basis
Mike Benmoschè is with McNeil & Co., Inc. You can reach him at
mabenmosche@mcneilandcompany.com*

ics makes credit card compliance
(PCI-DSS) easy for it's customers.



Merchants must meet new credit card industry compliance requirements by July 2010.

ics customers can receive special pricing to take advantage of the   program. Certification has never been easier!

Contact **ics** at 800-642-9396 for details





sterdam, Colonie, Clifton Park, Delmar, Guilderland, Hudson, Kingston, Latham, Queensbury, East Greenbush, Saratoga, Schenectady, Troy, Vestal and Wynantskill. ■

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



said. “We wanted to more deeply develop our online marketing presence.”

With Jason on board, we can work farther ahead in our marketing programs,” she said. “It allows us to be more creative and proactive, rolling out programs in advance and having more ef-

fect in our marketing.”

Hoffman Car Wash has 22 locations in 16 towns and cities, with the locations being a mix of full service, exterior, touch free, self service and express detailing.

Locations include Albany, Am-

When you think big...consider the best!

In today's fast paced world, comprehensive insurance and training are critical to the success of your car wash business. Our E-Learning system helps your company reduce its risk, comply with OSHA standards and mandates, and creates a culture of safety with 24/7 instant access to courses online, at no additional cost.

**CAR WASH
INSURANCE PROGRAM**

Offered by McNeil & Company

For more information, please contact

The Car Wash Insurance Program 800.822.3747

www.carwashins.com



Upstate Laser Wash Searching for New Name to Encompass All Its Washes

By Alan M. Petrillo

Partners Steve Weekes and Peter Rosenfeld of Upstate Laser Wash traditionally have operated touch free inbay automatic washes in two upstate New York counties – Schenectady and Saratoga, but now are considering renaming their business after purchasing a 100-foot tunnel carwash in the town of Glenville, NY.

The pair recently bought the Raindancer Car Wash at 172 Freemans Bridge Road, an exterior express facility that also has one inbay automatic and five self-service bays.

“The carwash has a retro antique feel to it that’s well done,” Weekes said. “While we love the retro look, we don’t want it for this carwash. We want to make it more neutral and professional looking”

Under the Upstate Laser Wash name, the partners also own a 100-foot exterior tunnel wash with three inbay automatics and three self-service bays at 160 Saratoga Rd. in Glenville, and touch free inbay automatic carwashes at 3533 State St. in Niskayuna, 1588 Route 9 in Halfmoon and 1537 Crescent Rd. in Clifton Park.

“We are now in search of a new name, especially because we have two tunnels,” Weekes observed. “We’re working on a single name under which we can market all five of our carwashes.”

One of the advantages of a single name, Weekes pointed out, is that customers who purchase the company’s discounted club membership will be able to easily redeem their carwashes at any of the different sites.

“We are traditionally gas station guys and operated gas stations for more than 20 years,” Weekes noted. “Eight years

ago we rented our gas stations to Xtra Mart Convenience Stores and built our first carwash – a three-bay automatic facility with a Coin Laundry next to it in Halfmoon. We have been general contractors on all of our locations, doing a lot of the layout work, the plumbing and handling other details.”

Two of the Upstate Laser Wash locations – Halfmoon and Niskayuna – also are sited next to convenience stores operated by Xtra Mart.

Weekes and Rosenfeld believe their two Glenville locations, that offer different types of washes, help draw in additional customers.

“I think it works well as long as you have a large enough property to offer the different types of washes,” Weekes said.



This Upstate Laser Wash location in Glenville features a new 100-foot tunnel that opened in December 2013. The site housed three inbays and two traditional self-serve bays prior to the tunnel addition.





This Clifton Park wash features three inbays, gas and a c-store on busy Rt. 9.



“It’s also interesting to watch a customer go into a self-serve bay and wash his vehicle when its 10 degrees out, instead of choosing the inbay or tunnel. But we think giving customers the option is a good thing for them.”

Weekes pointed out that the company “runs mean and lean,” now having only 10 employees to run all five sites.

“Our cell phone numbers are plastered everywhere so customers can get to us at any time,” he said. “We can access all the DRBs from off site and get text messages of any errors on the equipment so we can take care of customer needs right away. That’s important in today’s world, especially with inbay automatic sites which are unmanned.”

Weekes said he and Rosenfeld invested in a large LED sign at the Saratoga Road location in Glenville.

“It’s a 4 x 8-ft. electronic billboard that has brought in a lot of people off the street,” he said. “The money we invested in that sign was better than spending \$5,000 on a direct mail campaign.”

As for expanding beyond five carwash locations, Weekes was non-committal.

“We would love to do more locations where it makes sense for us, considering existing competition,” he said, “but for now we will digest what we have for a little bit of time.” ■

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

Business Keeping
"The detail professional"
 Gail D. Benmosch, PMP
 26 Valdepenas Lane, Clifton Park, NY 12065
 Ofc: 518-371-3600 Fax 518-373-1886
businesskeeping.com



**Fall Membership Meeting & Tour
 to Visit Westchester Co. washes.**

Learn more at www.nyscwa.com

Do You Have a Heat Stress Plan in Place?

By Mike Benmoschè



It was the end of May of 2002 when a young 30-year-old landscaper collapsed and died after a routine day mowing lawns. It was later determined that the cause was due to heat stroke. The highest temperature that day was 81 degrees.

As many operators know, outside work can be demanding even when the job is relatively simple with minimal physical exertion. In the case of the worker described above, his collapse occurred even though his supervisor offered him water when he complained of feeling light-headed. Did his manager follow appropriate steps? Could this tragedy have been avoided?

There can often be extenuating circumstances that would contribute to a serious heat stress condition. Understanding the signs and how to properly respond can be the difference between life and death.

This landscaping example can easily be compared to the exposures that many carwash employees face on a regular basis. The following are a few thoughts that may assist in developing a heat stress plan for your business:

- ❖ Employers should train all supervisors and managers to monitor all workers during high periods of heat stress.

- ❖ Employees should be trained to come to work as hydrated as possible.
- ❖ Employee shifts should take into account time of exposure to the heat especially when exposed to direct sun.
- ❖ When it is difficult to minimize the time an employee is exposed to the heat, it is recommended that periodically the employee be rotated to a job that is less active.
- ❖ Employers should identify any workers who may have medical conditions or take medications that would predispose them to a heat-related illness. Some drugs increase the risk of becoming dehydrated. If in doubt, have the employee check with his or her physician and get a copy of the results. This should be made a permanent part of the employees employment file.
- ❖ The best time to begin training for potential heat stress is in early spring. Acclimating employees to specific jobs early will help them become physically and mentally prepared. This will assist them to respond to periods of heat stress when the hot weather becomes more persistent.
- ❖ It is recommended that you keep a cooler with water readily available at all times in close proximity to employees.
- ❖ Ensure that your training teaches everyone to recognize the signs and symptoms of a heat-related illness. There are very specific indicators that are available to help learn what many of those warnings are (you can contact me at the email address listed below for more information). Keep in mind that sometimes workers are reluctant to report that they are not feeling well so as not to be perceived as being weak.
- ❖ A general rule, in hot conditions, is one pint of water every 15 to 20 minutes.

The most important message here should be that your wash must have a heat-stress plan in place. It is then imperative that there be a structured training program established to be sure everyone is familiar with the rules. So, if you don't already have this in place, appoint a person at the wash to make it happen now!

Don't be the next employer that has the sad story that reports another loss of life due a very preventable event. ■



Mike Benmoschè

Mike Benmoschè is with McNeil & Co., Inc. based in Cortland, NY. You can reach him at m benmosche@mcneilandcompany.com or 607/220-6344.



**Check Out Photos From the
June 24 Mets Game Event
In our Fall Issue!!!**

**You can also visit
nyscwa.com
for a recap!**

TOP BRANDS, GREAT PRICES



GUARANTEED
BEST PRICE
GUARANTEED



HOSE, HIGH
PRESSURE
BLUE 3/8IN
551741
\$1.15/FT

ULTRA SERIES
VACUUM WITH
SHAMPOO & SPOT
JE 29000
\$4,450



GGG LED
FREE
SHIPPING
OFFER ON
WEBSITE

WATERPROOF
LED LIGHTS,
8- 6FT LIGHTS
GG-WP48
\$1,574.00



GENERAL
CW2040 PUMP
CW2040
\$423/EA

AutowashOnline

AUTOWASHONLINE.COM

WE KNOW CAR WASHES

With 40 years experience selling to Car Wash Tunnels, Touch Free In-Bay Automatics, Cloth Rollovers, and Self-Service Bays our knowledgeable team has seen it all when it comes to the unique needs of the car wash industry.

CONTACT US TODAY
800-395-2155



90 CANAL STREET | MALDEN, MA 02148 | FAX 781-723-0070

Connections Happy “Alamo”

By Ray Justice

It means a mission in San Antonio, TX, or a Poplar Tree but in this writing I am referring to Alamo, the car rental agency.

On a recent trip to the wonderful city of Atlanta I happened to rent a vehicle from the above-mentioned company. It wasn't until returning home from the trip that I noticed the wording on the map they had given me.

There it was, right under their logo, a slogan, so short and so powerful that it caught my attention enough to save it and still have it as a reminder.

I am well aware that, especially in today's world, I need reminders to bring me back the present and what is really important. I still have Alamo's logo pinned up on my wall with its clever and meaningful, hand written tag line.

Did you ever notice how most of us, when we are in our car, are in more of a complaining mood. Traffic is going to slow, people are following too close or someone cut you off, seem to be standard thoughts as we cruise along.

So what if we really did do what our friends at Alamo are suggesting to us, what if we really drive feeling Happy.

Here are a few alternative meanings and there are many more.

Delighted, Untroubled, Pleased, Content, Thrilled, etc.

If you woke up this morning you should feel thrilled,

there are not any guarantees that you will each day.

Now to extend this concept how about;

Working Happy

Thinking Happy

Sharing Happy

Eating Happy

Meeting Happy

Whistling Happy

Dancing Happy

It doesn't have to only be at birthdays that we wish another to have a Happy Day.

And for the business, at hand, working at a carwash, Washing Happy could change a lot of things. Customers will sense it and smile.

You see it is all about energies and how we feel in the moment. If we Feel Happy we attract like energies. Others pick up those feelings and it helps them feel closer to the same.

Have you ever noticed when you are near an angry person how you can feel their energy?

It can change the mood of the whole room.

Next time you think of it, while you are walking, try Walking Happy.

Actually just by thinking and typing the word “Happy” so many times I am feeling it more and more. This is good as I am going out to dinner tonight, a good start.

Now I even have Pharrell Williams' Happy song in my head. See if you can watch a YouTube video of Happy and be able to sit still.

Happy feels good.

Happy is a magnet.

Be Happy, let your car, or any car, remind you.

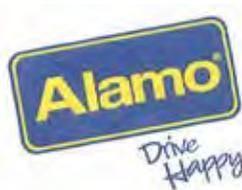
Drive Happy. ■

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

©2014, Think2wice, Inc.



Ray Justice



Hesitation

By Ray Justice

How do I get to know you?

Am I sure I can trust you?

Do I dare

let you know the real me?

I need to feel safe,

more certain.

Your smile is friendly.

You seem easy going.

I am more than interested

and still, I sit with doubt.

Should I connect and relate?

Or will I hesitate and

never know?

Do I dare?

©2014 Raymond Justice

What's On Your Mind?

Drop us an email and tell us what you want to read about in the Northeast Carwasher. Is there an issue you want us to tackle?

Just say the word.....

mediasolutions@nycap.rr.com

Is Your Wash Amazing?

CALL AND TELL US ABOUT IT AT

518/280-4767 TODAY!

Tomorrow's Technology Today

With Yesterday's
Ease of Operation

Tired of replacing tires? Wish there was a better way? There is... welcome to Washworld's

RAZOR

- Belt Drive Technology - Eliminates those troublesome tires!
- All Stainless Steel Construction
- E-chain eliminates the festoons
 - No proprietary parts
- Simple, reduced maintenance

*Check out what everyone is talking about!
Give us a call today and let us show you how Razor
can increase your ROI and decrease your
maintenance!*



JSA Car Wash Supply, LLC
Jerry Servais

315.255.9063 - Office 315.277.1504 - Mobile



- No more festoons!
- Stainless Steel throughout
- Belt drive technology



WASHWORLD

icsi
Innovative Control Systems

PECO
CARWASH SYSTEMS

CAROLINA PRIDE
CARWASH SYSTEMS & SOLUTIONS

An Update on New York City Council Licensing of Carwash Facilities

By William Y. Crowell, III



Melissa Mark-Viverito, the new Speaker of the New York City Council, has introduced a local law to license carwash facilities as Introduction 125 of 2014. Prior to becoming Speaker, Councilmember Mark-Viverito had introduced carwash licensing legislation in 2012-2013. This new introduction is more comprehensive than her previous introduction.

Under the current proposal, it is unlawful to operate a carwash without a license. A license is valid for a year and must be renewed annually. The application fee is \$300 for each location. An applicant for a license is required to disclose anyone with a financial interest of 10 percent or more in the carwash. An applicant is required to provide written proof of compliance with all laws and regulations, including:

- ❖ Permits for groundwater wastewater discharge or verification of exemption;
- ❖ Rules concerning discharge of materials and substances into public sewers;
- ❖ Source where the carwash draws its water;
- ❖ Amount of water drawn from public sources;
- ❖ Amount of water discharged into public sewers;
- ❖ Wastewater filtration system per construction drawings;
- ❖ Dates of removal of carwash sludge including methods to remove sludge;
- ❖ A logbook of monitoring and inspection activities for wastewater systems;
- ❖ Material safety data sheets for chemicals used in carwash operations;
- ❖ A lab analysis of wastewater discharged to a public sewer; and
- ❖ Permit to use non-potable groundwater or verification of exemption.

These compliance requirements are also imposed on licensees.

An applicant is also required to provide a surety bond in the amount of \$300,000. The bond is required to cover not only government fines and penalties, but also unpaid wages or violations of statutory rights.

This local law requires that carwashes maintain a comprehensive log detailing any damage caused to vehicles and compensation paid to customers.

The Commissioner of Consumer Affairs is given discretion to deny a license to an applicant who lacks good character, honesty and integrity. Among the factors for consideration are unpaid taxes, unpaid back wages, and violations of applicable regulations.

A license for a carwash facility shall be subject to suspension or revocation based on a failure to pay a court judgment. The Consumer Affairs Commissioner has the ability to suspend or revoke a carwash license upon notice and hearing for fraud or other violations.

This local law also authorizes the Commissioner of Consumer Affairs to prescribe procedures for:

- ❖ Ensuring that tanks are of sufficient volume to handle flow of wastewater from the car wash and
- ❖ Removal of sludge with appropriate frequency.

The discharge of sludge residues is prohibited except in small quantities as may be present in normal household wastes.

The Commissioner of Consumer Affairs would require that carwashes maintain the following records for a minimum of 10 years:

- ❖ Construction drawings and “as built” plans for wastewater filtration systems;

- ❖ Records specifying date and manner of sludge removal;
- ❖ Logbook of monitoring and inspection results for wastewater systems and processes; and
- ❖ Material safety data sheets (now called SDS) that indicate chemicals used in the carwash.

A carwash is defined to include waterless or dry wash systems. There is an exemption for carwashing that is ancillary to the primary business of selling, leasing or repairing automobiles.

Finally, under this proposed local law, the Commissioner of Consumer Affairs would assess whether a carwash is required to maintain an industrial wastewater discharge permit as a condition to obtain and maintain a license. The Commissioner would further determine whether a carwash should be mandated to use grease interceptors, and is authorized to promulgate regulations for such interceptors.

As the brief outline above demonstrates, this proposed local law expands on the requirements of the prior legislation introduced in 2012. The Commissioner of Consumer Affairs is given significant authority to regulate the carwash industry under this proposal.

With Councilwoman Melissa Mark-Viverito's new role as Speaker of the City Council, it is almost a certainty that a local law regulating carwashes in New York City will be passed by the City Council. ■



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

Say goodbye to the dark ages...



*Totally Tommy Express facility
Blue Sky Car Wash - Columbus, OH*



To get started on your **Totally Tommy Express Tunnel**, call (616) 494-0411 or visit www.tommycarwash.com

...say hello to a bright idea.

- ▶ Our patented building design provides an open, exciting wash experience that's great for the customer and easy to operate.
- ▶ Patented POD system provides total line-of-sight control and saves money.
- ▶ Proven wash process delivers the ultimate Clean, Shiny, Dry vehicle for less.

Tommy
Car Wash Systems  Clean. Shiny. Dry.

northeast carwasher



DIRECTORY OF ADVERTISERS

Aerodry	21	Kirikian Industries LLC	68
Airlift Doors	47	Kleen-Rite Corp.	3
Arlen	81	MacNeil	25
Aurora Design	78	Mang.....	37
Autowash Maintenance.....	91	McNeil & Co., Inc.....	29, 87
Benchmark Payment Solutions.....	48	Micrologic	11
Blendco Systems	32	My Car Wash Guy.....	86
BusinessKeeping	89	Motor City	15
C.A.R. Products, Inc.....	97	NRCC	73
Car Wash Systems, Inc.	45	PDQ.....	27
Car Washing Systems, Inc.	55	PECO	13
Classy III	16	Perry Powel Consulting.....	41
Coast Commercial Credit.....	33	Ross Brothers, Inc.	61
Coleman Hanna	17	RR Lalena	39
Custom Build Brush	83	SK Advertising & Design Small Business.....	26
DRB Systems, Inc.....	7	Simoniz USA.....	2
ERC Wiping Products	43	SoBrite	98
Erie Brush	31	Sonny's.....	99
Etowah Valley	23	T & E Sales.....	61
Extrutech Plastics.....	79	Tommy Car Wash Systems.....	95
Fragramatics	9	Unitec	57
General Pump.....	12	Vehicle Wash Systems.....	43
G & G LED.....	24	WashCard Systems.....	35
Hamilton Manufacturing Corp.	26	Washtech	5
Huron Valley Sales	71	Washify	75
Innovative Control Systems.....	85, 100	Wheel-eez	47
J & M.....	49	Ziposhine.....	67
Joyce Media.....	61	ZWash Systems, LLC.....	65, 69
JSA.....	93		

The *Northeast Carwasher* is produced by Media Solutions, 2214 Budd Terrace, Niskayuna, NY 12309, in conjunction with the design firm Media Magic, 121 Loudon Road, Saratoga Springs, NY 12866, for the New York State Car Wash Association, New England Carwash Association, the Car Wash Operators of New Jersey, Inc., Connecticut Carwash Association and the Mid-Atlantic Carwash Association. Neither Media Solutions nor Media Magic assumes any responsibility for claims made in advertisements, classified or otherwise, listed in this magazine. All contents property of Media Solutions. Reproduction in whole or in part without express written permission is prohibited.

Advertising space reservations for the Fall 2014 issue due July 7, 2014.
mediasolutions@nycap.rr.com



REVOLUTIONIZING HOW DIRTY CARS GET CLEAN

HYBRID LO pH POLISH



- VIBRANT COLORED FOAM FOR CUSTOMER APPEAL
- AVAIL. IN MAGENTA, TEAL (JUICY FRUIT SCENTED) & YELLOW
- BREAKS RAPIDLY AND CLEAR DURING RINSING
- PROVIDES POLYMER SURFACE PROTECTION AND SHINE
- NEUTRALIZES SURFACE ALKALINITY FROM SOAPS
- ENHANCES DRYING AGENT AND SEALER PERFORMANCE
- DILUTES UP TO 1:120 WITH WATER

Hybrid LO pH polishes are polish based and are a true hybrid type product. They foam like colored soap based polish conditioners but rinse as well as a polish protectant.

C.A.R. Products, Inc. 630 Beaulieu Street, Holyoke, MA 01040
P: 800.537.7797 • F: 413.532.0431 • www.carproducts.biz • Established 1969

**Environmentally friendly | *Reclaim compatible*

RECOVER\$



The **ECONOMATIC**

SOBRITE'S water reclaim system delivers desirable odor control and function at a price that is sensitive to the needs of the industry.

- Three reclaim tank design
- Single pump operation
- UL listed control panel
- Minimum maintenance, accessible components
- Easy retrofit application
- Automatic fresh water override in the event of low water or low flow
- Several sizes available
- Patented proven odor control standard



The **FILTERMATIC**

SOBRITE'S unique media filtration system is extraordinarily effective in removing contaminants and particles from wash water.

- Reduce your water and sewer expenses by 70% - 90%+
- UL listed control panel
- 140+ gallons per minute
- Patented proven odor control standard
- Unique media filtration filters to 5 microns

Model Shown: Filtermatic 2 Dual Module

For Economically Priced, Efficient Water Reclaim, Give Us a Call:



800.762.7483
309.467.2335 | info@sobrite.com

The Tunnel Experts™

It's easy
to find out why!
1-800-327-8723 or
SonnysDirect.com



INNOVATE or DIE



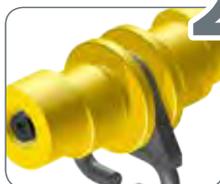
3 SONNY'S New FoamGlo™ Lighted Foam Applicators

Our clients asked for an affordable way to add customer appealing LED lights inside the wash process to increase satisfaction and unmistakably distinguish premium pay wax service... [more](#)



1 SONNY'S New Soft-Drop™ Conveyor Exit

Our clients asked us for a quieter exit end trap door that would last longer with less maintenance and provide a smoother, more customer friendly transition of the car off the conveyor... [more](#)



2 SONNY'S New True-Track™ 4:2 Wheel Roller

Our clients asked us for a direct-connect self-aligning mid profile roller that would improve vehicle tracking while reducing wear on chain and sprockets... [more](#)



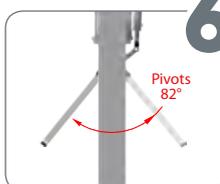
4 SONNY'S New Buff-n-Dry™ Wrap Header

Our clients asked us for the ability to fully retract a Buff-n-Dry Wrap-Around so that it would not touch the sides of even the widest vehicle... [more](#)



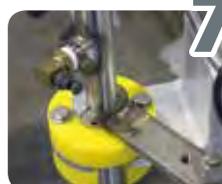
5 SONNY'S New Poodle Brush™ PLUS

Our clients, in love with the superior wheel cleaning capabilities of our Poodle Brush, asked us for a re-buildable version similar to our Bison Brush... [more](#)



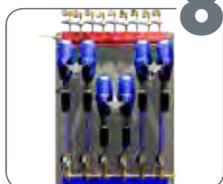
6 SONNY'S New Bolt-on Pivoting RAIN™ Bar

Our clients asked us for a high impact rinse arch that could remove large volumes of foamed detergent with miserly water consumption... [more](#)



7 Sonny's New Bolt-on Pivoting Applicator Arch

Our clients asked us for greater accuracy and more complete coverage of the pre-soak application capable of a complete "white-out"... [more](#)



8 AutoPilot's New Chemical Concierge™

Our clients asked for a compact and precise chemical distribution panel that was easy to set-up and simple to adjust in order to control chemical consumption... [more](#)



9 AutoPilot's New Truck Bed Concierge™

Our clients asked us to extend the connectivity of our immensely popular Truck Bed Concierge with standard interface programming for DRB Systems and ICS controllers... [more](#)



10 AutoPilot's New ProfitPilot 13.2

Our clients asked us for streamlined prepaid and recurring payment management and the new ProfitPilot 13.2 release delivers this and... [more](#)

Read **more** online at SonnysDirect.com



SonnysDirect.com



Experience the ICS Advantage

We are the Leader in Car Wash Control and Automation

ICS serves all segments of the car wash industry: tunnel conveyors, in-bay petroleum and self-serve. We are passionate about delivering the most comprehensive solutions to empower the car wash owner-operator with the controls to streamline their business and achieve maximized profits.

We provide a wide range of products and services including:

- Point-of-Sale management systems
- Integrated software and control systems
- Automated payment terminals
- Club and fleet management tools



ics
Innovative Control Systems

www.ICScarwashsystems.com
800.642.9396