

# northeast carwasher



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**Revisiting the  
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# northeast carwasher

Summer 2015

Vol. 20 No. 3

## FEATURES

- 16 How Secure Is Your Wash Data?
- 22 CCWE Finishes Strong
- 28 A Blueprint for Business Succession Planning
- 30 Another Look at Unlimited Carwash Programs
- 32 NRCC's Move to the ACCC Nears!

## IN EVERY ISSUE

- 6 As I See It
- 8 Op-Ed
- 12 Newsworthy
- 34 JoAnna's Gems
- 36 Towel Tips
- 38 Doug's Perspective
- 40 Venus & Mars
- 42 A Sign of the Times
- 44 Gary's Tech Tips
- 46 CAP News
- 48 CCA News
- 60 CWONJ News
- 66 MCA News
- 69 Classifieds
- 70 NECA News
- 84 NYSCWA News
- 96 Advertising Directory

... and more!

ON THE COVER

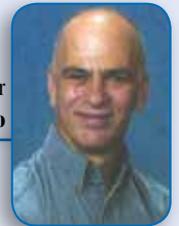


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## northeast carwasher



Editor and Publisher  
**Suzanne L. Stansbury**



Contributing Editor  
**Alan M. Petrillo**



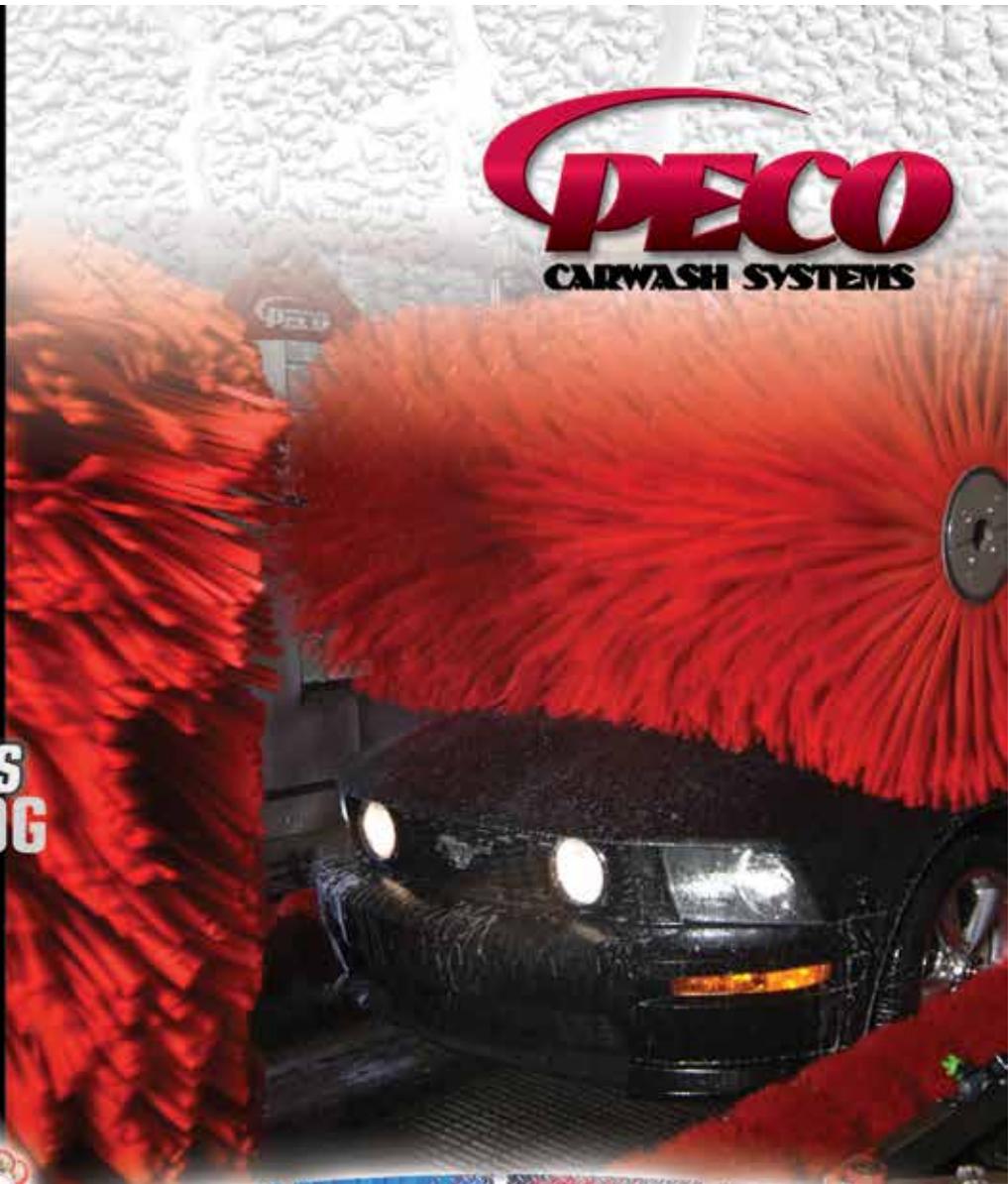
Art Director  
**Katherine Watson**

**Please direct advertising and editorial inquiries to:**  
Media Solutions, 2214 Budd Terrace, Niskayuna, NY 12309  
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*In the middle of this incredible run of washing and pollen the carwash industry received another shot in the arm - an endorsement of sorts from the National Highway Traffic Safety Administration (NHTSA). In case you missed it, the NHTSA recently closed a five-year investigation into rusting pipes that carry brake fluid in about 5 million older Chevrolet, Cadillac and GMC pickups and SUVs. And if you live in one of the states they designated that uses salt to clear its roadways, the NHTSA says that you should wash the underside of your vehicles. In short, the corrosion issue is the direct result of the use of road salt and a lack of professional washing.*

*Does it get any sweeter? Well, maybe if every state banned driveway and charity washes, but hey, this is really good too! The agency went so far as to urge the people in the 20 cold-weather states they selected and Washington, DC, who own vehicles from the 2007 model year or older, to "get out the wash," you might say.*

*The investigation started after a Middletown, OH, man registered a complaint stating the pipes that carry brake fluid on his 2003 Chevy Silverado rusted and leaked, causing a sudden reduction in braking power. The cold-weather states noted include Connecticut, Delaware, Illinois, Indiana, Iowa, Maryland, Massachusetts, Maine, Michigan, Minnesota, Missouri, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, West Virginia, Wisconsin and DC.*

*A similar study is also underway in Connecticut by the Connecticut Academy of Science and Engineering (CASE). The Connecticut Carwash Association (CCA) board was asked to present to CASE's Winter Highway Maintenance Study Committee how washing at a professional carwash, specifically washing the undercarriage of a vehicle, can help remove salts/corrosive materials from vehicles. CCA President Bob Rossini and CCA Past President Todd Whitehouse spoke to the committee and were able to educate them and share the specifics of the carwashing process. It was also perfect timing that the NHTSA investigation had just been released.*

### **Atta "Wawa" Girl**

*Magic Wash's Doug Rieck shared an exchange he recently had at a local Wawa that instills the high level of customer service that organization boasts. He and his son Ryan, clad in his Boy Scout uniform, decided to stop in at their regular Wawa location in Ship Bottom, NJ, with the intent of purchasing an ice cream bar. When Ryan asked for a milkshake too, Doug said it wasn't in the budget. Overhearing this exchange while she was cleaning up nearby, the Wawa associate asked Ryan if he was a scout and then told him he could order a milkshake on the touchscreen. She took the order slip and said that a Boy Scout such as himself deserved a milkshake.*

*Doug and Ryan thanked the associate for her generosity and left the store. Luckily, Doug just happens to know that the CEO of Wawa is the brother of former CWONJ President Jeff Gheysens, so he knew where to acknowledge this act of kindness.*

*Albeit a small gesture, it carries an impact. Doug told me and reached out to Wawa CEO Chris Gheysens, and I'm writing about it here and likely some of you will share the story with your peers. This associate took an opportunity, and maybe didn't even think of it as such, to "thank" a young boy and his father. Certainly, Doug appreciated the gesture and hopefully Ryan will share the experience with his Troop and friends who will probably tell their parents. As Doug says, "Everyone will come away a believer." In fact, he calls this a Disney "Pixie Dust" moment. We both hope she gets a raise!*

*Continued on page 8 ...*



**northeast**  
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## Have a story idea and/or photo opportunity?

Contact the *Northeast Carwasher* at 518•280•4767 or email: [mediasolutions@nycap.rr.com](mailto:mediasolutions@nycap.rr.com)

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# WASH VOLUME INDEX

We have taken the pulse of four East Coast operators to see where their volumes are compared to last year (YTD). For April 2014 to April 2015 the numbers are mixed. Steve Weekes in upstate New York is up 16.4 percent while Doug Rieck on the Jersey shore is down 4 percent. Our other two participants were up and down slightly. Here's hoping we were all blessed with loads of golden pollen in the spring.



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. ■

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

### Goodbye, Shelly Grossman

I met Shelly Grossman nearly 27 years ago at a Western Carwash Association (WCA) show. He and his wife, Shell, have run Bixby Knolls Car Wash together in Long Beach, CA, for the last 38 years. What struck me about Shelly and Shell upon meeting them was that they were a true team – in business and in life. Their combined love for each other and their business was palpable. In recent years, you couldn't miss the two of them trolling the floor at Car Care World Expo; Shelly in a scooter and Shell by his side. But at 84 years young, Shelly passed away while working at his beloved wash on April 15.

I could not have thought of a more fitting place for him to pass, though, as Shelly Grossman was the consummate carwasher.

This loss will be felt throughout his community as well as the carwashing industry. Shelly served as a California Car Wash Association president and on the Western Carwash Association board. He also served as an International Carwash Association board member and sat on a number of local boards over the years.

Shelly, thank you for your passion and dedication to your wash and community, and for all those carwashers out there who you touched. You will be missed.



Suzanne L. Stansbury  
Editor/Publisher

## Site on the Mind



When you first open up the Glen Burnie Car Wash website, [bgscarwash.com](http://bgscarwash.com), you are instantly hit with a sleek color photo of a speeding car. The only text on the page reads, "BG's Car Wash" on the first line and then "Clean Friendly Professional" on the second. From there you can click on "About" "Services" "Store" "Location" and "Contact" at the bottom of the page to learn more about the wash and its services.

The "About" page gives you the history of the 20-year young Glen Burnie full-service carwash. The message is simple and well articulated. Glen Burnie's mission is to produce a sparkling car while making the experience positive for every customer.

The "Services" page speaks to the variety of wash and detailing options available and is illustrated with photos. Each service is described in detail.

Next, in the "Store" page you can learn about the various coupon books and gift certificates available and then purchase them through e-commerce.

The "Location" and "Contact" pages round out the site.

Clean, simple and well executed is how we would describe the Glen Burnie Car Wash site, but check it out for yourself at [www.bgscarwash.com](http://www.bgscarwash.com). ■



Some Capital District (upstate New York) businesspeople were asked in Women@Work what books they would recommend to their employees. Here's what they recommended:

- ❖ "QBQ! The Question Behind the Question" by John G. Miller
- ❖ "The Five Dysfunctions of a Team" by Patrick Lencioni
- ❖ "Fish! A Remarkable Way to Boost Morale and Improve Results"
- ❖ "Wild: From Lost to Found on the Pacific Crest Trail" by Sheryl Strayed

Let us know what you think! And, tell us about your last great read. Share it with us at [mediasolutions@nycap.rr.com](mailto:mediasolutions@nycap.rr.com)! ■

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

Send your thoughts to: Editor, *Northeast Carwasher*  
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# Important Revised OSHA Reporting Requirements

*Victor Kulpa, Hoffman Car Wash's Human Resources Manager, shared a memo he sent to his staff. Make sure your employees are aware of this important information.*

## **Memo to Hoffman Car Wash Staff**

We recently had an employee suffer an injury at one of our locations. The accident was not a result of horseplay, special PPE (personal protective equipment) was not required, and all operational procedures were being followed. The accident was reported immediately and the employee sought medical attention at a hospital emergency room. The manager completed the accident report quickly and completely, noting details and witnesses, and forwarded the report to HR. In short, everything was done in accordance with our internal procedures. The employee was ultimately admitted to the hospital for observation and tests to make sure that everything was fine. So why am I telling you all this?

The DOL's Occupational Safety and Health Administration, otherwise referred to as OSHA, has always had the requirement for employers to contact them in the case of work-related fatalities and whenever three or more employees are hospitalized due to a work-related injury. On 1/1/2015 they revised their reporting guidelines requiring employers to inform them within 24 hours for any inpatient hospitalization, amputation, or eye loss. In our case, the accident was reported to HR as required but since I was away through Tuesday, it was not reported to OSHA until I returned to work on Wednesday morning. This resulted in a visit to one of our locations by a local OSHA Compliance Officer, a full-scale review of our safety procedures and Form 300A (which should be on your bulletin board) for the past three years, a complete investigation of the actual incident, and a written report submitted to the local area office.

I have attached a copy of the OSHA Fact Sheet outlining the reporting changes. Please review it with your employees and stress the fact that we need to know as quickly as possible whenever an employee is admitted to the hospital as a result of a job-related or worker's compensation injury. Once you are aware that an employee will be staying in the hospital then a member of your management team should immediately contact me, your District Manager and Ron Slone. This includes calling us on weekends and holidays so that I can forward the appropriate information to OSHA. I have revised the accident reporting guidelines on Sharepoint to reflect this change.

All of our locations do a great job when handling employee accidents. Please continue to stress the importance of safety at your location, and if an accident does occur then see to the employee's needs first, and then we can take care of the paperwork and any notifications that may be required.

Call me if you have any questions.

Vic Kulpa

# OSHA<sup>®</sup> FactSheet

## Updates to OSHA's Recordkeeping Rule: Reporting Fatalities and Severe Injuries

OSHA's updated recordkeeping rule expands the list of severe injuries that all employers must report to OSHA. Establishments located in states under Federal OSHA jurisdiction must begin to comply with the new requirements on January 1, 2015. Establishments located in states that operate their own safety and health programs should check with their state plan for the implementation date of the new requirements.

### What am I required to report under the new rule?

Previously, employers had to report the following to OSHA:

- All work-related fatalities
- Work-related hospitalizations of three or more employees

Starting in 2015, employers will have to report the following to OSHA:

- All work-related fatalities
- All work-related inpatient hospitalizations of one or more employees
- All work-related amputations
- All work-related losses of an eye

### Who is covered under the new rule?

All employers under OSHA jurisdiction must report all work-related fatalities, hospitalizations, amputations and losses of an eye to OSHA, even employers who are exempt from routinely keeping OSHA injury and illness records due to company size or industry.

An amputation is defined as the traumatic loss of a limb or other external body part. Amputations include a part, such as a limb or appendage, that has been severed, cut off, amputated (either completely or partially); fingertip amputations with or without bone loss; medical amputations resulting from irreparable damage; and amputations of body parts that have since been reattached.

### How soon must I report a fatality or severe injury or illness?

Employers must report work-related fatalities within **8 hours of finding out about them**.

Employers only have to report fatalities that occurred within 30 days of a work-related incident.

For any inpatient hospitalization, amputation, or eye loss **employers must report the incident within 24 hours of learning about it**. Employers only have to report an inpatient hospitalization, amputation or loss of an eye that occurs within 24 hours of a work-related incident.



### How do I report an event to OSHA?

Employers have three options for reporting the event:

- By telephone to the [nearest OSHA Area Office during normal business hours](#).
- By telephone to the 24-hour OSHA hotline at 1-800-321-OSHA (6742).
- OSHA is developing a new means of reporting events electronically, which will be available soon at [www.osha.gov](http://www.osha.gov).

### What information do I need to report?

For any fatality that occurs within 30 days of a work-related incident, employers must report the event **within 8 hours** of finding out about it.

SONNY'S RECOGNIZED AS A TOP EMPLOYER



Sonny's Enterprises, Tamarac, FL, has been named to the *Sun Sentinel's* Top Workplace 2015 list, according to Top-workplaces.com. The ranking includes 45 companies and organizations chosen based on surveys completed by employees of the organizations.

Sonny's employs 146 and does much of its hiring through its website, Monster.com, LinkedIn, local colleges and technical schools in addition to recruiters, said the article. It also received recommendations from current employees.

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

BENDER TO GROW CARWASH SUPERSTORE



In August 2013, Ashland, OH-based equipment manufacturer National Pride Equipment (NPE) purchased Byhalia, MS-based carwash parts distributor Car Wash Superstore. After 18 successful months with the joint venture, Car Wash Superstore has secured its leader for its next phase of growth. The Car Wash Superstore recently announced the hiring of Jennifer Bender as General Manager and Director of Sales.

Bender takes over for Eric Bilton who will be returning to Ashland, OH, to resume his role as the company's CFO. Jennifer will be overseeing all sales and operations including account services, sales training, purchasing and inventory control. She will also supervise the Car Wash Superstore's distributor program launched in the Spring of 2015.

"This is an exciting move for me," commented Bender. "I am very excited National Pride and Car Wash Superstore chose me to be part of their growing team. I have always been impressed with the Superstore's commitment to excellence. They are driven to truly helping customers achieve success in their carwashes and they make work fun. I fit right in," she said.

Bender is a seven-year veteran of the carwash industry and joins the Superstore after a successful tenure as Sales

Manager for an industry equipment manufacturer. "In January we started discussions with Jennifer to be a part of the future at Car Wash Superstore. She is joining our established team and she brings with her a very dynamic personality with outstanding leadership skills to help take us to the next level in our growth plan," said NPE Owner Trent Walter. "We are very fortunate to be able to bring someone with Jennifer's wealth of experience to our staff"

SAVIGNAC JOINS PDQ'S OPW UNIT



Former PDQ Manufacturing, DePere, WI, President, Michael Savignac has been appointed vice president and general manager for the OPW Electronic Systems business unit, according to a company press release. Savignac will lead and manage the division, which comprises PDQ and OPW Fuel Management Systems. He served as executive vice president, then president, for PDQ from 2002-2014. "We are excited to welcome Mike back to the OPW family," said POW President David Crouse, in the release. "With his extensive experience leading PDQ, Mike brings tremendous insights to his new role as the general manager of OPW's Electronic systems business unit. With his prior experience and leadership in this marketplace, the division will continue to realize growth while emphasizing product innovation and customer value.

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

MARK VII EXPANDS ACCOUNTS TEAM

Mark VII Equipment, Arvada, CO, the subsidiary of WashTec AG of Germany, the world's largest manufacturer of vehicle cleaning systems, has added Mark Glaser to its accounts "Category Captain" team, according to a company press release.

Glaser, based in Dallas, TX, is responsible for sales and support of Mark VII carwash equipment, service and chemicals to one of the largest divisions of a global convenience store chain. He brings more than 24 years of operations at a carwash/lube center chain to his new post. "We're excited to have Mark join our key accounts team," said Ryan Beaty, Executive Vice President of sales at Mark VII, in the company press release. "Our growing number of corporate accounts require dedicated resources to assist their carwash category managers with expanding their business. Mark's experience

on the operations side of the carwash business will prove especially valuable in this role.” ■

For more information visit [www.markvii.net](http://www.markvii.net)

HYDRA-FLEX EXPANDS INTO NEW MARKETS



Hydra-Flex, Inc., Burnsville, MN, manufacturer of fluid handling equipment, has named Tim Loughrey its new Director of Sales. Loughrey brings more than 20 years of sales and sales management experience from the chemical, paper, equipment and food processing industries to his new position, according to a company press release. Most recently, he was a senior corporate accounts manager at Ecolab in their Food & Beverage Division. “I’m very excited to announce that Tim will

be filling the new role of Director of Sales,” said Jaime Harris, Hydra-Flex CEO. “This is a critical role at Hydra-Flex, and we feel that Tim has the leadership skills and expertise to drive the growth and profitability of the organization.” ■

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

UNITI EXPO GEARS UP FOR 2016 TRADE FAIR



UNITI expo, the leading trade fair for the retail petroleum sector at the Stuttgart Exhibition Centre in Stuttgart, Germany, is gearing up for its 2016 event. The three-day trade fair and information event takes place every two years and covers all areas of the retail petroleum sector, according to a company press release. The first UNITI expo was held in June of 2014 and attended by 11,000 professionals from 92 countries. It included 344 exhibitors from 29 countries with an exhibition area of 270,000 square feet. UNITI expo is organized by UNITI-Kraftstoff GmbH in cooperation with management consultancy WDM and communications agency com-a-tec.

Stephan Weber, Member of the Board of WashTec AG, the world’s largest manufacturer of vehicle washing equipment, said, “The overall positive experience we collected  
*Continued on page 29...*

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# Robert H. Benmoschè, 1944-2014

## The Country Loses a Great Man, Leader

At age 70, on February 27, 2014, Robert Herman Benmoschè, the former MetLife chairman who engineered one of the greatest financial turnarounds in American corporate history when he took charge of the failed American International Group (AIG) and restored it to health after it had been rescued by American taxpayers in a \$182 billion bailout, lost the toughest battle of his life to cancer.

But as many of you know, Robert “Bob” Benmosche was the older brother of Michael Benmosche, a leader in his own right, with McNeil & Co., Inc., Cortland, NY.

We got to know Bob a little bit during the 2014 Northeast Regional Carwash Convention (NRCC) when he gave a compelling Keynote Address. His powerful presentation was one of his last public appearances. Out of respect for his brother, it was a commitment he honored despite his failing health. Great men will always do great things and Bob was no exception. Despite a four-year battle with lung cancer he fought to the end, sharing his knowledge and expertise with our attendees. And, presenting his younger brother, Mike, with the NRCC’s highest honor, its Hall of Fame Award. The emotional presentation will always hold special memories for Mike, and all in attendance. It couldn’t have been more fitting.

We have documented Bob’s many accomplishments in past issues of the magazine leading up to his keynote, but Google this man and learn from him. His message at the NRCC was simple yet powerful: you need to listen to



Robert Herman Benmoschè

and respect your employees. You have to be able to change and adapt in order to grow and prosper. And, you need to be honest and true to yourself, something in which he never faltered.

I was lucky enough to have been asked to join Bob and the great people from McNeil for dinner the night before his keynote. I’ll admit that I was more than a little excited to meet the man I’d read so much about and thought at first that his 6’4” stature, as well as his documented public-spirited largess, might be intimidating. Turns out, he was more approachable and down to earth than I had anticipated and honestly interested in the stories behind everyone at the table. He was funny, of course incredibly intelligent,

but approachable, engageable and straightforward. It is a dinner and experience that I will treasure.

Our sympathy goes out to Bob’s family including his wife Denise, daughter Nehama and son Ari, as well as his sisters Jayne, Judith and brother Mike and his wife Gail and their extended families.

In a statement issued by Ari upon Bob’s passing he said of his father, for all his renown and achievements, he adhered always to his own rigorous code of ethics. He remained steadfastly true to himself, a man of resolute self-belief as well as compassion, a leader who had a powerful instinct for the value of a person as well as an entire corporation. ■

- Editor

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### Newsworthy ... continued from page 13.

during our presence at UNITI expo 2014, as well as the industry focus and the conclusive concept of UNITI expo 2016, convinced us that this new event has a lot of potential.

“WashTec will be represented at UNITI expo 2016 with a 600 sqm (6,500 sq ft) stand and the entire product range for petrol stations and professional carwashes. In the future, we will invite all of our key accounts and international distributors to UNITI expo where we will present the most important innovations and developments. At Automechanika 2016 we will focus on the market segment car dealership and garage.”

The organizers of UNITI expo expect the carwash hall area in 2016 to be at least twice as large as in 2014. Bruno Borowitsch, who is responsible for the sectors forecourt equipment, carwash and logistics, said, “In 2016 we are focusing on the carwash industry so that we have a presence as global as we had for the forecourt equipment sector in

2014. To reach our goal, we work hard on an attractive range of seminars, a “Carwash Action Park” in the outdoor area with exciting activities and running machines, as well as an extensive visitor marketing campaign all over the world. We not only want to attract petrol station operators but also the dynamic market of the professional carwash,” said Borowitsch. “Even 15 months before the event, we recorded an increase by 40 percent of the booked exhibition space compared to UNITI expo 2014. For the 2016 event, suppliers searching for new markets and business opportunities will not only encounter European Buyers, but also many major Buyers from the Middle East, Africa and Asia.” ■

For more information contact  
Darren Wight at [dwight@deanhouston.com](mailto:dwright@deanhouston.com)

Continued on page 23...



## Vacuum Plaza Means Record Profits

“When purchasing from Vacutech, I was of the opinion it is the finest equipment the industry had to offer. We constantly receive WOW comments from our customers on how well the vacuums work and how easy they are to use. It has been a pleasure to work with the entire staff at Vacutech.”

*Bob Katseff, Turnpike Car Wash, Peabody, MA*



# How Secure Is Your Wash Data?

By Cliff Gray

Recent news reports only confirm the continued rise in breach events involving credit cards, and the financial threat to merchants who accept them. With this in mind, carwash operators must become savvier in the way they manage sensitive data.

As the expense of managing payment data increases, secure technology, PCI compliance and the costs associated with a credit card breach, an operator's system should be free of this sensitive data, therefore minimizing costs and rendering any breach relatively harmless.

While larger merchant breaches dominate the news, smaller merchants are no less vulnerable to financial devastation. From a hacker's perspective, a typical carwash operation is excellent prey – big enough for a large cache of card data, but small enough to avoid Visa's Common Point of Purchase radar. As well, many carwashes have more than one location so a breach at any one location can make the whole chain vulnerable.

But regardless of merchant size, the threat is significant.

Unlike a Target or Home Depot with a balance sheet capable of surviving a breach, most carwash merchants could not recover from the crippling costs of card replacement, chargeback, fines and penalties, remediation and litigation. Schenectady, NY, operator Dave Fusco knows this first hand. It is believed that his network was recently compromised at a couple of his locations. Having weak passwords and misconfigured firewalls at these locations made it

easy for hackers to gain control of aspects of his operation. It is believed that they took control of his office computers and used this control to position themselves in between the card processor and the card readers. They sat undetected on the network collecting data, such as credit card numbers, for an undisclosed period of time.

The weak link here was his password. "I learned the hard way that you need to have a really strong password that includes upper and lower case and numbers," said Fusco. "It can't be something that is obvious or easy for hackers to decipher. And, you need to change it frequently." "And you need to change it frequently." Passwords should be changed every 90-180 days.

Beyond obvious regulatory issues, a breach can severely impact customer confidence and loyalty. Thanks to the instant nature of social media, consumers are increasingly more informed. The speed at which news of a breach can go viral could mean instant death for even the most popular carwashes. For Fusco, that translated into a 30 percent drop in revenue and approximately 100 canceled unlimited accounts. "It's hard to get back a customer who doesn't trust you, even if you were not stealing from them, someone else was," he said.

*Continued on page 18...*

*\$300 K*

*The average cost of a single, successful cyber attack*



## You Must be PCI Compliant

PCI compliance, as it grows more complex every year, remains a burden to merchants. Version 3.1, the council's latest revision of the specification, will impact many merchants and their providers. PCI compliance is a high-touch, resource-eating process that demands at least some IT capability from the merchant. Typical mid-sized merchants, like carwashes, are responsible for Self-Assessment Questionnaires (SAQ or D), quarterly penetration scans, and attestation. Larger or higher-volume merchants may be in scope for Qualified Security Assessor (QSA) audits.

To learn more about PCI compliance ask your credit card processor or visit [www.pcisecuritystandards.org](http://www.pcisecuritystandards.org) ■

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Northeast Carwasher, Summer 2015



## No Card Numbers on File? Nothing to Breach.

An alternative method to dealing with Primary Account Number (PAN) data is being embraced by many in the industry – instead of handling PAN data, merchants can elect to ‘opt out,’ and maintain a PAN-free environment.

How does a merchant achieve and maintain a PAN-free environment? There are two factors to consider – payment technology and policies. EMV and P2PE technology are a paradigm-shift improvement in card and merchant security, but adherence to strong policies are no less important.

In the simplest of terms, the merchant would be responsible for:

- ❖ Cleansing their system of any PAN data already on the system
- ❖ Implementing the appropriate technology to hide any PAN data from the system and
- ❖ Drafting and enforcing employee policies that prevent humans from introducing PAN data.

Depending on the IT and payment expertise of the merchant, these steps could be performed by the merchant themselves, or by employing outside expertise who manage

the project and/or provide strategic guidance on software and hardware deployment. Fusco has enlisted a new IT company to ensure that his washes are as secure as they can be. “In an environment like (a carwash), it is very important to maintain the same security levels as if you had physical cards in hand,” said Jonathan Vanschaack, Director of Web/Cloud Services for intelligent technology solutions, inc., West Coxsackie, NY. “Providers check the physical card readers at times for skimmers or other equipment, but they don’t tend to do a computer or cyber audit.”

Vanschaack recommends all carwash operators do the following:

- ❖ Regularly have a security audit on your policies and logs. One of the top reasons hackers gain control over systems is bad or incorrect firewall policies. This is like having a steel door and deadbolt, but leaving it open when you go on vacation. Have your IT company or third-party auditor review your firewall rules and other policies. This can be a simple review or a full blown Penetration test. Vanschaack recommends doing these audits at least once every 12 months, and once every six months if your volume is high.

# An Operator’s Dilemma – EMV Cards

By Doug Rieck

This coming October 1, I, like many other carwashes and other small merchants, have a new very real problem. That is the deadline which Visa/MasterCard has set, at which all merchants in our class are supposed to be able to process the new secure EMV credit cards. For the sake of discussion, I am going to assume that each of us already meet the current PCI compliance standards. If so, then in theory all we have to do is just add the new EMV card readers. Yes and No. It’s not that simple.

The first issue is what are the new requirements, then whose interpretation do you believe. According to the seminar at Car Care World Expo sponsored by Innovative Control Systems and facilitated by Cliff Gray of Gray Consulting, the deadline is very real and we must have the equipment in place by the deadline, even if we are currently PCI compliant. On the show floor, and in talking with vendors, I heard varying interpretations, however.

The problem is simple. Currently, Visa and MasterCard assume all risk for fraudulent card activity in our merchant class. After October 1, 2015, the weakest link in the chain assumes that liability. If the merchant has not installed the equipment to read the EMV cards even if he is PCI compliant, he becomes the weakest link and the risk shifts to him. This interpretation is not mine, it belongs to Cliff Gray who conducted the Thursday morning seminar at the show.

I’m not concerned with a few chargebacks, or few fraudulent cards. I don’t desire those losses, but they are manageable. My concern is with all the hacking, theft, fraudulent activity, and all the bad actors out there looking for the easy

way to scam money off credit cards. I am being left exposed for thousands of dollars at best, many multiples at worst.

The typical older style carwash or merchant using a bank supplied credit card terminal has it easy. You just call up your processor and ask them. After all, they supplied your equipment. In theory, their problem, not yours.

The more modern Carwash POS system again is a simpler solution, just call your carwash POS supplier and get the appropriate new equipment and software updates and plug ‘n play.

The problems come in credit card processing in outdoor installations such as Pay Stations and self-service bays. Here we own the equipment and the dual issues of being weatherproof and adding a PIN pad arise. In talking with several of our suppliers at the show, I feel that they are working very hard and have answers for the Pay Stations. These answers and equipment upgrades may be financially painful, especially if our Pay Stations are older. On the bright side, it just may be time to upgrade and get better capabilities. I know that the 2015 version of my pay stations are much better than my 2007 machines. We as carwashers must remember the lifespan of consumer electronics is measured in years, not decades, like carwash equipment.

One of the key features I am looking for is the capability to easily add Apple or Google pay as a payment option at my wash. I think any of these Near Field pay systems could be a home run. Our young customer demographic should love this capability. I don’t want to spend money now and be told next year, however, that my new equipment does not have that capability or an easy upgrade.

❖ Make sure your firewall is more than just a firewall. Companies like SonicWall, WatchGuard and Cisco Systems have added layers of security to their firewall products. This helps protect assets and data on many levels.

Make sure your device has IPS (intrusion prevention system) scanning as well as malware and anti-virus scanning capabilities. These help detect hack attempts and block them.

Have an additional layer on the workstations and server. The more layers of protection, the better. Vanschaack uses the following example to make his point, "I always use the example of sun protection. Keeping yourself from being burned is hard work, but if you maintain consistent behavior and regular checks you will be burn free."

❖ Have Internet connection on only the systems that need it. This may be common sense, but I have seen too many companies ignoring holes in their security because of ease of use. Being secure is going to be annoying at times, but this

*All merchants must validate as PCI DSS compliant. Period.*

same annoyance is what can help detract potential attackers from gaining access to your systems. He recommends using a VPN and other encrypted forms of communications when accessing systems from outside the network.

❖ Maintain a cyber security insurance policy. There are a number of options out there. Having good security practices can help, but nothing is ever 100 percent. Protecting your assets and business is key to surviving a potential catastrophic hack.

The really good news is that any breach is rendered harmless to the parties that really care – the bank is happy (merchant is seen as lower liability); Visa, et al. are happy (they've been advocating this method for many years); and the carwash is happy (th at their very existence is not vulnerable to hackers). The hackers will move on to more rewarding targets.

Achieving this level of security involves a plan that at a minimum should include:

*Continued on page 43 ...*

The self serves are a very different story. In the past few years, adding credit cards was almost as simple as mounting a card swipe on the coin box. Not with the new system. Now the new EMV cards require that they be inserted into the reader, not swiped. Furthermore, a pin pad must be added. This new equipment has to be made weatherproof and space found for mounting. Plus, new software, etc, etc. Please don't forget self serves typically are four bays or more and these multiples add significantly to the expense. You are not buying just one or two, but multiple units.

The petroleum industry uses many millions of credit card swipes and has similar outdoor weatherproof issues. The bad news is that they have an additional two years to comply that we cannot enjoy. The even worse bad news is that they are a tremendously larger market for equipment than carwashes, and we don't get the benefit of their R & D and volume with the new EMV cards.

What to do with self-service credit cards is a big issue. I have spoken to six different self-service suppliers and several credit card processing companies. The only consistency is that they all acknowledge the deadline. Some say business as usual, some say they are working on equipment, some say they will be ready with new coin boxes and EMV readers. One of our suppliers said that they are waiting to see what the petroleum industry does.

I saw at least one very nice self-service coin box with an integrated EMV reader, card swipe and pin pad. It looks great. I love it. Ultimately, I'd like to migrate all my self serves

to that, or something like it. But in the migration I don't want to run over a financial or technology cliff.

My primary concern is simple. As a self-service operator I am being suddenly exposed to a much larger liability level than I have now. As a self serve, we do not have attendants 24/7. Just think of what would happen if a criminal put a card skimmer on a bay overnight and acquired a bunch of card data. Who is responsible for that breach? Currently, the card companies after October 1 state that the weakest link is the merchant. This is a real concern. Now it is not uncommon for "criminals" to bring batches of newly produced fake cards and test them at self serves. Now with heightened security elsewhere, they will look for an easy victim.

I honestly could not find realistic EMV solutions for my self-serve bays that are doable by October 1. I believe that a few suppliers will have compliant equipment available, but I would have to change out much equipment and shift technology platforms.

### **What's the Answer?**

So, here are your options:

- ❖ Stick your head in the sand and assume the risk
- ❖ Hope that VISA/MASTERCARD extends the deadline
- ❖ Go all out and buy what is available now
- ❖ Stop accepting cards for a period
- ❖ Buy cyber insurance.

I believe that the best answer for me is in looking for a cyber insurance policy. At the show I talked with my insur-

*Continued on page 20 ...*

## How Secure Is Your Wash Data?... *continued from page 19.*

ance agent and he said that he believes that he can get cyber coverage. He has promised an answer shortly. Failing that, perhaps shut down cards for the bays for a brief period. This leaves the situation static for enough time to adapt a more measured and better response, and for our suppliers to come out with more solutions.

Of course in the intervening

months until October 1, the situation could change completely. Hopefully, an extension or other change in our favor will occur. Again, I will state that the interpretations of PCI council Visa/Mastercard rulings are not mine.

I feel if I can upgrade my credit card equipment at both self serves and Pay Stations, and my Lobby, and add the Apple Pay and other Near Field payment capa-

bilities. I will come out a big winner. It is a case of making lemons into lemonade. I believe these new touchless payment systems have the potential to become big items for us in carwashing. ■

*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](mailto:dougriec@gmail.com).*

An advertisement for Gray Consulting. The background is a photograph of a car wash structure, showing a large, curved, metallic archway. The text is overlaid on the image. In the upper left, it says "No cards on file" and "Nothing to hack". In the lower right, it says "Learn more about opting out, simplified PCI, and streamlining your payment acceptance" and "grayconsulting.com/optout".

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# CCWE Finishes Strong

Car Care World Expo (CCWE), April 22-25, at the Las Vegas Convention Center in Las Vegas, NV, definitely seemed busier than in recent years and that is the result of a total attendance increase of 22 percent over last year's Chicago show, according to a press release from the International Carwash Association, the facilitator of CCWE. It was the best turnout since 2008.

Although not record-setting attendance, the 6,800 reported attendees and vendors made the show seem busy and according to many operators quarried, there were real buyers on the floor. "It felt like there were people out there ready to buy," said Doug Rieck of Magic Wash in Manahawkin, NJ. "I know I did."

Also according to the release some 1,200 carwash operators participated in an expanded menu of educational seminars and networking events and more than 10,000 carwash locations were represented. In addition, the exhibition hall was the largest since the 2010 show with nearly 125,000 square feet of displays. Incoming ICA President and East Coaster Fred O'Neill said, "The success and smiling faces of the operators and vendors is a positive sign the industry is beginning to rebound from the effects of the recession and difficult weather patterns," said O'Neill. "The excitement and energy is sure to spill over to the NRCC."

The 2016 show moves to the new Music City Center in Nashville, TN, followed by a return to Las Vegas in 2017, 2018 and then back to Nashville in 2019.



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



Buckman's Jeff Gold, Fred's Fred O'Neill, Hoffman Car Wash's Walt Hartl and College Park's Dave DuGoff catch up at the Northeast Regional Carwash Convention booth.



The 2015 Car Care World Expo (CCWE) at the Las Vegas Convention Center boasted a 22 percent increase in attendees over the 2014 show in Chicago.

Continued on page 24...

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CCWE ... continued from page 22.

NRCC Board Member Walt Haril works his shift at the NRCC's booth promoting the 2015 event, October 5-7, in Atlantic City, NJ.



Team Splash came out to support the Grace for Vets table and educated folks on the importance of this great fundraiser for our Veterans and service men and women on November 11.



The New York contingent of Gary Sloan, Doug Kleeschulte and Gary Baright strike a mischievous pose. I think they call this a "Gary Sandwich!"



New Jersey Strong: Andrew Gurin, Scott Freund and Mike Conte show their Car Wash Operators of New Jersey board strength at the show.

Stu Levy, a long-time industry vet, promotes his new vac line called Autoglanz Solutions.



Continued on page 26...



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## Out and About at CCWE

The four walls of the expansive Las Vegas Convention Center couldn't keep some of our readers inside all day during Car Care World Expo in April. Dave DuGoff, for one, the Mid-Atlantic Carwash Association's Immediate Past President, needed to stretch his legs and bike at Nevada's Red Rock Canyon and by the looks of this photo he was successful. Red Rock Canyon was designed as Nevada's first National Conservation Area. It's 17 miles west of the Las Vegas Strip.



In addition, a group of New Jersey carwash operators decided to create their very own bus tour and set out one morning to tour three local washes. Participants included organizer Andrew Gurin, Mike Conte, Stu Markowitz, Scott Freund, Cory Fleishman, Jack Quinn (DE), Rich Boudakian, Mario Mendoza, Dino Nicoletta and Peter Cooper.

It's always good to see how others run their operations! ■

**Congratulations to Hoffman Car Wash Manager Brian Corey on his Emerging Leaders Award. He accepted the honor at the recent Car Care World Expo in Las Vegas, NV.**

## ICA Award Recipients Recognized at CCWE

The International Carwash Association (ICA) inducted two into its Hall of Fame, the association's highest honor, and bestowed an Innovation in Leadership Award to two brothers just prior to its keynote address by legendary coach Rick Pitino, April 24, at the Westgate in Las Vegas, NV.

The first Hall of Fame Award was presented to NS Wash Systems founder Thomas Ennis. An innovator and pioneer in the industry, Ennis has been creating cutting-edge products for the last 52 years. He has patented 60 new technologies and continues to innovate to this day.

The second Hall of Fame Award was presented posthumously to Harold McKonly, the founder of Kleen-Rite Corporation in Columbia, PA. His company, once a small mail house parts operation is now a leading carwash supplier. In a heartfelt acceptance speech, his son, Mike McKonly, accepted the award on his dad's behalf.

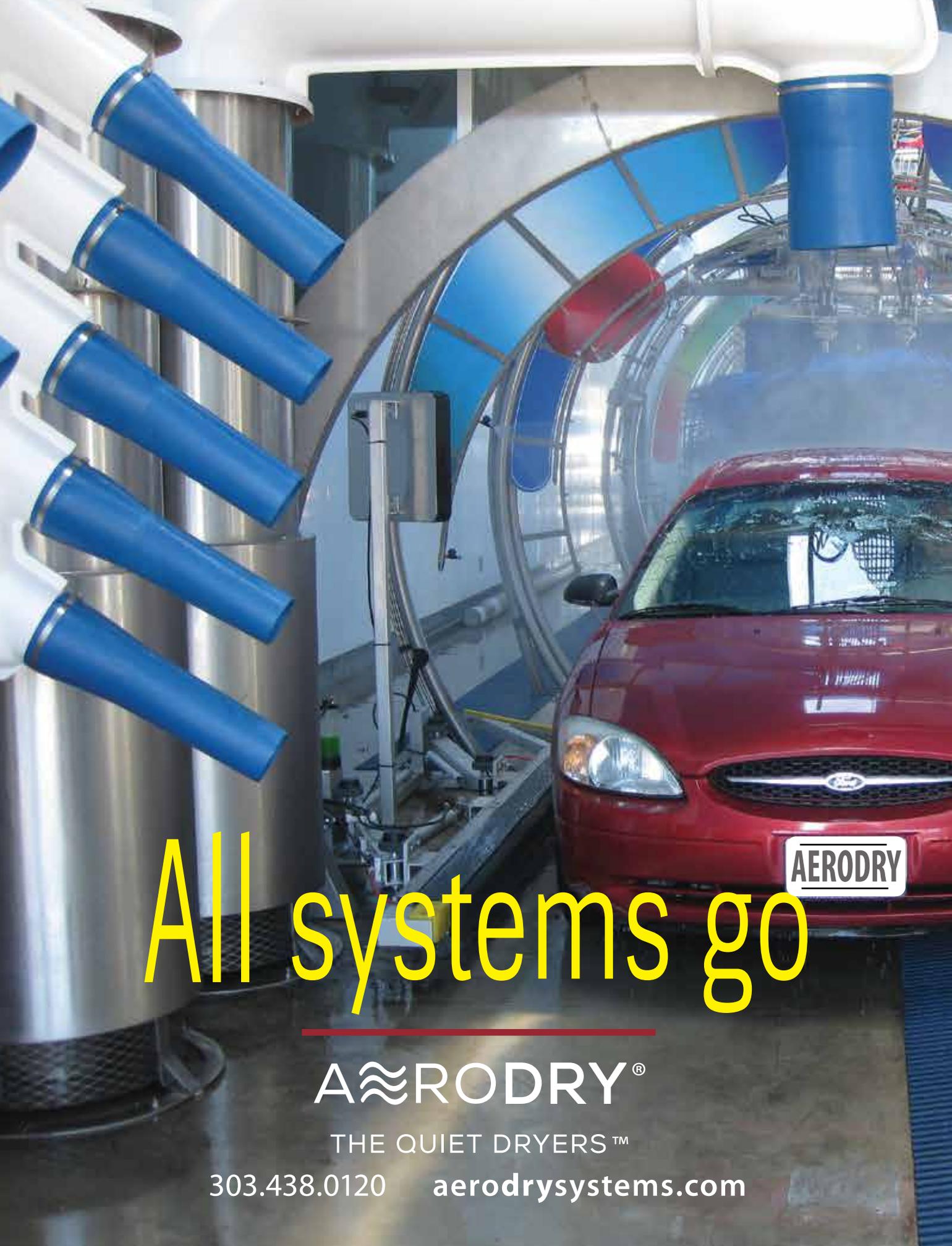
This year's Innovation in Leadership Award recipients were brothers Dale and Ken Brott of DRB Systems, Inc., Akron, OH. They have spent 30 years delivering automated management systems to carwash operators that have helped increase profits while gaining a deeper understanding of their business.

These awards were presented by ICA CEO Eric Wulf. ■

## 2015 Hurricane Season Storm Names

- Ana
- Bill
- Claudette
- Danny
- Erica
- Fred
- Grace
- Henri
- Ida
- Joaquin
- Kate
- Larry
- Mindy
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# A Blueprint for Business Succession Planning

By Louis F. Rendemonti ChFC

***T***he equity in small business owners' companies is a valuable asset. But in a privately held company, how can equity be converted to cash when the owner exits the business? Creating an exit plan – commonly called a “succession plan” – is an integral part of strategic business planning.

This article will help business owners understand:

1. Why a succession plan is important,
2. How to begin the process and
3. How to put the plan into action.

## The Tax Impact at an Owner's Exit

Succession planning, which involves passing ownership to an heir or selling the company, aims to achieve an optimal outcome for the business, which includes converting business equity into cash whenever necessary. This goal is important for two reasons:

1. At retirement, business owners usually want to enjoy themselves or pursue other opportunities. After giving up control, they don't want to worry about the health of their business.
2. An owner's heirs may lack the knowledge or interest to manage the business – and may prefer, at the owner's death, to liquidate it.

The value of a business passed to heirs is included in the owner's estate at death and could be subject to federal estate taxes. These taxes must be paid in cash, and the filing deadline for federal estate taxes is nine months after the date of death, unless an extension is requested. Federal and state governments require cash to settle taxes – regardless of the status of the business in the wake of the owner's death. In the worst cases, valuable businesses have been sold at “fire sale” prices simply to meet estate tax obligations.

Heirs may also need cash for other reasons, such as business debts and obligations, probate and attorneys' fees, the cost of business appraisals, audits, and the costs of closing down the business. Consequently, almost every business needs cash to work through the transition in ownership. Providing this cash is one of the most important steps in the succession planning process.

## Three Key Questions

One starting point for business succession planning is to ask and answer three questions:

1. What is the business worth now on a “fair market value” basis? Fair market value is the amount that a willing buyer would pay a willing seller in an arm's-length negotiated transaction. (A business appraisal conducted by a qualified professional can help to answer this question.)
2. What will the business be worth when the owner exits? Any future growth in revenues or profits should increase business value – as should the grooming of one or more successors.
3. How will heirs obtain a fair value for the business when the owner exits?

One solution, called a buy-sell agreement, pre-determines the terms of a sale and may also pre-determine the funding mechanism necessary to complete the sale and help pay expenses and taxes.

## Terms of a Buy-Sell Agreement

A buy-sell agreement may be formed between co-owners or partners, who each agree to buy out the other's interest upon a “triggering” event. Alternatively, it may involve the current owner and a designated successor owner, perhaps a family member or top manager.

Most buy-sell participants lack the personal resources to buy a partner or owner's business interest outright. Since most business owners prefer to receive cash at the closing, strategic planning requires that the source of the cash be identified well in advance. Often, the primary source is permanent life insurance. The death benefit is a cost-effective way to fund a death buyout and the cash value component can be used for lifetime buyout events.

## Valuing the Business

After a successor is identified, the next step is to determine the buy-out value. Although small business owners have some flexibility in setting the price of a buy-out transaction, the IRS and courts require a valuation that represents fair market reality. Some valuation methods include:

- ❖ Comparable recent transactions – Business value is based on the terms of sales or mergers involving companies of comparable size in the same industry or market area.
- ❖ Multiple of revenue or book value – Business value may be pegged to a multiple of gross revenues in the year or two just before the owner exits. For example, some service-oriented businesses may sell for about one to two times annual gross revenues. Or, the value

may be pegged to an audited balance sheet as a multiple of “book value.”

- ❖ Discounted cash flow – The value is based on total cash flow that the business is projected to generate for a period of years (typically three to five) after the owner’s exit, discounted by a cost of capital.

## Drafting the Legal Agreement

The next step is to formalize the buy-sell agreement in writing with the help of an attorney experienced in succession planning – and ideally, one who also has a background in estate tax planning and business valuation. An important section of the agreement defines the “trigger events” that will require ownership to change hands. Common trigger events include an owner’s death, disability, retirement, divorce, or separation from employment. When a buyout is triggered by an event other than death, the legal agreement also may include provisions that prevent the departing owner from competing against the company or disclosing its trade secrets.

## Funding the Buy-Sell Agreement

As noted earlier, permanent life insurance is often used to fund buy-sell agreements. This is because coverage can continue, and premiums remain constant, at any age. Funding these agreements with permanent life insurance also has other benefits:

- ❖ Quick and convenient cash for heirs – Life insurance solves the problem of turning a liquid asset (the business) into cash.
- ❖ Tax advantages – Life insurance pays a death benefit that is generally free of federal income taxes. In buy-sell agreements, the benefit is usually paid to the party who has the obligation to buy the shares: the surviving shareholders or outside buyer – so the death benefit does not create estate tax consequences for the estate of the deceased.
- ❖ Affordable, level premiums – Permanent life insurance can be purchased at affordable level premiums, especially when the insured person is fairly young and in good health.
- ❖ Cash value – The cash value of a permanent policy can provide buyout funds if an owner exits at a lifetime triggering event, such as a divorce or normal retirement. Most agreements include provisions for terminating the buy-sell agreement by mutual consent or if specified

events occur. In such instances, the policy’s owner can recoup part of the premium cost from the cash value.

## Planning for a Long-Term Disability

One trigger event that can be funded with insurance is an owner’s long-term disability. In this case, disability income insurance can be purchased to fund an obligation written into the buy-sell agreement. Subject to the terms of the policy, disability buyout insurance pays to the business beneficiary or other owner a stated amount of money or periodic income (after a waiting period) that can be used to fund part or all of the buyout.

Successful business owners rarely stop working long enough to ask why they are working so hard. But ultimately, most are striving to achieve a certain level of security for themselves and their loved ones. With the right succession planning, small business owners can help to ensure both the long-term success of their business – and greater financial security for themselves and their family for many years to come. ■

*Prepared by Louis F. Rendemonti ChFC The Guardian Life Insurance Company of America. The information contained in this article is for general, informational purposes only. Guardian, its subsidiaries, agents or employees do not give tax or legal advice. You should consult your tax or legal advisor regarding your individual situation. You can reach Lou at 610/945-1776 or lou\_rendemonti@glic.com.*

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**Newsworthy ...** continued from page 13.

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### NEW PRESIDENT AT DRB SYSTEMS

DRB Systems, Akron, OH, has named Bill Morgenstern as its new president, according to a company press release. Morgenstern succeeds co-founder Dale Brott in the role, which he assumed on April 1. Brott will serve on the board of directors and as a strategic advisor.

Morgenstern, who has worked as a consultant for the company for several months, joined the board in November 2014. “I am honored to have the opportunity to serve DRB in a leadership role,” said Morgenstern in the release. “Under Dale Brott’s stewardship, DRB Systems has been the leader in the carwash industry for over 30 years,” said the release. “I look forward to working with the DRB team as we seek to find ways to help carwash operators wash more cars and generate higher revenues.”

DRB Systems, founded in 1984, provides automated management systems, POS terminals, hand-held portable touchscreen terminals, self-pay stations and loyalty promotion tools to various segments of the carwashing market. ■

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

# Another Look at Unlimited Carwash Programs

By Alan M. Petrillo

**U**nlimited carwash programs have their pros and cons, much like any type of volume discount program. Some carwash operators love unlimited programs, while others wouldn't be found within a mile of them. So their use comes down to how the program fits into the carwash's philosophy, and also if the wash can handle the potential added traffic, perhaps at peak times.

Tom Hoffman Jr., chief executive officer of Hoffman Car Wash in Albany, NY, sees both the advantages and disadvantages of unlimited wash programs, but comes firmly down on the "pro" side of the issue.

"It's so hard to put your finger on how this should work, what the right price is and how many cars we should be washing in an unlimited program," Hoffman said. "All this past winter we had perfect weather conditions and we may have been more profitable if we didn't have the unlimited wash program, but the weather cooperated this year."

While unlimited carwash programs may not be as profitable during certain weather patterns, they have other advantages, Hoffman believes. "Customers aren't as picky when they use an unlimited program," he said. "And unlimited programs help drive traffic to a location and bring in others because the carwash is busy. Overall, I think unlimited programs are profitable for carwash operators."

Hoffman Car Wash has 23 tunnel, in-bay automatic and self-service carwash locations from the Southern Adirondacks through the Albany area and down the Hudson River. Hoffman pointed out that unlimited carwash membership seems to be geographically oriented.

In our Albany market, some of our locations have around 2,000 unlimited members," he said. "At our Vestal location we have 4,600 members, and in Kingston we are up to 2,300 since we offered our 'buy one month and get one month free' promotion."

Ron Slone, president of Hoffman Development Corp., said his initial discomfort with Hoffman Car Wash's unlimited wash program revolved around the pricing that went with it.

"I felt that the pricing was too low for what the customer was getting," Slone said. "But Tommy wanted as many members as quickly as possible, which was why we had that lower price point."

Slone said that since the company raised the price on its unlimited washes, he is much more comfortable with the program. Unlimited washes are available at all of Hoffman's locations, except in the Vestal facility, starting at \$34.99 and rising through four tiers to \$64.99, depending on the services

chosen. At Vestal, unlimited washes start at \$19.99 for an express wash and go to \$35.99 for the works.

"We started with an aggressive, entry-level price, but now we've come together and raised prices and are all on the same page on pricing," Slone said.

Mark Kubarek, owner of K & S Car Wash in Auburn, has two locations, a tunnel and in-bay automatics in Auburn, and in-bay automatics and self-service bays in Weedsport.

"We don't have an unlimited program right now," Kubarek said. "It has taken so long to get the value of our product up that we didn't want to do something that we thought might devalue the product. Also, we have a tunnel and in-bay automatics at the same location and worry about how to offer a program for the tunnel where it might create an issue with in-bay automatic customers."

However, Kubarek said, he knows how an unlimited wash program can create customer loyalty.

"The success of an unlimited program is in selling unused tunnel space," he observed. "I think we will experiment with an unlimited program soon. Most carwashes have raised their prices substantially since starting their unlimited programs and they typically are around \$30 to \$35 a month now, instead of in the \$20s. Our dollar per car rate will be diluted, but an unlimited program would level out the income stream."

Kubarek pointed out that promotion and technology are the keys to a successful unlimited wash program.

"To do it right, you really have to promote the program," he said. "Also you need a good computer program to keep track of customers coming in and to bill them every month. So you need both hardware and software to properly administer the program. I expect we will have an unlimited plan in some fashion by the end of this year."



Continued on page 33...

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# NRCC's Move to the ACCC Nears!

**F**inal plans are being set on what is stacking up to be another outstanding Northeast Regional Carwash Convention (NRCC), October 5-7, at the Atlantic City Convention Center (ACCC), according to this year's Chairperson Dave DuGoff. "With the show just around the corner, we are finalizing our menus and the logistics of moving the show from the Trump Taj Mahal to a legitimate convention center and the NRCC board couldn't be happier. Everything is falling into place."

The ACCC, with its expansive show floor, has enabled the NRCC to better accommodate larger exhibits and more equipment, making the product stronger and more of a draw to attendees with close to 290 exhibits. "Not only have we expanded our footprint," said DuGoff, "but we have also expanded our marketing reach and hope to get attendees from as far away as Florida. It's all part of our desire to put on the best regional



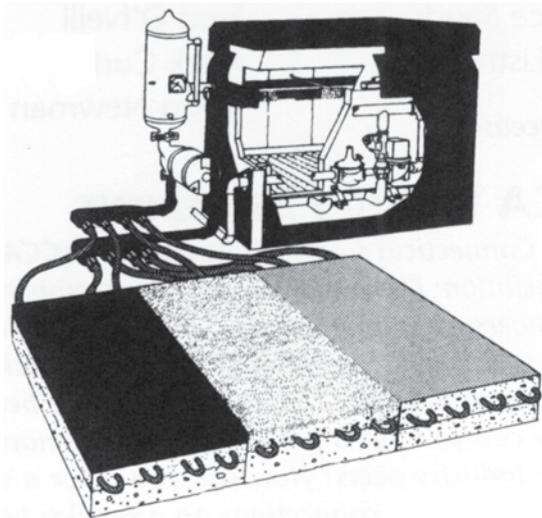
trade show and educational programs we can produce."

And the educational track is strong. From a keynote by John Rodenhause, Maryland Director of Development for the Chesapeake Bay Foundation, to lively tunnel and self-serve specific programming, a traditional Early Bird panel discussion, Tackling the True Cost of Washing a Car, Security at the Wash, and The Future of Carwashing to Balancing Great Service to Maximize Revenue there is certainly something for everyone.

And as always, there will be the annual "Celebration" sponsored by Innovative Control Systems, Wind Gap, PA, at the Borgata's "28 West at the Borgata" on October 6. This evening event is an opportunity to come out and unwind after a full day on the floor and in seminars to this euro-inspired piano and cocktail bar featuring specialty drinks, craft beers and small bites while enjoying some live music.



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## Unlimited Carwash Programs ...

*continued from page 30.*

Jeff Gold, owner of Buckman's Car Wash with six locations in the Rochester area, said Buckman's calls its unlimited program a Daily Wash Plan, and that the company has had it in place for more than 20 years.

"A customer used to pay for six months or a year in advance," Gold said, "but we've made changes in the last few years to reflect the move in the industry toward a subscription basis."

Gold notes that customers can subscribe to the program online at the Buckman's website, or can mail, fax or scan an authorization in to the company. "We make it as easy as possible to subscribe, but in order to protect their credit card information, we don't have that information at the individual carwash locations," Gold said. "Once a person is a member of the program, he can use it at any of our washes."

Gold acknowledged that a drawback of an unlimited program is that the average revenue per wash goes down. "But the benefit is that revenue levels out and you have revenue all year long instead of only during the busy months," he added. "It makes paying bills and life easier."

Buckman's offers three levels of Daily Wash service, all exterior – soft touch, the works and ultra works. Gold said prices range from \$13.99 to \$39.99 monthly.

"Unlimited makes sense for us and it's not going to go away," he said. "It's like joining a health club; once you do you usually stay in."

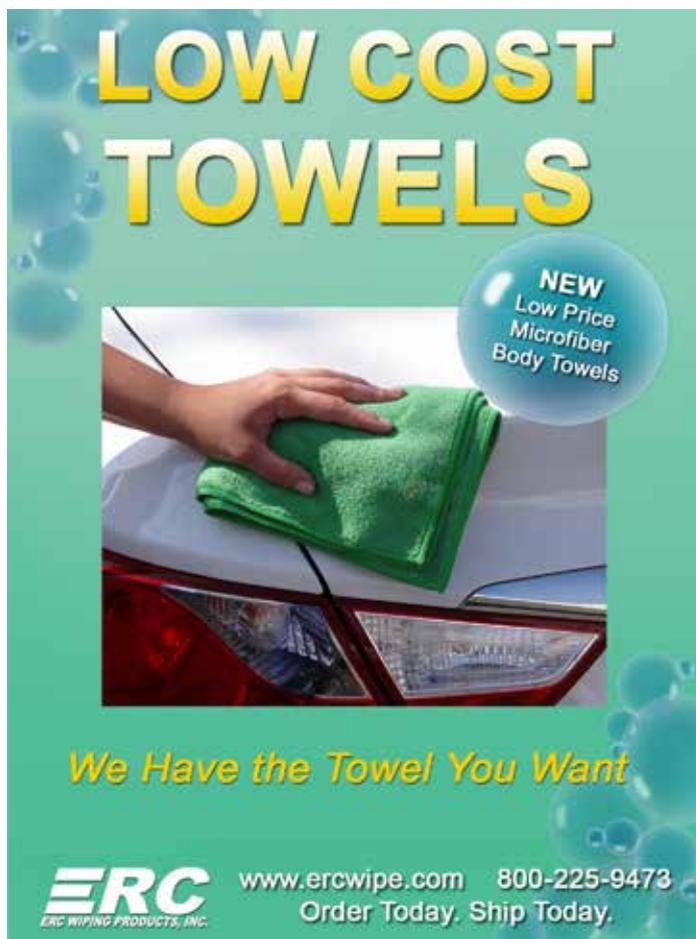
But if you talk to a hundred carwash operators about unlimited wash programs, you'll get a hundred different opinions, Hoffman observed. However, he noted it's difficult to argue with success.

"Ever since we started doing our unlimited wash program, it has been profitable every single year," Hoffman said. "We are washing more cars, sales are up and profits are up. We're also doing a lot of other things right too, keeping the facilities nice, reinvesting, paying people well, putting in new equipment. But the bottom line is we would do the unlimited program again if we were starting over because the proof is that the customers love it." ■

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



The poster features the NRCC logo at the top, with the letters filled with water droplets. Below the logo, it reads "Northeast Regional Carwash Convention". The year "2015" is prominently displayed in large yellow numbers, with "OCTOBER 5-7" underneath. At the bottom, the slogan "BIGGER. Better Be There!" is written in a mix of bold and script fonts. A blue arrow points upwards from the date towards the logo.



The advertisement has a light green background with a water droplet pattern. At the top, the text "LOW COST TOWELS" is written in large, bold, yellow letters. Below this, a photograph shows a hand holding a folded green microfiber towel over a car's headlight. A blue circular callout bubble next to the towel says "NEW Low Price Microfiber Body Towels". At the bottom, the slogan "We Have the Towel You Want" is written in yellow. The ERC logo (ERC WIPING PRODUCTS, INC.) is in the bottom left, and the website "www.ercwipe.com" and phone number "800-225-9473" are in the bottom right, along with the text "Order Today. Ship Today."

# Why Customer Loyalty Is So Important

By JoAnna Brandi

I recently celebrated my 25th year of being in business. That I've made that milestone makes me happy. So as I'm packing up to head out to a few speaking engagements I thought I might once more cover some of the basics of why we are all here – why I'm in business and why you are in business – to make customers happy and invite them to stick around and become loyal to our product, our service or our cause.

The customer experience you deliver makes or breaks customer loyalty. With so many choices today, it's the quality of the experience – how you repeatedly make your customers feel at each and every touchpoint – that will determine whether or not they'll come back, purchase more, and refer their colleagues and friends to you.

It's all about your customers' perception of the value you deliver, both tangible and intangible.

You may think you know the kind of customer experience you're delivering, and that your customers share your views. You may think that because your customers stick around and don't complain that they are loyal. In fact, you

may be mistaking customer inertia for loyalty. It's easy to do.

Remember that loyalty is a genuine emotional attachment that occurs when your customers appreciate the value of your product or service, as well as the way you deliver it. When they repeatedly feel powerful, positive emotions in dealing with you, they'll choose you above your competitors – even if they have to go out of their way or pay a bit more. When they align with your values and get the attention they crave, they will help you build your business. When they feel good about doing business with you they can become evangelists, spreading your story fast.

Yes, strong customer loyalty pays. It puts your business into a profit-building cycle in a number of common sense, drop-to-the-bottom-line ways, such as:

- ❖ Loyal customers usually buy more – and are often willing to pay more. This creates a steadier cash flow.
- ❖ Loyal customers refer others to your business – saving you the marketing and advertising costs of acquiring customers.
- ❖ Loyal customers are more forgiving when you make mistakes – even big ones (especially if you have a system in place that empowers employees to correct errors on the spot, then loyal customers become even more loyal!).
- ❖ A loyal customer's endorsement can surpass the most extravagant marketing efforts. Think of how low-budget films become blockbuster hits thanks to positive word of mouth.
- ❖ Thriving companies with high customer loyalty usually have loyal employees – and loyal employees save you money in a variety of ways. You don't have to spend money attracting, hiring and training new employees, and you have knowledgeable people at all levels of the organization serving the customers and each other. And those employees get very smart over time – in a culture that values them and their contributions, they can be responsible for countless system improvements – and millions in savings.
- ❖ Loyal customers understand your processes and can offer suggestions for improvement. Their feedback can help with R & D efforts, as well as improvement efforts.
- ❖ Thriving companies with high customer and employee loyalty are generally known to outpace their competitors in innovation. In addition, their happy cultures support continuous learning. In today's market, if you're not continuously learning and innovating, there's no question that you're falling behind.
- ❖ Profits, profits, and did we say profits? An increase in your retention of customers can boost your bottom line profit 25 to 100 percent depending on your fixed costs. An increase in employee happiness can cut health costs, accidents, absenteeism and increase productivity and performance, adding to that bottom line boost.



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# The Four Main Factors in Properly Washed Towels

By Valerie Sweeney

I recently came back from a laundry trade show. After speaking to several of the experts, I have found that properly washing your towels comes down to four main factors: time, temperature, agitation and chemical formulation. While we have given a lot of towel advice over the years, there are some washing questions that are best left to the laundry experts. Since washing conditions vary from location to location, finding the right way to wash your towels could take some trial and error. When you are having a tough time, it is best to contact your laundry advisor, such as a laundry chemical supplier.

Knowing that time, temperature, agitation, and chemical formulation all play a role in the care of your towels, it is important to know that once you adjust one of these, then you will need to compensate somewhere else.

## Time

Time refers to the length of your wash, soak, rinse and spin cycles. The amount of time will depend on the type and age of the laundry machine, the kind of towels you are washing, the quantity of towels placed in the wash, the detergents used, the temperature, the alkalinity of the water (hard or soft), the types of waxes used (paste or spray), etc.

## Temperature

Temperature also plays a major role in the washing of your towels. To properly break in towels, it is best to wash them in hot water (but not for Microfiber). These higher temperatures help to break the towel in quicker by opening up the fibers.

All towels should be washed in hot water during the breaking-in process. Not all carwashes have access to hot water, so once again, it might require you to change either the time, agitation, chemicals, etc.

The lower the temperature of the water, typically the more detergent you will need to get a clean wash. If you do not have access to hot/warm water, then work with your chemical supplier to find the right detergent combination. A heated dryer is usually good for terry towels, but the kiss of death for Microfiber as the high heat will burn the fibers. Microfiber is best washed in cool temperatures.

## Agitation

Agitation is dependent on the type of laundry equipment that is used. The model and the age of your equipment plays a role in your entire washing process. Also, the amount of towels you load into the washer can affect the outcome. I've heard from many people that Microfiber wash well when you put a lot of them in together. On the other hand, too many terry towels at once can sometimes be an issue. If you overload, you prevent the towels from getting fully clean, and

they might have that musty smell. How many towels do you need to wash together at a time? Are you getting the results you need? If not, you may have to look closer at water fill levels, wash times, updated machinery, etc.

## Chemical Formulation

The chemicals you use at the wash, the types of waxes, and the detergents all affect the laundry procedure. When figuring out the best way to wash your towels you will need to consider how you are using them. If you are solely using your towels to dry the car, then washing is fairly simple. However, once you introduce towels with wax or other products, then you may need to change what you're doing. Even the type of wax, like spray or paste, will affect the manner in which you need to wash your towels. The substances that are on the towels may require a different set of washing instructions than the ones printed on the label of the towel. Once again, it is best to check with your chemical distributor as the towels might require a different temperature setting, or may need to be washed longer/shorter.

I would love to come up with a set of instructions that applies to all carwashes, but truthfully, what works for one wash will not work for another. The temperature of your water, the alkalinity of your water, the amount of time you use to wash your towels, the type of washing machinery you have to wash your towels, the many different chemicals you use, and the types of detergents you have all play a role in finding the right combination to wash your towels. You will need to start with the basic washing instructions for your towels, then tweak them as you see fit to work with your location.

For more specific washing instructions, contact your chemical supplier. ■

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



Valerie Sweeney

## JoAnna's Gems ... continued from page 34.

Go ahead, take my suggestion and make this your wash's "Year of Customer Happiness." Invest in your culture, your people and your customers! And, Keep 'Em Happy! ■

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



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# Carwashing Is Coming Baaaack!!!!!!!!!!!!!!!!!!!!!!

By Doug Rieck

At this year's Car Care World Expo in Las Vegas, International Carwash Association CEO Eric Wulf announced that this year's show had the best attendance since 2009. I believe the attendance was up 22 percent from the previous year. The mood at this year's show was upbeat, positive, and many show booths looked packed on the opening day. It's nice to see the enthusiasm for carwashing again. My hope is that we can have healthy growth and avoid the overbuilding cycle of the past.

I believe there is enough need for upgrades and makeovers plus some new locations to keep all of our suppliers busy for many years. I just hope that everyone involved in a new location can remember the past and not build on top of existing washes. Carwashes are NOT fast food chains or car dealerships.

I think there is a lot of pent-up demand for new equipment. The automotive industry calls it "replacement demand." In the past several years I'm sure that many of us, myself included, have exceeded the normal "life cycle" of some of our equipment. At my washes, I have not bought any major equipment for more than eight years. In carwashing, that is a long time to keep it running properly. One thing is certain, carwash equipment does not improve with age. Certainly, when you start looking at all of our computer based equipment the realization sets in that many of us are generations behind. Since I first converted my tunnel to a gated express wash, I have cycled my personal smart phone from a Blackberry through three iPhone generations. Each has improved exponentially in capabilities.

This year the show was back at the Las Vegas Convention Center with the host hotel being the Westgate (the old Las Vegas Hilton). The past few years we have been spoiled with the Hotel facilities at the Venetian and neighboring first-rate facilities. This year it was, at best, convenient, with a reasonable walk to the show floor. As a brief aside, I'd like to point out that this year's Northeast Regional Carwash Convention (NRCC), October 5-7, has selected the upscale Borgata, as its host hotel. You can book your room now at [www.nrccshow.com](http://www.nrccshow.com)!

This year marks the start of the collaboration between the ICA and the Western Carwash Association (WCA). I think that this has definitely improved the educational portion of CCWE. It was great to see carwash-operator specific education sessions back. In fact, the issue was in picking out what ones to attend. Too many choices albeit a good problem! My unexpected favorite was the Keynote Speaker Coach Rick Pitino. I am not a fan of many Keynote speakers, but this man did a wonderful job. I enjoyed his presentation and came away with a very positive attitude, and an understanding of what a one day contract is. I'm not telling you either if you missed it! You'll just have to Google him to find out.

## What CCWE Had to Offer

In the next part of my column I'm going to talk about some of the stuff I saw on the show floor. I always enjoy the

floor and relish what I see. The past six or seven years, purchasing has been constrained, but it has been fun "window shopping." This year I might make some purchases as a result of what I saw on the show floor in Vegas.

I will be mentioning product names and companies now and if I missed your favorite brand of equipment, or something really neat on the show floor, please accept my apologies. No disrespect intended. I am one person and cannot cover all the great stuff on the floor myself. It is sort of hit or miss on what catches my eye and what I have time to write about. Please do not take what I write as an "endorsement," either, for any one vendor or supplier. This is just one carwasher's thoughts and opinions.

I entered the show from a smaller side entrance and the first booth I saw had a cluster of carwashers surrounding it. It was 2wayRadioPlus.com, selling Motorola business 2-way radios. Wow, perfect. At my express wash I have a definite need for a modern system to replace my geriatric units. These units are tiny and have headsets that I could get the crew to wear. It was great to see it in person rather than in a catalog, and get explanations of its use as well.

Continuing on, I went over to the Innovative Control Systems (ICS) booth and saw their latest. They were displaying their pay stations with the new Chip and Pin systems. I had been waiting to see how the Europay, MasterCard, and Visa (EMV) readers were going to be integrated into an Auto Sentry Flex. (Credit cards are being equipped with super small computer chips that make them extremely hard to counterfeit today). The unit looks great. The bad news for me is that some of my Pay Stations are the older EXP models. Many days I feel that the POS systems we use are more important than the carwash equipment!

One of their new products being displayed were VFD panels. I think it is essential in building a new carwash, or renovating an existing one, to use VFD's. It makes a lot of sense to buy a VFD panel from your POS control supplier since it can all be networked and save on discrete wiring. This way all your equipment works as an integrated system.

A big surprise for me was when I went over to the Blendco booth. They are now manufacturing and selling reclaim systems, which they call SuperClear. The difference between theirs and the conventional carwash reclaims is that Blendco is using chemistry to clean the water in a batch process system using two tanks. In the first tank they inject chemicals that coagulate and drop all the dirt to the bottom, where it is then flushed out. The second tank holds the clean sanitized water for carwash use. No big motor pumps and filters for them. Certainly different.

I spent some time at the MacNeil Car Wash Systems' booth and, as always, walked away impressed. They have al-

ways had a reputation for solid engineering and that continues with Ryko's ownership.

As an East Coast carwasher, I don't get to see much NS Corporation equipment (they are California based). What drew my attention was their "sword in the rock" display for their Excalibur conveyor. This is an exceptionally heavily built electric-drive conveyor. One of its claims is that no pneumatic cylinders are used for chain tensioning. Instead, you use a drill to adjust spring tension. Very well thought out. NS is famous for its Lammscloth wash media, as a company they seem to think outside of the box.

No visit to any carwash show would be complete without a visit to SONNY'S The Car Wash Factory. Their sheer enthusiasm for carwashing is as impressive as their size. They had their usual innovations and one I liked was the improvements and reductions in size requirements for their Buff N Dry system. If I only had another 10 feet of conveyor!!!

This year's equipment star of the show was Belanger's new line of conveyor carwash equipment. Positioned right by the main entrance it was hard to miss their expansive visual display. They call it SpinRite and Spinlite. It seems that there are three things happening here. The first being a sensational LED display in the brush core, the second being a much slower rotation speed, the third being a completely new and different brush material configuration. There are many additional "cleaning feathers" at the end of each material piece with the end result being a very consumer-friendly wash system with a great customer experience.

The brushes are black material with open exposed cores, lit by LED strips. In speaking with their reps, the new wash system has excellent, in fact improved, wash quality. I think they have jumped several generations ahead with this product, and especially with its consumer appeal. I know our customers want a clean car, but they also want a pleasant, smooth wash experience. I think a natural market for this line is the Exterior conveyor.

Speaking of Express Carwashes, I saw a new entrant in the vacuum field in Autoglanz Solutions. It is a stainless steel, self contained, 5 hp vacuum. This is not a self-service vacuum, it is something new. The idea behind it is to simplify the "Free Vacuum" systems used at Express washes. Instead of massive, expensive central vacs with tubing running to each station, you put one of these units at each vacuum station. All you do is run electric. The customer just presses a start button for time. The unit itself looks industrial and impressive. Once again, a simpler idea that will be interesting to follow.

The new EMV chips are a concern, and I spent a lot of time wandering around the self-service booths getting ideas and looking for EMV equipment. Everybody was talking about it and there were many differing ideas. I had sought clarity on the equipment end and could not find it. It is just too early yet to really know. Cryptopay very much is committed to the mag stripe and feels it will be around for a very long time. They use encrypted heads on their card readers, which should be much safer since the card data is always encrypted. On the other hand, Carolina Pride has an awe-

some EMV prototype meter box and that proves that it can be done. They are very big into self-service POS management with their Mercury Credit card systems. In the long term, three to five years, the market may shift over to Apple & Google Pay in the bays.

But, getting back to more fun stuff, I was looking at the self-service Tire Shine system at the Simoniz booth. It appears to be very well thought out, and I think it would be a positive upsell to add to each location, one or two bays.

Zep Vehicle Care, (Blue Coral, Armor All) has introduced a new chemistry line called Assure°. This is a hyper concentrate and makes a lot of sense with today's dispensing systems. Zep continues their linkage with Hydra-Flex. Hydra-Flex has revolutionized our industry with their dispensing systems. Another big carwash chemistry supplier, CSI/Lustra has their own Mizer dispensing system. Chemistry is just too expensive to let any go to waste. A tiny percentage savings can come back big time, and pay off.

The IBA's continue their technological march toward excellence. All of them are offering remote access, many with iPhone and Android Apps. This factor alone can make it worthwhile dumping an old machine for new. I fell in love repeatedly with all of the offerings. I was looking again at the Laser Wash 360 which offers great sizzle for sales. Then I was back at the Belanger booth looking at their Kondor with LED arms. Recently, on a family vacation, I saw an Istobal brush machine and so I spent time at the Istobal booth looking at their three-brush rollover. Great machine. Five years ago, I had never heard of them. I will leave a parting thought on inbays. In bay automatics are a much different animal than a conveyor. They need a lot of very special care. Your local distributor is the key player in your success if you operate them. In bay automatics have become fiendishly sophisticated.

I always love visiting the TSS display. It is wonderfully cheerful, full of the promise of anticipated extra sales with better signage. Again this year they delivered. Now they even offer LED bay and tunnel lighting. At another part of the show floor I found the Carwash Facelift.com booth. They claim to be a carwash signage concept or idea company to help make over your carwash. They offer a diverse series of signs and ideas for our industry, which many of us need! I saw a new take on the ancient Windmaster line of signs here using the Windmaster spring base with two metal antennas sticking up. With this setup your signage slides down onto the metal antennas. The sign is cut into various shapes and is on a thick Coroplast plastic. The advantage is in being lightweight and drawing much better attention because of the different shapes. Effective lot signage makes all the difference in the world in improving sales and a carwash's appearance.

LED lighting, or light-emitting diodes, have come a long way in the past few years. Certainly it is not the only way to achieve great efficiency, but its costs have dropped. When you start looking at rising energy prices, it makes no sense to replace that burned out metal halide bulb with the same. Like many of us several years ago, I replaced many Metal Ha-

*Continued on page 41...*

*Dear Venus and Mars,*

*What has been the single most successful promotion you have run to boost summer sales?*



Heather Ashley

### Venus Says

Hands down, it has been “Wash to Save the Bay.” Don’t get me wrong, there are a lot of worthy causes out there from the local Boy Scouts to St. Jude’s Children’s Hospital. However, with “Wash to Save the Bay” any type of wash may easily participate – attended or unattended.

“Wash to Save the Bay” was started in 2014 by the Mid-Atlantic Carwash Association (MCA) as a way to not only give back to the area in which we live by saving the Chesapeake Bay, but to educate ourselves and our customers.

One day a year we pledge to give a percentage of our proceeds to the Chesapeake Bay Foundation ([www.cbf.org](http://www.cbf.org)). They provide us with some educational materials, bumper stickers and even free memberships to those who wash that day.

In 2013, we raised \$7,000 and in 2014 we raised \$10,000. This year we hope to encourage more participation even outside our association. It is such a worthy cause and lends itself to educating the public that washing the car at a wash is better for the environment than home washing.

On a personal note, I see the event as having long-term impacts on our customers and their children.

This year’s event is June 7. Participating in the event with marketing material is \$100 but free for MCA members. Monetary donations can be made through the MCA by visiting our website for more information at [mccarwash.org/washtosavebay](http://mccarwash.org/washtosavebay). ■

### Mars Says

During the summer months carwash volumes usually fall off. The salt from the winter months and pollen from the spring is now long gone. To make up for lost volume, it is wise to run specials that will increase the average ticket per car. Usually with decreased volume comes a surplus of labor. You can use that extra labor wisely to perform services that you might not otherwise do when the carwash lines are long.

When the sun is shining, but the lines are short, I like to push my express detailing services. These services are a bit more labor intensive than my top carwash packages. However, they yield a higher price point and I am keeping my staff busy at the same time.

Express detail services can almost always be performed by the carwash line staff. After a rough winter most cars are in need of some type of detail service on the exterior and interior of their vehicles. Many customers do not want to lay out the money for a full detail service. Others do not have the time or ability to be without their vehicle for a full day, as full detailing requires. That being said, express detailing is the perfect alternative for a large percentage of most carwash clientele.

I like to price my express detail services at a point where I can discount it up to 20 percent and still make a good profit. When the carwash is booming, I really don’t want to be bothered with detailing because I’m trying to maximize throughput. When I put the service on sale, people feel like they are getting a bargain. As a result, my sales increase, my customers are happy and my employees are happy because they are keeping busy.

Express detailing in order to be successful should be completed in 45 minutes or less. The price point works best just under \$100 for interior and exterior, and around \$50 for just interior or just exterior in our market. Services include a super interior cleaning which is just that, a very thorough cleaning of the interior. We shampoo the carpets and mats, blow out, vacuum and give a very good wipe down of the entire interior. Of course the windows get cleaned and other services can be added such as interior dressing or leather conditioner.

*Continued on next page ...*



Paul Vallario

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

**If you have a question for Venus & Mars please send it to:  
Media Solutions, 2214 Budd Terrace, Niskayuna, NY 12309, [mediasolutions@nycap.rr.com](mailto:mediasolutions@nycap.rr.com)**

On the exterior we offer hand waxing which is actually applied and removed by hand. We also offer clay bar service to be done before the hand waxing.

But your staff must be prepared to handle the increased express detail volume. If customers have to wait longer than expected, it will backfire on you.

The idea is to run a special that is in demand. It solves some operational problems that come along in the slower months. All in all, if done properly, it can be a great addition to any carwash operation. There is plenty of information on the carwash forums and carwash websites on how to run a successful express detail promotion. Do your research first and this can be very lucrative for you during the slower months. ■

lide Bulbs with the large base CFL's or compact fluorescent lamps. This was a great stall tactic, but the time has come to move on. Most manufacturers are on their 2nd- and 3rd- and even 4<sup>th</sup>-generation systems. When I redid my house after Hurricane Sandy, all of my lighting inside and outside the house is LED. It would have been stupid not to.

Two LED lighting booths at the show were G & G LED, which offers LED tube lighting that is incredibly smooth, bright and waterproof. The other for the traditionalist is Sunbelt Carwash services which sells Cree Inc.'s LED light fixtures. In LED lighting, Cree is the gold standard. Using all US made LED'S. They offer a variety of replacement outside pole and canopy fixtures.

This was a fun year to attend the show. Past years have seen trends with Lava waterfalls and LED lighting displays

all over the floor. This year the trend was that of solid growth and getting it all together for us as carwashers to benefit our customers. I can't wait to see what is at this year's NRCC because if CCWE is any indication there will be more innovation and serious buyers perusing the show floor. For more information on that show visit [www.nrccshow.com](http://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 [dougrieck@gmail.com](mailto:dougrieck@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.



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# Oh, You Bet Quality Matters!!!

By Perry Powell

Over the years at round tables and at a variety of meetings, I have overheard a number of misinformed carwash owners allude to the idea that quality is less important if the carwash charges less than others in the area. Wrong!

One cannot steal from the public forever and expect them to keep

taking it – forever!

On May 5, 1991, the Ford Motor Company announced the changing of their corporate slogan for the previous 17 years to “Quality is Job 1!” During those years Ford spent a considerable fortune to convince both consumers and the employees manufacturing, selling and servicing the automobiles

that Ford seriously cared about quality.

This, however, is not the greatest campaign if, in fact, Ford had no plan to deliver on the claim. What if Ford, as a policy matter, had decided to make lesser-priced economy vehicles with a lesser quality standard? Would the motto need to be adjusted to, “Quality is Job 1 ... Unless You Spend Less Than \$10,000?”

Any marketing, advertising or sales program that promotes an idea while strategically failing to deliver is destined to fail.

Last year, my wife and I went to a big box store, one that is in your neighborhood and mine. We purchased some fairly high-end carpet and the best pad. The warranty information on the sales display boasted a 20-year wear warranty. How could we go wrong with this carpet?

The carpet also had a lifetime stain warranty that requires a professional annual cleaning. This year we called a pro to help us keep our warranty in place. While he was cleaning the carpet, he conveyed to my wife that there was a problem.

My wife set out in a diligent way to bring the matter to the attention of the big box. They informed the manufacturer who sent out an “independent investigator.” A couple of weeks went by and the big box phoned to say that they had a decision.

The investigator had concluded that the wear pattern showing up in our carpet was “pooling.” Pooling? What the heck is that? All I can see is that stepping on the carpet has caused a pattern to appear on the carpet.

The punch line “POOLING” is not covered under warranty! What? Are you kidding? Now I feel that this was an institutionally designed effort to “NOT” correct an obvious issue with the carpet. Instead of the carpet being good, we were presented with a check for a paltry \$250, as a settlement and told to take it or leave it.

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I was not very happy nor very satisfied! Economists say that companies need to leave consumers with the feeling of “satisfaction” that they have made a great decision to purchase, and economists say this is a necessary precursor to a follow-up purchase.

I think big box should have taken a “Quality is Job 1” approach. Instead, it felt like the old carnival try to knock the pins down game. It was rigged!

When we put the words “Car Wash” on our signs and the car leaves dirty, AT ANY PRICE, we loose. The consumers expect the business to price its services as cheaply as possible and high enough to do what is advertised.

So, if we want to be proponents of truth in advertising and we have no intention to actually clean the car, you know, the old low price dust buster, then we should change our names from “car wash” to “wet the car and move the dirt around on the paint surface for a fee.”

We should make “Quality Job 1” Those that do make it hard for competitors who do not!

*Perry Powell is a carwash consultant and the host of [www.washideas.com](http://www.washideas.com). 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](mailto:perry@perrypowell.com) or [www.perry-powell.com](http://www.perry-powell.com).*



Perry Powell



## How Secure Is Your Wash Data? ... continued from page 19.

- ❖ Using software to detect and delete any PAN data already on the system
- ❖ Implementing P2PE-capable POS hardware
- ❖ Designing and executing operational policies that forbid any handling and PAN data (telephone orders, etc.) that result in the data remaining on the system
- ❖ Completing simplified SAQ and attestation letter to validate as PCI compliant.

The growing attention to payment security is part of a bigger trend. While merchant security is improved through P2PE and tokenization, cardholder fraud is being combated with smart cards. Also known as “chip and PIN,” or EMV (Europay MasterCard Visa), smart cards are very difficult to clone, unlike older swipe cards. The migration to EMV in the US starts in earnest in October of 2015, when merchants without EMV equipment will lose chargeback rights on fraudulent card transactions. Merchants are currently faced with the decision not if, but when to invest and become EMV compliant. The good news is that many EMV devices are also P2PE-ready, enabling the merchant to leverage both technologies into one investment.

This is especially important to carwash operations, which inherently come with multiple complexities beyond the typical retail environment – unattended kiosks, club and fleet memberships, gift and loyalty cards, multiple-location management, etc. The opportunity to upgrade to PAN-less, P2PE transaction handling, for the cost of a mandatory EMV upgrade, is a rare opportunity indeed.

The risk of a network breach is raising daily and the potential impact of a breach ever more severe. For many merchants, opting out of PAN data renders the impact of a breach moot, and simplifies industry compliance requirements.

Payment technology is currently undergoing a sea of change. Encryption, tokenization, EMV, PCI, Mobile commerce, ApplePay and Bitcoin. Given all this complexity and potential liability, getting direction from outside experts is not just business-savvy, it generates positive ROI.

Strategic technology investments, efficiently implemented, quickly returns savings in PCI compliance efforts, much less the prevention of a financial catastrophe.

By opting out, merchants can minimize the complexity and effort of managing a payment system, allowing them to focus on their core business.

*Cliff Gray is a principal with Gray Consulting in Chicago, IL. You can reach Cliff at [cliff.gray@grayconsulting.com](mailto:cliff.gray@grayconsulting.com) or 773/318-0818.*

For information on Cliff Gray's program at Car Care World Expo, “The October 2015 Credit Card Liability Shift: This Impacts Everyone!” visit [www.carwash.org](http://www.carwash.org) or call 888/422-8422

# Is Your Wash's Network Secure?

By Gary Sokoloski

With all of the new technologies and increased acceptance of credit and gift cards it might be a good time to look at your network capabilities and weaknesses. For the most part, the days of dial up processing have passed. Now, with high-speed Internet and wireless systems integrated into your washes, having a solid and protected network is more important than ever.

Let's start with the basics. A network begins with the Internet coming into your wash and then is split into sections to serve all of the devices that need Internet connections. The majority of these will use a hard wire connection, which will most likely be a CAT V or VI cable that has an RJ45 connector on each end. It will then be connected to the Internet router on one end and to the device needing to be connected to the Internet on the other end. Each of these cables will be a home run, meaning it will run directly from the Internet router to each device. In most cases, a hub or switch will be needed to accommodate all the devices. This hub or switch is basically a device that allows additional items to be connected to the Internet router.

When first setting up a network, and on a regular basis, be sure to log onto the Internet router, change and update the password. All too often these passwords are left at the factory default and anyone surfing the web can see the device and look up what the default password is, then gain access to your network. Once the password has been changed, be sure to turn the remote access feature off to the router. This will only allow a user that is physically connected to the router to access it. It will still allow users to remotely gain access to devices on the network, but will protect the network itself.

Now, take a look at all the devices that will be connected to the Internet router and how they will be grouped together. For instance, most locations will have several internal networks. There will be networks for surveillance cameras, security systems, credit card machines, and wireless Internet access. These typically will all be on the same Internet address, but in some cases there will be multiple addresses, which will be directed to each device. There are many scenarios for how to set up a network and which is best for your location often depends on who is setting it up. If you are not proficient in networking, please contract a company that is and can set up and protect your network. This all too often is passed over by operators and they just get things up and running and do not have any support or ongoing plan for the updates and defense of their network.

Once the Internet router is set up and running, take care in running all of the cables to the devices that need to be connected. Avoid running these lines in conduits that have line voltage in them. This can cause interference with the signal and cause intermittent connection issues. Terminating these cables is fairly easy and the connectors and tools to put them on are available at any electrical supply house or home improvement store. Also, be sure to have a signal tester, as well. This device will be attached to both ends of a cable and it sends signals over the wires to ensure they are terminated correctly. It is also a good idea, annually, to double check all of the cable ends to prevent any possible signal loss and to be sure there is a good connection on the cables.

Being able to view your locations remotely through surveillance cameras, processing credit card transactions in the blink of an eye, and offering wireless Internet to your customers all add value and have become part of our everyday life. If this is beyond your abilities, however, contract an IT professional and eliminate the risk of running an unsecure network. Just be sure to protect your network, your company and your customer's information. ■

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



Gary Sokoloski

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**JOIN TODAY!**



**PRESIDENT’S COLUMN**

So often I’m asked, “Why join the Carwash Association of Pennsylvania (CAP), what benefit is it to me?” What they are really asking is, “What’s their return on investment?” Well, CAP is a small trade association and our board operates on two basic premises:

- 1.) To maintain an organized industry presence in Pennsylvania to address legislative and regulatory issues hostile to the industry, and
- 2.) To use Association numbers to leverage resources and services at a special price and/or discount.

So what’s your return on investment with CAP? I know it’s been discussed numerous times, but the benefits provided to members with their CAP membership easily cover the cost of membership. From our annual dinner and table top show, (free to members and their spouse, or an \$80 value,) to our business insurance discount program, (minimum of \$100 annual savings,) to our credit card processing program, (\$100+ annual savings), members more than recoup the cost of their annual CAP membership.

And, that’s not taking into account other CAP member benefits such as member-only industry information, free classified ad listings on the CAP website, program templates and peer networking.

**Buyers Club Benefits**

Currently, CAP is developing another member benefit – one operators are sure to find extremely valuable – the CAP Buyers Club. CAP Members will receive a CAP Buyer’s Club number with their annual membership that will gain them access to a host of discounts and special offers from member vendors.

These offers will be exclusive to CAP members and constantly evolving. As we expand the program, and vendor participation, members will be notified of additional discounts and special offers available. Your CAP Buyer’s Club number will be your key to access this new member benefit. Look for more information to come or contact that CAP office at [executivedirector@pacarwash.org](mailto:executivedirector@pacarwash.org).

We understand that your time and resources are limited and want to assure you that CAP is a genuine benefit to your business as you navigate the daily challenges as a small business owner.

As always, if you are not a CAP member, we invite you to join and if you are a CAP member, we invite you to connect!



Keith Lutz  
CAP President

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**ASSOCIATION MANAGEMENT**

Dawn W. Keefer Executive Director  
Carwash Association of Pennsylvania  
430 Franklin Church Road  
Dillsburg, PA 17019  
Email: [dawnwkeefer@comcast.net](mailto:dawnwkeefer@comcast.net)  
Ph: 717-648-0159 • Fax: 717/502-1909

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

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**Member Category (please circle one)**

- \$195 Single location operator
- \$395 Multiple location operator (two or more) or vendor

# CAP PICNIC & GOLF OUTING

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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 17<sup>th</sup>, 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

[www.pacarwash.org](http://www.pacarwash.org)



**PRESIDENT’S COLUMN**

*Sun, flowers, raking, cleaning, planting, painting, trimming, asphalt-ing, and everything else associated to make our washes look fresh and inviting should be top of mind for all operators. Yet, let’s take it TO THE NEXT LEVEL – A SPRING TUNE UP AND CHALLENGE FOR OUR STAFF.*

*Let’s, refresh them.*

*Bring in water, water bottles, and challenge them to drink eight to 12 sizable servings a day.*

*Bring in fresh fruit and healthy snacks like nuts (as long as no one is allergic!). Challenge your employees to lose a few pounds or even gain a couple.*

*Buy an in-home blood pressure machine and see how the staff rates. Encourage healthy meals and snacks, and reward those who really try to become healthier.*

*Take an interest in your staff as each of us do with our tunnels and other equipment. They are equally as important. Focusing on “healthy” will boost morale and performance, as well. It’s just like a clean car – it always runs better than a dirty one!*

*Have a “stop drinking challenge” for a week or two, and then poll the staff on how much better they feel without free radicals in their systems like soda or alcohol. The better and healthier the staff feels, the better they will interact with your customers and each other.*

*Keep washing and always try to raise the bar for better, and healthier, customer service.*



*Bob Rossini  
CCA President*

**With Sympathy**

The CCA Board would like to express its sympathy to Past CCA President Paul Ferruolo and his family at the loss of his brother, John “Jay” Ferruolo, who passed away on January 9 at the age of 56.

Jay was an avid horse lover and professional thoroughbred horse trainer who loved skiing, fishing and traveling to Green Hill, Rhode Island. He is survived by his father, John, his three children and their families and his two brothers, Gregory and Paul and their extended families.

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- 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.

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Monday, September 21, 2015

Fairview Farm Golf Course, 300 Hill Road, Harwinton, CT

**2014 WINNING TEAM!**  
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PETE LAROE  
CHAD WADE  
JOE FARRELL

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### AGENDA:

- 11AM..... Tee Off
- 4PM.....Reception
- 5PM.....Dinner

### TOURNAMENT PLAY:

18 hole modified Shotgun format; includes cart.

### TOURNAMENT FEE:

- \$150 Golf, Lunch, Hors d'oeuvres and Dinner
- \$50 Hors d'oeuvres and Dinner only

### TOURNAMENT FEE INCLUDES:

Greens fee for 18 hole course, cart, lite breakfast, lunch on the course, hors d'oeuvres and buffet dinner.

**CHANCES TO WIN:** \$1,000 Putting Contest, Longest Drive, Closest to the Pin, after dinner raffle. **Grand Prize for Hole in One:** one-year lease awarded by Mitchell Auto Group of Simsbury, CT.

**DIRECTIONS:** [www.fairviewfarmgc.com](http://www.fairviewfarmgc.com)

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## CCA 2015 GOLF CLASSIC REGISTRATION FORM

1. NAME \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 TELEPHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

**WHO ARE THE OTHER GOLFERS IN YOUR FOURSOME?  
 PLEASE STAR\* THOSE FOR WHOM YOU ARE SUBMITTING PAYMENT.**

2. NAME \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 EMAIL \_\_\_\_\_  
 3. NAME \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 EMAIL \_\_\_\_\_  
 4. NAME \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 EMAIL \_\_\_\_\_

THE FOLLOWING PEOPLE WOULD LIKE TO ATTEND DINNER ONLY.

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 # OF GOLFERS AT \$150 \_\_\_\_\_ # OF DINNERS ONLY, AT \$50 \_\_\_\_\_  
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**REGISTRATION DEADLINE: MONDAY, SEPTEMBER 14**

Questions? Phone 800/287-6604 or mediasolutions@nycap.rr.com  
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# CCA Celebrates 25th Mini Expo!!!

Mighty Auto Parts' Eric Sehl, Torrington Car Wash's Bob Rossini and Jet Spray's Tony Setaro gave 30 attendees the tools they need to be better than their competition at the Connecticut Carwash Association's 25th Annual Mini Expo & Sales Seminar at the Marriott Courtyard in Cromwell, March 25.

The three presenters, with extensive backgrounds in sales and exceptional customer service, shared their expertise and tricks of the trade in an hour presentation prior to the start of the 25th Mini Expo.

The event, the longest-running tabletop on the East Coast, drew 80 and included 20 exhibitors and a sit down Italian buffet dinner where all attendees had an opportunity to mix and mingle. "The Mini Expo is a great event to learn, grow and catch up with your fellow operator," said Bob Rossini. "Thanks to all the vendors and attendees who support our association and attended this event."

Past President and CCA Golf Classic Chairperson Todd Whitehouse promoted the association's September 21 Golf Classic at picturesque Fairview Farm Golf Club in Harwinton during the Mini. He offered 2013 rates to those who registered at the event which drew 80 golfers to the challenging and breathtaking course. He also displayed many of the raffle prizes that can be won at the event.

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 mini and a \$100 Home Depot gift card. Event sponsors included: Benchmark Payment Networks; Blendco; C.A.R. Products, Inc.; Car Washing Systems, Inc.; DRB Systems, Inc.; Innovative Control Systems, Kleen-Rite Corp.; Micrologic, *Northeast Carwasher* magazine and Simoniz USA. The association also raffled off a trip for two to the 2015 NRCC, Octo-

ber 5-7, at the Atlantic City Convention Center, New England Car Wash's Bruce Everett was the lucky winner.

The carving station was courtesy of the Carwash Insurance Program Sponsored by McNeil & Co.

**The association's next event is its Annual Golf Classic, September 21, at Fairview Farm Golf Club in Harwinton. For information on the CCA visit its website at [www.wewashcars.com](http://www.wewashcars.com).**



*The 25th Annual CCA Mini Expo, March 25, at the Marriott Courtyard in Cromwell, is the longest running East Coast tabletop. It attracts operators from across the state.*



*Always a favorite at the Mini, the team from Carwash Insurance Program by McNeil sponsored a succulent carving station at the event.*





*C.A.R. Products' John Millerick enjoys a friendly exchange with Fred's Car Wash's Fred O'Neill.*



*Jet Spray's Tony Setaro and New England Car Care's Fred Bauer.*



*Bumper Skinz, Montclair, NJ, was a new vendor to the Expo this year.*



*Wash Ideas' Adam Korngold (center) explains his system to an attendee.*



*Team Spalsh came out in force!*



*Carwash Insurance Program by McNeil & Co.'s Mike Benmoshè and Andreas Kuhbier speak with Connecticut Carwash's Brian Marquis.*



*Continued on page 50 ...*



CCA President Bob Rossini and his lovely assistant, new mom Allison Shackett, award the raffle prize winners.



The team from Personal Touch also enjoyed the event that included an educational program prior to the Mini.



New England Car Wash Equipment's Bruce Everett won a trip to the 2015 NRCC!



A variety of prizes were sponsored by the following CCA supporters:

- Benchmark Payment Networks
- C.A.R. Products
- Car Wash Systems
- DRB Systems, Inc.
- Innovative Control Systems
- Kleen-Rite
- Micrologic
- Northeast Carwasher
- Simoniz USA

McNeil's Mike Benmoschè and Splash's Dan Petrelle.



## CCA 2015 Scholarship Winner Announced!

Congratulations to Victoria Stein of AutoShine of New England, LLC in East Hartford for winning the 2015 Kenneth M. Gustafson Sr. Scholarship Award. Victoria will be attending Central Connecticut State University in New Britain in the fall where she will study accounting and business management, as well as massage therapy.

With the awarding of the 2015 honor, the CCA will have provided \$23,000 worth of scholarships to deserving recipients since the scholarships inception in 2003. "It's a great honor to be able to do this and something that we are certainly proud to be able to do," said Paul Ferruolo, CCA Scholarship Chairperson. "It's a good feeling to help with someone's education."

Stein will be honored at the association's golf outing September 21 at Fairview Farm in Harwinton. For more information visit [www.wewashetcars.com](http://www.wewashetcars.com).



CCA Golf Chairman Todd Whitehouse set up a great display to promote the 2015 Golf Classic, Monday, September 21, at Fairview Farm Golf Course in Harwinton.

# 2015 CCA CALENDAR

# Welcome, Nora!!!

SEPTEMBER 21

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

OCTOBER 5-7

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

DECEMBER 3

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



Adorable Nora Lynn Shackett entered this world on March 4 at 10:56 pm. She was 7.6 lbs and 19 inches. Proud parents, CCA Board Member Allison Shackett and her husband Jeff, of Car Washing Systems, are thrilled to be new parents!

*Congrats from the CCA board!*

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# General Assembly Almost to the Finish Line

By P.J. Cimini

The General Assembly is almost to the end of its 2015 session and a number of major issues still remain unresolved including the State Budget and Tax package. With the short time frame left to finish their business before the June 4 Constitutional deadline, it looks increasingly like they will have to come back in Special Session over the summer.

## Sales Tax on Carwashes

Four years ago, the Governor proposed repealing the sales tax exemption for carwashes in Connecticut. The Finance Committee rejected that proposal and protected this important business fairness policy for our owners and operators. That year they did end up passing the largest tax hike in Connecticut history under the theory that higher revenues and a recovering economy would straighten things out. But, the tax hikes slowed our economy, causing revenues to fall short, and state spending kept growing.

Fast forward four years and this time Governor Malloy chose to go after other new taxes and limiting existing credits in his budget submittal to the Legislature, but did not propose the sales tax exemption.

The Finance Committee reported out a budget in early May that also did not repeal the sales tax exemption on carwashes but did propose taxing more than two dozen business services – from accounting to building inspections to management consulting – that will affect every business, every consumer, every day in Connecticut.

The proposal also:

- ❖ Reduces the value of tax credits – that anchor jobs, industries, and investments in the state – from 70 percent to 50 percent; increasing taxes on Connecticut job creators by \$72.5 million over the biennium
- ❖ Reduces the use of net loss carryforward (NOL) – that help vulnerable start-up companies gain a foothold – to 50 percent of net income in any income year; a \$246 million tax increase
- ❖ Institutes mandatory combined reporting – which will impact Connecticut's headquarters companies, and the state itself; \$62 million tax increase
- ❖ Extends the corporate tax surcharge – falling on Connecticut's flagship job creators – for at least another two years; a \$119 million tax increase and
- ❖ Increases the personal income tax – raising the top rate from 6.7 percent to 6.99 percent; establishing

a 2 percent supplemental tax on capital gains over certain thresholds – potentially impacting small and family businesses, for an estimated \$345 million tax increase.

Many of these increases will undermine the very strategies state lawmakers have used to grow Connecticut's economy – tax policy promoting jobs and investment in aerospace, biopharma, defense, finance, and other core industries.

Only three other states tax as many business services as the proposal under consideration – and Connecticut really doesn't compete with any of them: New Mexico, South Dakota and Hawaii. However, Florida, Michigan, and Massachusetts, with whom we do compete, passed similar tax expansions – and repealed them because they immediately saw what a very bad idea it was.

Connecticut needs to follow their lead and instead promote a pro-growth economy that can naturally deliver the steady, sustainable revenues needed for critical state services.

## State Tax Panel Continues its Work

Last year, the Legislature created a new State Tax Commission and gave it the task developing a 10-year plan to get more businesses to locate and set up business in Connecticut. Although the group focuses on corporate law, it's also taking into account the state's overall tax structure and the role it plays in attracting and retaining businesses, which will include exemptions like our carwash sales tax exemption.

Other areas that the Panel will be working on include:

- ❖ Sales Tax on Business Services – Connecticut already taxes more services than most states and we would be more competitive if we didn't tax them. Expansion to most professional services would be devastating to our economy.
- ❖ Tax credits – These credits are an important tool to encourage particular activities or investments in a state by a large number of companies. They can only be earned by companies that are in Connecticut, and they help anchor businesses to our state. The R&D, fixed capital, and electronic data processing tax credits are excellent examples of these.
- ❖ Net operating Loss (NOLs) – Net Operating Loss carry-forwards are another important tool which helps anchor job creators to Connecticut. Every state with an income tax has NOLs and only two states (New



Hampshire & Pennsylvania) have a permanent restriction on their use and

- ❖ Pass throughs – The panel will also research and study tax policy implications for C corporations and pass-through entities such as LLCs, LLPs and S Corps.

## Workplace Issues

Another piece of legislation would seek to block employers from imposing or enforcing any rule that forbids their employees from discussing and/or distributing other employees' confidential wage information in the workplace without the employees' consent. Under HB 6850, any employer attempting to discipline an employee engaging in this conduct could find itself in court and paying damages to the employee. Called "An Act Concerning Pay Equity and Fairness," the bill is being promoted under the notion that more transparency in the workplace about wages will help eliminate any gender pay gap.

The reality, however, is that HB 6850 does little to address any real or perceived pay gap between men and women. Instead, it creates the possibility of serious problems in the workplace regardless of an individual's gender.

This bill also conflicts with state personnel files law that protects employees' right of privacy over their personnel information, including their wage rates. HB 6850 would take away that privacy and permit others to access and share their confidential wage information, without permission and without consequence.

## Workforce Litigation

Business interests will face increasing litigation pressures and costs under a proposal under consideration. SB 914 takes away a judge's discretion to award anything less than double damages in civil actions to collect unpaid regular and overtime wages. Judges, however, already have the power to impose the harsh penalty in cases of truly bad-acting employers, which would seem to alleviate the need for a mandatory penalty. Making the penalty so harsh might give employers the impression that there could be no better option than to avoid costly litigation and settle wage disputes – even when they are not in the wrong.

## Mandatory Scheduling Bill

There is proposed legislation (HB 6933) that will require employers, including carwash operators, to post employee schedules 21 days in advance – or pay a "pre-

dictability tax" if that schedule is changed in any way. The impact for carwash owners and operators could be devastating, as it would force all employers – especially small businesses – to cover the work of absent workers and now face a penalty tax for it.

Rather than allow employers to develop their own leave policies that work for them, the legislation would force them to follow inflexible one-size-fits-all inflexible leave policies. For years, advocates pushing for HB 6933 have supported other proposals mandating that employers provide more paid leave from the workplace. Most forms of mandated leave, like the state's paid sick leave law, require little to no notice to employers. The mandate in HB 6933 would financially penalize employers who are attempting to accommodate their employees' needs that arise suddenly.

Basic communication has always been shown to be the most effective tool for solving this kind of issue. The Government should encourage more of the natural flexibility already occurring in workplaces, rather than government mandates.

## \$15 Minimum Wage Penalty Bill

Another proposed bill that could greatly impact the carwash industry in Connecticut is calling for a dramatic increase in the minimum wage. SB 1044 would impose a \$15 minimum wage on any small business that's part of a franchise where all the local franchisees collectively employ 500 people, or any business with 500 or more employees. It would force the business to pay the wage or pay a tax of \$1 per hour worked by each employee making less than \$15 per hour.

This bill, which would be the first of its kind in the nation, was correctly characterized in a Hartford Courant article, "The wage penalty bill, while dressed in moral clothing, is just another budget chip."

In fact, advocates now want SB 1044 to be folded into the budget, despite not having had a vote in either of the legislative budget-writing committees. According to a recent study, this bill will create the need for nearly 1,000 more state employees – worsening the state's fiscal woes by increasing bureaucracy and unfunded state employee pension obligations.

## CT Business Climate

Connecticut continues to struggle to improve our overall business climate. The cost of doing business in Connecticut continues to rise. Top-state Georgia jumped from #20 to #8

*Continued on page 56 ...*

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**Lobbyist Update ...** *continued from page 55.*

in the cost of doing business. Texas (overall No. 2) moved up by 12 places; Utah (No. 3) jumped five, from #21 to #16.

Washington State's cost of doing business ranking moved up 10 places, from #44 to #34, which propelled it up in the CBNC Top States overall rankings from #21 to #7.

In Connecticut, however, where the CBNC cost of doing business ranking dropped four places closer to the bottom, now #47!

The greater budget situation in Connecticut is not great as state spending and taxes continue to be unaffordable and unsustainable. By way of background, consider the following, since 1992:

- ❖ State government spending is up 210 percent
- ❖ Household income has increased only 64 percent and
- ❖ Connecticut's population has grown at only 9 percent.

The Finance Committee's tax package was developed to support the Appropriations Committee's two-year, \$40 billion budget that increases spending by \$1.5 billion and blows past the state's constitutional spending cap.

Just to further reinforce how far we still have to go, consider these recent rankings:

- ❖ Connecticut placed 46th in the 2015 Aerospace Manufacturing Attractiveness Rankings, conducted by PWC.
- ❖ Chief Executive Magazine ranked Connecticut 45th in its Best and Worst States for Business rankings – a drop of one place in a year.
- ❖ Wallethub ranked Connecticut 47th in the U.S. for the state and local tax burden.



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

**P.J. Cimini**

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*Only three other states tax as many business services as the proposal under consideration – and Connecticut really doesn't compete with any of them: New Mexico, South Dakota and Hawaii.*

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# 18<sup>TH</sup> ANNUAL GOLF INVITATIONAL

## SEPTEMBER 21

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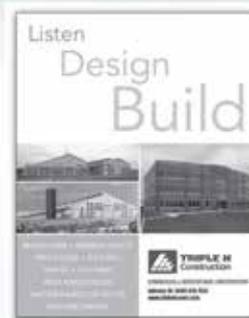


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# Mother Nature: Help or Hindrance?

By Cookie Anthony

In the Northeast, typically winter is our busy season. Snows brings salting, chemicals spread on our roadways which in turn makes vehicles white, dirty, filthy and just plain gross.

Boston had record-breaking snows, as you all know. With blizzards, Northeasters, eight inches today and another two a few days later, there was no place to put the snow. Two lane roads became one. Cars were totally encased, entombed in snow and ice. The challenge was where do you stack all that snow when plowing?



But when the highways were dry, the sun was out, the lines at the carwashes were long, and business was at its best.

There is no doubt that Mother Nature can challenge the carwash industry. This winter was one that will be remembered, for sure!

## Spring Ahead

Now that the harshest winter we can recall is history, it's time to make sure your facility is in tip-top shape. Here's a "To Do" list to help you do just that.

- ❖ Paint and freshen up your building.
- ❖ Plant flowers and trim shrubs.
- ❖ Plan an advertising campaign for upcoming holidays like Father's Day and Independence Day.
- ❖ Hire a high school or college student to clean all the spots you may have missed during the busy washing season.

## Delta Sonic: Simply HUGE!

Perhaps I'm wrong, but when I think of carwashes I think of small operations and locations; mom and pop businesses, but carwashing does have its giants.

Delta Sonic, The Kissing Clean Car Wash, based in Buffalo, NY, is one of them. Their Henrietta location on Route 15, one of 29 locations in New York, Illinois and Pennsylvania, is an excellent example. Their 14 gas pumps were always busy and prices were cheaper than BJ's when we rolled into town.



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If you bought a carwash you saved 10 cents a gallon on gas.

Delta Sonic has a definite "WOW factor." All of its facilities are big, affordable, well staffed and organized.

There were many young women working there, as well, in a variety of positions including detailing, and prepping and at the registers, to name only a few.

The wash uses lots of soap and cloth – lots of "sizzle."



Delta Sonic in Henrietta, NY.



They are so busy they have a completely separate, and huge, freestanding detail building and operation on the same site.

At the wash, four people were on prep guns, two on each side of the car, and three people were in booths collecting money.

As you exit the wash tunnel spaces are clearly marked to put final details on such as blowing the soap and water out of the car's mirrors.

Free vacs, which are very visible from the road, were busy as evidenced by full barrels.

Delta Sonic ties in its signature "Kiss" theme to their wash specials. Their Super Kiss Plus gets you a wash and then two more within two weeks for a low price of \$17.99. Their Super Kiss gets you a wash and then another within five days for \$12.99. You

can't beat that! We could write a book on them. They are simply HUGE!



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

Cookie Anthony

## Cookie's Question To You! ?

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

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

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**PRESIDENT'S COLUMN**

*I attended Car Care World Expo (CCWE) in Las Vegas in April and it was a really great show. It had the largest turnout in many years and the floor was full of positivity and great things to see and touch. If you missed it, you missed out. Luckily, you can redeem yourself by attending the Northeast Regional Carwash Convention (NRCC), October 5-7, at the Atlantic City Convention Center! Visit [www.nrccshow.com](http://www.nrccshow.com) to learn more and register for your room at the incredible Borgata Hotel Casino & Spa.*

*Soon after CCWE, we had a great run of spring washing. And it wasn't long before the pollen was flying! It certainly hit hard and fast. I feel badly for anyone with allergies, but I feel blessed along with all my other friends in the carwash business as it was a great run!*

*Now, heading into summer we embark on our annual carwash tour. You can read all about it in the fall issue of this magazine, but we typically get a good turnout for the tour. However, good is never enough. We can always do better and there is always something to see and learn about on these tours. Tours like this, as well as our membership meetings, are painstakingly planned by our board to educate our membership. There is always something to learn out there, folks. I have been washing cars for 53 years and I always learn something new and I look forward to it. So, if you haven't gone on one of our tours, or attended a meeting recently or ever, there is no time like the present. Learn about what we're doing on our website at [www.cwonj.com](http://www.cwonj.com). You can even register for meetings there. It just doesn't get any easier to get involved.*

*Next on the horizon for the CWONJ is The Children's Specialized Hospital 15th Annual Golf Outing, Monday, August 3, in Union at Suburban Golf Club. We are working to get a great turnout for this very important event where our proceeds go to support the efforts of this incredible children's rehabilitation hospital that helps kids all across the country. We encourage participation from our association as well as neighboring associations. It's truly a great day and one of the most significant things our association does. To date we have raised \$47,000 for the kids. Help us continue the effort by participating in the outing. To learn more visit [www.cownj.com](http://www.cownj.com) today or call the office at 800/287-6604.*

*I'd like to congratulate Chris Vernon of Rt. 130 Car Wash & Express Lube in Hamilton and Jack Aaronson of 33 East Car Wash in Ocean on being the two operators selected to be honored as our first CWONJ Carwash of the Year recipients. These gentlemen operate some amazing carwashes. They are beautifully done and a real tribute to our industry.*

*I'd also like to thank board member Doug Rieck for spearheading the committee that put this award together. Great job!*

*Here's to a great summer of washing. So, until the fall, good washing to all and stay healthy. See you in Atlantic City in October!*



Mike Conte  
CWONJ President



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## 2015 CWONJ CALENDAR

**AUGUST 3**

**Golf Invitational  
Suburban Country Club, Union**

**OCTOBER 5-7**

**NRCC \*MCA host association**

**NOVEMBER 17**

**General Membership Meeting, TBD**

**For additional information check  
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**LOOK FOR PHOTOS FROM OUR  
ANNUAL CARWASH TOUR  
IN THE FALL ISSUE**



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# Simoniz' Gorra Keynotes CWONJ Meeting

HAMILTON, NJ – The Car Wash Operators of New Jersey (CWONJ) Winter Membership Meeting, February 26, featured industry innovator Bill Gorra, CEO of Simoniz USA, Bolton, CT. Gorra, who grew up in the industry, spoke on his company's emphasis on branding as well as the evolution of the industry during his tenure. "It's important to take your brand seriously," said Gorra. "It is what sets you apart."

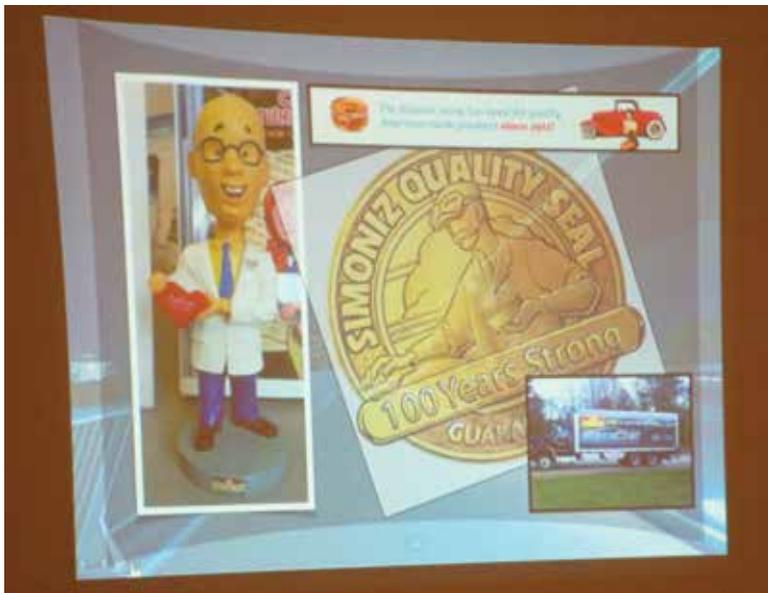
Gorra, who is equally as adapt in the chemistry lab as he is running a wash or detail facility, is bullish on the industry. "I think the industry is in good shape," he said. "I think the financial community is looking more favorably on our industry, and the young kids today are not washing their cars themselves. That, and more leased vehicles and lower gas prices, will help us wash more cars."

He also sees the unlimited program as a feature that is here to stay. "The biggest positive trend in our industry today is the growth of the unlimited program," according to Gorra.

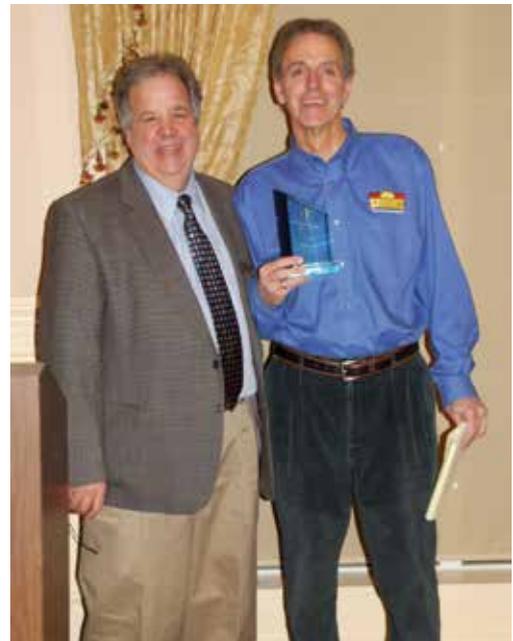
"That and the growth of express exterior washes has put new energy into the business."

The dinner meeting attended by nearly 50 also featured an update from CWONJ President Mike Conte on the association's scholarship program, as well as their future meeting dates. Outgoing board member Bill Howell of Bubbleworks in Andover, NJ, also received a plaque for his years of service to the board.

For scholarship information and meeting dates visit [www.cwonj.com](http://www.cwonj.com)



*Simoniz USA President Bill Gorra spoke on the storied history of his company and its impact on the industry.*



*CWONJ President Mike Conte presented Simoniz USA President Bill Gorra with a small token of the association's thanks for his outstanding presentation.*



*CWONJ President Mike Conte awarded Bubbleworks' Bill Howell with a plaque of appreciation for his service on the board.*



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## PRESIDENT'S COLUMN

*Summer is such a welcome change. Don't get me wrong, I love the winter months and all the revenue it can bring. However, those late night repairs and the preps for sub-zero temperature have any owner/operator praying for a pause.*

*Due to the violence and unrest in Baltimore, MD, we postponed our May Mid-Atlantic Carwash Association (MCA) meeting in Little Italy, Baltimore to November and will try to continue with plans to have a speaker on the new credit card changes and requirements. It will be a beautiful time of year to be in Little Italy with the holiday decorations. All of our late fall meetings have had a special touch.*

### **Wash to Save the Bay**

*We have a big fundraiser called Wash to Save the Bay on June 6 where a percentage of the proceeds from the event go to the Chesapeake Bay Foundation. It is a big deal to the MCA and we encourage everyone in the surrounding area to participate. The bay folks are such nice people. I have been able to participate in several activities with them and my interest in water conservation has grown. In fact, I just signed up for a rough camp-like educational seminar on one of the islands of the bay. Send me a shout out and follow on Twitter for the play-by-play in July. See our website and the Mars & Venus column for more information on Wash to Save the Bay.*

*Our next meeting is September 23 where we will be meeting in Upper Marlboro, MD, at a private collector's garage. We have made arrangements to view and socialize over the classic cars and classic boats he has restored. We look forward to a social time with a barbeque and we will elect our officers and board members for the coming year at this meeting.*

*As I told you last time, we are a group that has fun together. While many times we learn something new by way of a speaker, we still learn things during our informal meetings. Members who are close to each other often meet for dinner, come over during major repairs, share information via phone and come to each other's side during break ins. If you could use that friendship in your business and personal life, I invite you to join us and even email me before the next event. We are always looking for new members and new views on the business.*

*I am looking forward to our turn as Northeast Regional Carwash Convention (NRCC) 2015 hosts this year, October 5-7, at the Atlantic City Convention Center with the Borgata as our host hotel. Stay tuned for more information and chatter on the events as we get closer, but you can book your hotel rooms now so visit [www.nrccchow.com](http://www.nrccchow.com) and enjoy a fabulous rate of \$89 a night, including Wi-Fi at the best hotel in Atlantic City!*

*For up-to-date MCA meeting information, please view our website, [www.mcacarwash.org](http://www.mcacarwash.org). You can always get more information there as well as register for our upcoming meeting and events.*



Heather Ashley  
MCA President



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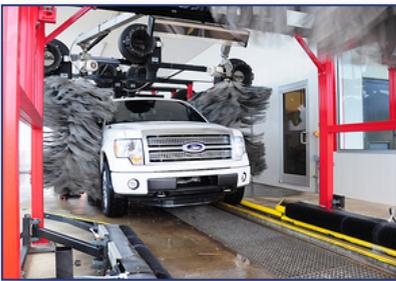
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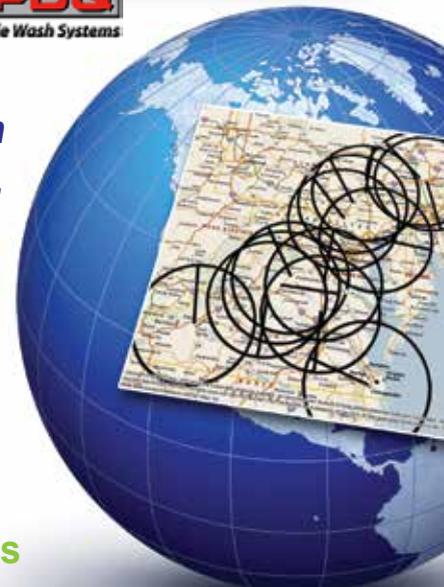
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*Why would he do this?*

# When Is It Too Much of a Good Thing?



By Dave DuGoff

Over the last number of years, self-serve operators have been squeezing inbay automatics (IBAs) into self-service bays. Since IBAs can wash twice the number of cars per hour that the self serve can do, it seemed like a no brainer. And it is. We can offer a faster, more convenient service to a different clientele. If one is good, and two are event better, are three better yet? Well, maybe. It depends on your demographics, and the strength of your self serve.

I opened College Park Car Wash in 1997 as a seven bay self serve with one IBA. That first year was great. The IBA did 10,000 cars and the self serve did about \$200,000. The self-serve revenue grew every year and there was often a line for the IBA. So, in 2000, we converted bay seven into another IBA. The self-serve revenue didn't suffer, the six bays could handle it. And the IBA volume doubled right away. So, this seemed like a model that was too good to resist.

In 2006, we upgraded the two older IBAs, and converted bay six into an IBA. In 2007, we washed more than 57,000 cars in the three IBAs. And the self-serve revenue seemed to maintain itself in just five bays. As is probably the case for a lot of operators, 2007 was our best year. From that point on, 2008-2011, were down years for the economy, and it often seemed like it rained every other day. Rain was always in the forecast. Oil prices were high and people just didn't love their cars anymore. However, the self-serve volume was rock solid steady.

I wrestled with the situation for years. Excess capacity in the three IBAs, no lines, or short lines on busy days. Whenever we worked on one, there was a line for the other two IBAs. And there were always cars waiting for the self-serve bays. On the rare very busy days after a snow, I was glad to have the third IBA. But most days, it re-



*College Park Car Wash in College Park, MD, went from adding an inbay to taking one away.*

ally wasn't necessary. (Do I even need to mention the difference in repair and maintenance expenses between an IBA and a self-service bay?)

In 2014, we replaced the IBA in bay six with the best self-service equipment I could find. In fact, as the self-service pump stand was 17 years old, I replaced everything. The ceilings were dingy – gone. I wanted a fresh start with four booms hung from the ceiling, new meter box doors with the credit card swipe integrated into the panel. And what happened?

The self-serve revenue jumped immediately and there are still cars wait-

ing to get in and scrub it themselves. Doesn't matter how cold it is. Rain or shine, night and day. Here's the surprise, the IBA revenue also picked up about 10 percent.

A very wise carwash operator, for whom I have a lot of respect, said, "Activity breeds activity." If there's a couple of cars waiting for the IBA, it must be worth waiting for. ■

*Dave DuGoff is the owner of College Park Car Wash in College Park, MD. He is also the immediate past president of the Mid-Atlantic Carwash Association and the treasurer of the Northeast Regional Carwash Convention. You can reach Dave at [dave.dugoff@gmail.com](mailto:dave.dugoff@gmail.com).*

---

## MCA Sponsors Wash to Save the Bay



On Saturday, June 6, carwashes throughout the Mid-Atlantic Region will be donating a percentage of their sales to the Chesapeake Bay Foundation. This program, sponsored by the Mid-Atlantic Carwash Association, raised \$10,000 in 2014, with more than 50 washes participating. For more information visit [mccarwash.org](http://mccarwash.org). ■

## MCA UPCOMING EVENTS

SEPTEMBER 23 \*TENTATIVE DATE

MCA Membership Meeting

NOVEMBER 4 \*TENTATIVE DATE

MCA Membership Meeting

To learn more visit  
[www.mcacarwash.org](http://www.mcacarwash.org)

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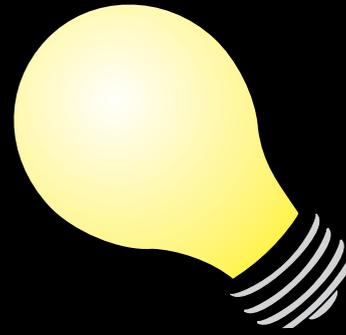
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## PRESIDENT'S COLUMN

*The carwashing business is looking stronger these days. Car Care World Expo in Las Vegas recently wrapped up as this edition went into production. There was increased attendance and the trade show was larger than in recent years. An economist at the show presented compelling evidence that the economy is growing and the carwash business continues to climb ... a much better outlook than the economy provided during the past seven years. New auto sales also are climbing, enabling more growth in our businesses.*

*We had challenging weather in New England this past winter, yet members tell me their volumes and revenue are up year to year. Spring washing and detailing also are strong from the late end of winter. Hopefully, this will continue right into pollen season which weather professionals say will be potent as a result of the intense winter.*

*There also was an advisory from the National Highway Traffic Safety Administration (NHTSA) recommending that car owners, in northern climates, visit their local carwashes routinely during the winter. As a safety precaution, they strongly suggested using the undercarriage wash to rinse brake lines that may rust from road salt. It was nice to get some unexpected help from the government.*

*Yet, we still need to stay creative with our businesses. Customers always expect great customer service, speed and convenience, quality and innovation. As I mentioned in the last edition of the Northeast Carwasher, working together through our trade associations is critical to our success. I have asked the NECA Board of Directors to research the viability of promoting our industry in ways that each of us may not be able to do on our own. For example, could we use cable television to advertise benefits of carwashing? Could we promote carwash gift cards during the holiday seasons? How should we use social media to promote our businesses? We have a team working on these ideas now and hope to report to you our findings later this year.*

*Please send us your ideas. We can use all the help we can get and we welcome input from everybody.*



*David J. Ellard*

David J. Ellard  
NECA President



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

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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.

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

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- 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.

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

## Ongoing: Legislative Monitoring

Do you have the time to regularly research activity in your state legislature for bills and regulations that might affect your business? Of course not. That's why NECA em-

loys an intern to monitor legislative activity in MA, ME, RI, NH, and VT – all of the states we represent. Our legislative intern provides monthly reports on pertinent activity that either you will want to address or that NECA will address on behalf of the industry. There reports are published in the quarterly NECA E-Newsletter (for members-only); in the NECA News Brief, which is distributed every other month to everyone for whom we've an email address; and archived on the NECA website.

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

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

## TREASURER'S REPORT New England Carwash Association, Inc. Jan. - March 1<sup>ST</sup> quarter 2015

Income	
Interest Income.....	\$6.53
Meetings.....	\$8,300.00
Member Services.....	\$541.85
Membership.....	\$13,625.00
NRCC.....	\$31,865.94
Scholarship.....	\$250.00
<b>Total Income.....</b>	<b>\$54,589.32</b>
Expenses	
Advertising and promotion.....	\$-
Board Expenses.....	\$424.49
Management Services.....	\$8,799.90
Meetings.....	\$5,481.84
Member Services.....	\$538.35
Membership.....	\$698.59
Office Expense.....	\$696.19
Professional Expense.....	\$300.00
<b>Total Expenses.....</b>	<b>\$16,939.36</b>
<b>Net Income.....</b>	<b>\$37,649.96</b>
Other: Washforacause	
Donations.....	\$20.00
Distributions to car washes.....	\$(50.60)
Administrative Expense	
Administrative Income.....	\$(150.97)
Distributions to Campaigns.....	\$-
.....	\$(181.57)
Cash Balances	
Citizen's Bank Savings.....	\$88,296.86
Citizens Checking.....	\$77,148.66
Citizens Bank Reserve Fund.....	\$86,000.92
<b>Total Checking / Savings.....</b>	<b>\$251,446.44</b>

---

# NECA Welcomes Our Newest Members



## Checkerbay Carwash

Colchester, VT  
www.checkerbaycarwash.com

### Contact:

Clifford Thorpe  
802/655-0077  
washyourride@myfairpoint.net

## The Walpole Wash House

Walpole, MA  
www.thewalpolewashhouse.com

### Contact:

Stefan Frey  
508/660-8762  
stefan@thewalpolewashhouse.com

## Daily General Counsel PLLC

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### Contact:

Jan Glassman, Esq.  
800/296-7681 x701 • fax: 800/296-7681  
jan@DailyGC.com

## Hydra-Flex, Inc.

Burnsville, MN  
Manufacturers of high-pressure nozzles, chemical injectors and complete chemical dispensing systems  
www.hydraflexinc.com

### Contacts:

Jessica Anderson  
952/808-3640  
janderson@hydraflexinc.com

Gary Brown  
612/232-7316  
gbrown@hydraflexinc.com

Tim Loughrey  
651/270-8877 • fax: 952/808-3650  
tloughrey@hydraflexinc.com

## Vehicle Wash Systems, Inc.

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### Contact:

Martin Geller  
800/344-8700 • cell: 617/413-3160 • fax 781/331-8701  
info@washngo.com

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# NECA LEADERSHIP OPPORTUNITIES

Participation in the work of the New England Carwash Association (NECA) is a membership privilege open to all employees of member companies. Those who are actively involved make strategic decisions about the direction of the Association and the profession on our members' behalf. More 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 2016 NECA Board. These are one-year terms, renewable by mutual agreement, for a maximum of three consecutive terms. By August 1, 2015, please nominate yourself or a colleague by contacting Adam Korngold, Immediate Past President, at 617/848-4237.

## 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.

## Opportunities Without 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. ■

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For more information call 781/245-7400.

# Annual Carwash Tour/Tabletop Builds Relationships

The New England Carwash Association's (NECA) May 12 Carwash Tour & Table Top Show was all about building the kind of relationships that are mutually beneficial and lead to lasting business success. The washes and exhibitors didn't disappoint. At the tabletop there were displays that revealed how, with superior customer service, their products

and services enable carwashes to create outstanding results and experiences for their customers. The big ballroom at the Holiday Inn in Mansfield was abuzz with conversation. The association sincerely appreciates the support provided by major show sponsors Autowash Maintenance Corporation and Trans-Mate Products, Inc.

Prior to the tabletop, NECA offered a tour of carwashes also sponsored by Autowash Maintenance Corporation. This year, facilities in southeastern Massachusetts and northern Rhode Island were featured.

The first wash on the tour was a stop at Triple Play Car Wash in Attleboro, a return visit since in the past six years, there have been several enhancements. Triple Play has a gated DRB paystation; a 150' Sonny's-equipped tunnel with Proto-Vest blowers; 24/7 Belanger Vector frictionless inbay; express and full-service detailing; Valvoline Express Care; gas with 14 fueling stations; a C-store with Dunkin Donuts, Subway and Triple Play Wine & Beer. A delicious lunch at the site was sponsored by DRB Systems Inc.

Next, attendees swung down to Pawtucket, RI, to visit

## A special thanks to the following 2015 Table Top Exhibitors:

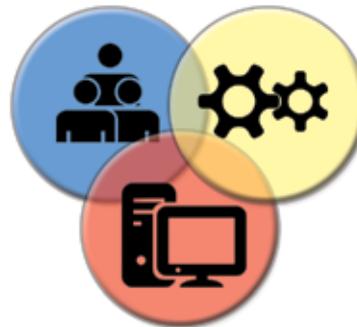
Arlen Company  
Auto Glanz Solutions  
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Autowash Supply Co., Inc.  
Blendco Systems  
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Freeway Carwash. Freeway has self-service bays, a 65' MacNeil express tunnel and detailing.

The group then drove to Norton to visit LJ's Car Wash & Detail Center. LJ's offers a full-service PECO tunnel, heated self-service bays, full and express detailing and a pet wash. It's hard not to notice this wash with its full-size red fire truck out front.

Attendees then toured Franklin Car Wash in Franklin, MA. This family-run business offers a 110' express wash

with towel drying, detailing and six self-service bays. Our final stop before returning to the hotel was a stop at The Pro's Car Care Complex in Mansfield, MA. The Pros combine auto service and auto body repairs with Hanna and Sonny's tunnels, full service and express washing, full-service and express detailing.

To view more photos visit NECA's website, [www.newenglandcarwash.org](http://www.newenglandcarwash.org). We will also feature each wash in more depth throughout the year. ■

## **Triple Play Car Wash, Attleboro, MA**

*This multi-profit center facility features a fully integrated gated DRB Systems configuration, a 150-foot Sonny's-equipped tunnel with Proto-Vest blowers, a 24/7 Belanger Vector touchless inbay, express and full-service detailing, Valvoline Express Care, gas with 14 fueling stations, a c-store with Dunkin' Donuts, Subway and Triple Play Wine & Beer.*



*Continued on page 76 ...*



**Freeway Carwash, Pawtucket, RI**

*This self-serve wash also features a 65-foot MacNeil express tunnel and detailing.*





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**LJ's Car Wash & Detail Center, Norton, MA**

This is a full-service PECO-equipped tunnel with heated self-service bays, full and express detailing, a pet wash and a full-sized fire truck out front to draw you in.



Continued on page 78 ...

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**Franklin Car Wash, Franklin, MA**

*This 110-foot tunnel wash includes towel drying, detailing and six self-service bays.*



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## The Pro's Car Care Center Complex, Mansfield, MA

This double tunnel wash features Hanna and Sonny's equipment, a full-service and express wash option, full service and express detailing as well as auto service and auto body repairs.



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# Marketing Strategies that Build Business



The snowy and frigid weather did not deter New England Carwash Association (NECA) members and their friends from gathering on February 3 for some lively networking and an informative program on marketing strategies. Our special guest speaker and

moderator, Dr. Teresa McCarthy, Professor of Marketing and Supply Chain at Bryant University, opened the program with an overview of the state of the industry, branding and marketing.

Then, our panel of carwashers shared the strategies used in their own businesses. Our panel included Joel Shapiro of LJ's Car Wash in Norton; Dom Previte III of Somerville Car Wash and Detailing and WashSource; Paul Vercollone of Briteway Car Wash with locations in Marshfield, Norwell, Plymouth, Fitchburg and Randolph, MA, and Manchester NH; and Nir Drory of Prestige Car Wash with locations in Brockton, Taunton, Canton and Stoughton. A spirited exchange with the audience followed. Here's a sampling of branding and business building techniques that were shared:

- ❖ Discounts on gas when you buy a carwash
- ❖ Wacky Wednesday (or other day) for discounted washes
- ❖ Senior discount day to take the pressure off the Wacky day
- ❖ Electronic reader board on the street - feature greetings & community/ individual (ex. birthday) non-carwash messages

- ❖ Personal, human interaction
- ❖ A real eye catcher (ex. 38' red fire truck in front of LJ's)
- ❖ Uniformed employees
- ❖ Monthly special promotions
- ❖ Do everything possible to capture email addresses
- ❖ Use social media to promote specials
- ❖ Set up a mobile as well as traditional website
- ❖ Use analytics to gather information on who is using your website, and how they are using it
- ❖ Tie in convenience store (your own or neighboring business) with washes
- ❖ Loyalty programs (there was a good discussion of the benefits and pitfalls of unlimited programs)
- ❖ Master upselling techniques to offset deeply discounted washes
- ❖ Hold on to current customers - 10x more expensive to get a new one
- ❖ Strive to exceed expectations
- ❖ Attend to the basics: good product, quick service, clean facility

Current NECA members can review Dr. Teresa McCarthy's Feb. 3 power point presentation on the state of the industry, branding and marketing in the Members Only section of the NECA website. Enter your user name (email of the member company's key contact person) and password. ■



*Adam Korngold (left) of Wave's Car Wash was honored for his service as NECA president by current President Dave Ellard.*

*Terrance Elder (left) of Triple Play Car Wash was recognized for his board service.*



*Simoniz' Al West, Stinger Chemical's Jeff McIntyre and Briteway Car Wash's Paul Vercollone.*



*Bob Rossini of Blendco Systems, Ron Campagna of Autowash Maintenance Corp., Al Goddard of Arlen Company, Bob Keane of Autowash Maintenance Corp. and Jeff DiLauro of Old Cape Car Wash.*



*Peter Janis of Jamaica Plain Car Wash, Professor Teresa McCarthy of Bryant University and Dom Previte of Somerville Car Wash and Detailing.*



*Andrew Swenson of Wolfeboro Car Wash, Al West of Simoniz USA and Chris Zona of Posh Wash.*



*Jeff DiLauro of Old Cape Car Wash and the Royal T team of Brian Messina, Trevor Smith and Chris Becker.*



*Nir Drory of Prestige Car Wash, Paul Vercollone of Briteway Car Wash, Joel Shapiro of LJ's Car Wash and Dom Previte of Somerville Car Wash and Detailing and WashSource.*



*Jeffrey Katsess of Zep Vehicle Care and Matt Unger of RegionX.*



*Continued on page 82 ...*



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**Marketing Strategies that Build Business ...**

*continued from page 81.*



*Paul Burns, Dr. Teresa McCarthy and NECA President Dave Ellard of Triple Play Car Wash.*



*Bob Katseff of Turnpike Car Wash and his son Jeffrey Katseff of Zep Vehicle Care.*

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**PRESIDENT’S COLUMN**

*Anyone who knows me knows that in addition to my passion for this industry, I love to coach. I have been involved in the carwashing industry for 25 years, and I have been an active youth soccer coach for just about as long. I was fortunate enough to attend the Keynote address at Car Care World Expo in Las Vegas in April and experienced the keynote delivered by legendary coach Rick Pitino.*

*While the former NY Knicks coach and current University of Louisville men’s basketball coach’s main topic was the “One Day Contract,” his energy peaked when talking about his “team” and what he loves about the “Team” - its passion, dedication, sacrifice, and commitment.*

*There’s a reason so many speakers and leaders draw on sports metaphors when trying to hammer home a point about one of the many important traits that great teams (sports or business) share.*

*One of my favorite is from legendary college basketball coach John Wooden of the UCLA Bruins men’s basketball program. He owns a record 11 Division I NCAA championships. UCLA teams coached by Coach Wooden won 10 national titles in 12 seasons from 1964 to 1975, including seven straight from 1967 to 1973. UCLA went undefeated a record four times, in 1964, 1967, 1972 and 1973. With an impressive record like this you may think that his program was complicated, sophisticated and in-depth. While there were parts of his training that were “advanced,” his philosophy was summed up in the ritual of his first day of practice when he told his team to “Tie their shoes.” The story that I was told was that he sat the team down the first minute of the first practice – everybody, returning players and new players all got the same lesson. “If you can’t tie your shoes, you can’t play ball.” What a simplistic view, but fundamentally true.*

*The concept of the team, regardless of the setting, is that of a group of individuals working together to achieve a collective goal or complete a mission. The key here is “individuals working together.”*

*I have coached many teams, some more talented than others, some that worked harder than others, but the key has always been setting a common goal, getting players or employees to share the vision, and to own the results both positive and negative. Good teams become great teams when they identify the mission or the goal, collectively determine what steps they need to take to achieve it, relentlessly attack it, constantly review the progress and adjust the method, adapt and overcome obstacles and finally debrief to see what could have been done differently to get an even better result.*

*Many teams fail to do all of these things, but that doesn’t mean they are not successful, they just aren’t as good as they could be.*

*I am currently coaching a U12 boys youth soccer team. We have been together since last fall. The initial training sessions were rough. The team has a tremendous amount of individual talent, however, there was very little in the sense of working together. These first few months resulted in less than stellar results, winning a handful of matches, usually due to a mistake by the other team, and the individual talents of a player or two who took advantage, certainly not the “Team” victory I envisioned. This team, undisciplined, individualistic players and unfocused had potential, but it would take some coaxing to get it to show.*

*In the last game of the season it finally happened. We had played a very tough team and at the half it was 0-0. Our opponents were faster, stronger, and bigger*

*Continued on page 86 ...*

**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@Jun0.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

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- |                 |                           |
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| Ron Burton*     | Don Scordo                |
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| Steve Voll      | Walt Hartl                |
| Mark Kubarek    | Dennis O’Shaughnessy, Sr. |
| Tom Hoffman Jr. | Steve Knights             |
|                 | Mark Kubarek              |

\*Deceased

**EXECUTIVE DIRECTOR**

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**NYSCWA President's Column**

... continued from page 84.

than us. At half time my boys hustled off the field and went to sit down on the bench, just then one of my players said, "Nobody sits; the other team is sitting. They are tired, we got this!" At that moment they found their common goal, they realized that working as a team they had overcome what were very tough odds. The game ended in a tie, but it was the best tie we ever had.

There was one play at the end of the game, with seconds left one of our players made a game-saving block of a shot. The team rushed over and it was like a scene from the little league world series. They piled on each other with high fives and fist bumps all around. They may not have won the game, but they became a team. Since then we are 5-0. Same team, different attitude. Is your team 5-0?



Walt Hartl  
NYSCWA President

**PHOTOS AND RECAP FROM OUR SPRING MEMBERSHIP MEETING**



**IN SYRACUSE/CORTLAND  
IN OUR FALL ISSUE!**

*New York State Car Wash Association*  
**Profit and Loss**

**January - April, 2015**

<b>Income</b>	
Meetings Income .....	1,425.00
Membership Dues .....	12,325.00
Northeast Convention Income .....	4,769.24
Promotional Fees .....	101.59
Vendor Sponsorships .....	1,750.00
<b>Total Income .....</b>	<b>\$20,370.83</b>
<b>Gross Profit .....</b>	<b>\$20,370.83</b>
<b>Expenses</b>	
Advertising/Promotional .....	57.60
Charitable Contributions .....	250.00
Credit Card Fees .....	0.51
Director Fees .....	7,000.00
Insurance Expense .....	636.00
Legislative Expense .....	50.00
Legislative Fees .....	4,000.00
Meetings Expenses .....	850.00
Northeast Convention Expenses .....	4,015.88
Office Expenses .....	356.32
Postage Expense .....	117.60
Printing/Graphics .....	26.00
QuickBooks Payments Fees .....	158.74
Telephone .....	38.51
Website Maintenance .....	612.50
<b>Total Expenses .....</b>	<b>\$18,169.66</b>
<b>Net Operating Income .....</b>	<b>\$2,201.17</b>
<b>Net Income .....</b>	<b>\$2,201.17</b>
<b>Checking .....</b>	<b>\$49,524.43</b>
<b>Money Market .....</b>	<b>\$48,409.60</b>
<b>Total All Accounts .....</b>	<b>\$97,934.03</b>
<b>Pac Balance .....</b>	<b>\$15,756.75</b>

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# Scrub A Dub Owner Brings Son Into the Business

By Alan M. Petrillo

Doug Kleeschulte, the owner of Scrub A Dub Car Wash, saw dual opportunities recently when his son wanted to get into the carwash business with him, and two underperforming carwashes in his area came on the market.

After he purchased the two carwashes in Port Ewen and New Paltz, NY, last year, his son, Andrew, joined him in the business and the pair jumped into renovating the sites themselves.

"They used to be Purple Parlor Car Washes," Kleeschulte said, "and both of them needed to be updated and renovated. We put on an extensive addition and renovated the New Paltz site (143 North Chestnut St.), which has two in-bay automatics (one friction and one touch-free) four self-service bays and one dog wash. We're a small company so we do a lot of work ourselves, so we're still working on that site."

The wash at 89 North Court in Port Ewen has a single inbay with seven self-service bays.

"In Port Ewen, we cleaned up the wash and repaired the equipment that needed it," Kleeschulte said. "We slated it for renovation this year when we will put in two new in-bay automatics and add a couple of dog washes."

The other two Scrub A Dub sites Kleeschulte owns are a single inbay friction wash and four self-

service bays at 13 North Main St. in Ellenville; and two inbay automatics (one touch-free and one friction) four self-service bays and one dog wash bay at 6 Boulevard Ave. in Catskill.

Kleeschulte noted that he took on the purchase of the Port Ewen and New Paltz locations because of the assistance he got from Andrew.

"Renovating and bringing the two sites to the state that we want is something that Andrew and I are doing together," he said. "When they came on the market last year, I thought, 'Somebody's got to buy them,' so I did. Andrew took on two very tough projects with these renovations."

Kleeschulte said he has a strong relationship with a number of other New York state carwash operators in the region and that makes projects like this easier knowing he has back-up if he needs it. "I'm good friends with Tommy Hoffman, Jr. (Hoffman Car Wash in Albany) and Gary Baright (Foam & Wash in Fishkill)," Kleeschulte pointed out. "We help each other out with troubleshooting and parts. I think friendships with other carwash operators like Tommy and Gary, and also Dave Fusco in Schenectady and Gary Sloan in Ithaca, helps a lot because we push each other to always do better. And it means there's always someone you can call for help or an opinion."



*This wash (top) in New Paltz is one of Kleeschulte's new acquisitions. He and his son, Andrew, are renovating the site. The wash pictured below is in Catskill.*





*This site in Catskill includes a friction and frictionless inbay, four self-service bays and one dog wash bay.*



### Customer Service is #1

Kleeschulte said he and his son are “nuts about quality,” continually checking customer cars when they come out of the in-bay automatics.

“We stay on top of our cleaning, rinsing and spot free,” he said. “We want to give our customers good service and the best value, and to be sure to take care of any problem they have. My personal cell phone number is on every auto cashier.”

Kleeschulte has remote access to his auto cashiers, which is handy because his Ellenville and Catskill sites are about an hour travel time apart.

“If a customer calls with a problem, we can log onto our site and look at the situation,” he said. “We can reset the wash and fix the problem right away from any computer or mobile device. Not everything can be reset, but 85 percent of the nui-

sance stuff can be handled remotely.”

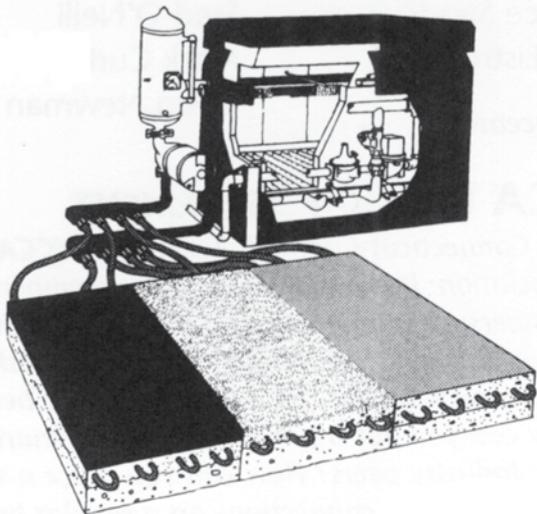
As soon as both of the newly-purchased carwashes are done to Kleeschulte’s expectations, he anticipates putting together a marketing campaign to promote them and his other sites.

“I think we’ll do some couponing and also send out some free wash cards by direct mail,” he noted. “We want to bring back people who came to the old carwashes because now we have a better product and great service.” ■

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



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*– Dr. Seuss*

## Personal Health Part 3:

# Sleep, Rest & Recreation

By Ray Justice

To recap what this article is about; I had been asked by Editor Suzanne Stansbury to “Push the Envelope” and write about general, day-to-day health issues that everyone encounters.

The first article covered a general overview of nutrition also focusing on label reading and sugar use. The second article was on movement and stretching. Both started out with the following comments and questions.

How do you feel about you?

As we move along with this series you will see more and more signs of how our body and mind work together and how important that awareness is.

If you are not feeling well or lack energy, first look at the basics.

Here is a review of our starting questions:

- ❖ How well do you know yourself?
- ❖ Our bodies send us very useful messages;
- ❖ Do you pay attention to your body and how it feels?
- ❖ Do you know how to slow down when your body gives you signals to do so?
- ❖ Do you sleep well each night? This is when everything is re-booting.
- ❖ Do you get enough movement in your body (all joints) through out the day?
- ❖ Do you pay attention to what you are actually putting in your mouth?
- ❖ Is your stomach and digestive system bothering you?
- ❖ Are you drinking enough water?

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

## Now on to Sleep, Rest and Recreation

### Sleep - Let's take a deeper look.

In general, with a good night's sleep we feel better, we think better, we have more energy, we are in a better mood and we enjoy our day overall. We rebuild and regenerate while sleeping. According to WebMD, and almost all other qualified

resources, seven hours a night is a minimum and eight is ideal. They also mention a study that showed with less than seven hours sleep people are three times more likely to get sick than if they get eight hours or more on a regular basis.

It's essential to ease out of our busy days and leave behind its tensions, stress and hectic pace and enjoy a good night's sleep. You're not alone if you have trouble either falling asleep or staying asleep. Lack of sleep can negatively impact many areas of your life.

A wide range of things can contribute to trouble sleeping. Physical and/or emotional stress is often the most common reason. Lifestyle, health issues, medications, and aging have also been known to contribute to sleep problems. Chronic problems, such as severe nervousness, agitation, nausea or thoughts/feelings that are self-destructive should be discussed with your doctor.

Our minds are now being over stimulated with the fast pace of work, constant use of television, computers and mobile phones. Our brains find it hard to switch off and allow us to sleep. We have to learn to relax and take control of our own minds – thinking and worrying about sleep can lead to no sleep! There's no one sleep solution, often it's a matter of finding a range of solutions that work for you.

### Before You Go To Bed – It's Recommended:

- ❖ **No stimulants** such as alcohol and caffeine, and no heavy foods at least three to four hours before sleep.
- ❖ **Have a dark room**, turn off all lights, including the glow from cell phones, computers and clocks.
- ❖ **Turn the television off** and be careful not to watch disturbing news prior to going to bed.
- ❖ **Pay attention to what you read, watch, listen, think or talk about** in the time before you go to bed.
- ❖ **Room temperature – cool vs. warm – keep room 65 degrees or lower.**
- ❖ **Be consistent with sleep and waking times**, a regular sleep pattern is beneficial.
- ❖ **Have a regular daily exercise program**, but not within a couple of hours before bed.
- ❖ **Use a sound machine** for nature, rain, waves or birds. These natural sounds can comfort and naturally soothe you. For many the hum of a fan works well.
- ❖ **Have a comfortable pillow.** The right pillow will support your head and neck without strain. Try different pillows like a water pillow or a TempurPedic pillow until you sleep through

the night without waking up with neck or shoulder pain.

❖ **Maintain your inner clock with consistency by staying on a schedule of your daily tasks** – eating meals, working and taking medications should be done at the same times every day.

❖ **Avoid sleeping pills** and the risk of dependency and side effects.

❖ **Relax before going to bed.** Suggestions include a warm bath or shower, reading a good book (not a scary one). Meditation, breathing and relaxation exercises help.

❖ **Write down your concerns.** Spend a few minutes before bed at night writing down anything that is on your mind. Thoughts, to do's, hopes, dreams and things you're thankful for. Taking things off your mind helps you rest better.

### **Mind Stuff: Things to do when you can't sleep or relax.**

❖ **Think this as you breathe** – follow your breath from Meditation Master Thich Nhat Hanh: "Breathing in I smile. Breathing out I know that I am breathing out."

❖ **Present Moment Awareness** – If you start thinking, your mind will most often be in the past or present. To refocus on the present, and sleeping peacefully, use your senses by following and feeling your breath. By feeling the sheet on your arm or your head on your pillow (using your sense of touch).

❖ **Think Beautiful or Peaceful Words** like Grateful, Appreciate, Thank you, Flowers, Stars, Clouds, Colors, Scents, Moving Water, Rain.

❖ **Think about part of your body that really feels good, loose and relaxed, and transfer that feeling to your brain.** (ex. - wiggle your big toe). Set the Intention of sleeping peacefully. Tell your mind, "My intention is to sleep peacefully and be well rested." Intend to sleep well.

❖ **Wander Outside** (if in decent weather and in a safe community) and hang around with the trees for a few minutes. Spend a few minutes on your patio or deck; stare at the stars,

(Or, sit with your largest house plants if outside is not a good idea). Safety is a factor to consider. Or, just stay in bed and pretend to be in nature by walking through the woods, sitting by a moving stream. Imagination works well in this situation.

❖ **If all else fails, get up and write.** Journal whatever you are thinking about. It's OK to toss it out the next morning, but remember this can also be a very creative time. The idea is to write down your thoughts so that you know they are there and won't be forgotten. After writing, go back to bed and start over with breathing in . . .

These are suggestions for situations of over thinking, worry and anxiety, etc. and are for information only. The suggestions are using meditations, movement and writing. They are not a substitute for medical advice. If these simple and natural approaches do not work or feel uncomfortable, make sure to contact your health care professional.

### **Rest - cease, stop, change, sit, slow, nap.**

Whether you call it a break, a respite, a breather, a siesta or a time-out...its purpose is restoration of your body, mind and spirit.

Rest isn't a luxury – it's necessary - especially if you're experiencing difficulty concentrating, thinking clearly or remembering things. Taking a break can be revitalizing – much like the engrained "coffee breaks" of the work force. It allows enough time to step away from the job or the task at hand and break your concentration. Similar to how athletes regularly take a break from their grueling routines and how your heart takes a rest between beats. You can't expect your body to go non-stop.

### **Some Resting Pick-me-Up Techniques (no caffeine needed!)**

❖ **Breathing** – sitting down and concentrating on a good, deep breath in and then letting it out slowly can be very relaxing and calming. This exercise is the basis of basic meditation – putting you in touch with your inner self.

❖ **Peace and Quiet, Silence** – if the noises around you are becoming distractive and disruptive, you can bring back your focus with quiet. While sitting still, eyes closed, try to listen beyond the noise of annoying sounds around you and search for that inner slice of silence.

❖ **Catnap/Power Nap/Forty Winks** – short naps or a light sleep are intended to quickly revitalize. Taking 5-15 minutes, mid-afternoon, to lie down and shut your eyes can be an effective pick-me-up, leaving you ready to tackle the rest of the day. In many countries, like Spain and Italy, and in some forward thinking work places – napping is an accepted practice.

Relaxation is a part of rest and needed when we are over worked, have been over thinking or are under stress. Relaxation is often about doing something different than what you have been doing. It also can be about doing absolutely nothing.

It's vital to your health and well being to understand the importance of relaxation and to learn how to unwind, loosen up and take it easy! The balance it can bring plays a big role in maintaining and restoring joy in your life. The everyday stressors that we all face can negatively impact

*Continued on page 92 ...*

## **Always in My Mind**

When you make a visit  
to my thoughts,  
I smile.

I want to sing, to dance, to play.  
I want to skip, to write  
to dream and to yearn.

When you come to my mind  
I also want to be still  
quiet and peaceful

Not saying a word  
not being distracted  
just being with thoughts of you

When you come to my mind  
I feel the energy of life  
and that, I love

For me,  
it is a treasure,  
you are here.

When you come to my mind  
I feel your presence  
it is here, NOW.

You are  
always  
in my mind

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# NHTSA Recommends Frequent Washing

By William Y. Crowell, III

The National Highway Traffic Safety Administration (NHTSA) on April 9, 2015, issued a safety advisory on preventing undercarriage corrosion. NHTSA found that commencing with the 2007 model year and earlier, vehicles in road salt states may be susceptible to brake pipe corrosion based on exposure to road salts after seven to eight years. A brake pipe failure could potentially result in a car crash.

Among the consumer actions recommended by the NHTSA was to remove road salt that leads to corrosion by thoroughly cleaning the vehicle including the undercarriage at the end of winter, and regularly washing the undercarriage during the winter.

NHTSA opened this investigation on January 11, 2011, to examine allegations of premature brake pipe failure due to corrosion of certain autos, pickup trucks and utility vehicles. NHTSA focused on the so-called salt states for this investigation, which include Connecticut, Delaware, the District of Columbia, Illinois, Indiana, Iowa, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, New Hampshire, New York, Ohio, Pennsylvania, Rhode Island, Vermont, West Virginia and Wisconsin. The investigation closed finding a safety-related defect did not exist. As a consequence, a recall was not issued.

The NHTSA investigation, however, found that vehicles experiencing brake pipe corrosion failures were likely to have general patterns of excessive corrosion on the majority of the brake pipe assembly and it appeared to be occurring due to expected wear out of the brake pipe coating material used in the vehicles studied, based on the environmental conditions in severe corrosion states.

In the vehicle model years 2007 and earlier, frequent undercarriage washing and inspection are recom-

mended consumer safety measures to prevent a brake pipe failure in salt states. This safety information from NHTSA is valuable if communicated to consumers because it underlines the importance of an undercarriage wash for older cars during the winter months. NHTSA has produced an effective, 59-second consumer video on corrosion that specifically recommends frequent undercarriage washing in the winter. For carwashes with a webpage or Facebook page, posting this video would provide a positive safety and education message for customers, especially those driving older cars.

Walt Hartl, President of the New York State Car Wash Association (NYSCWA), has written a letter on behalf of the Association to the New York State Department of Motor Vehicles requesting that DMV post the NHTSA video or a safety notice on their website to advise New Yorkers of this safety recommendation by NHTSA. The New York State Department of Environmental Conservation currently posts information on the positive environmental benefits of a commercial carwash.

CBS News also recently did a story on the NHTSA investigation entitled, "Why the Government Wants You to Wash Your Car." Positive media reports directed at carwashes recently have been scarce so the carwash industry should make every effort to disseminate this positive safety message, which benefits both consumers and the carwash industry.

On the legislative front, Governor Cuomo's budget proposal to increase the minimum wage to \$11.50 per hour in New York City and \$10.50 per hour in the rest of the State was not included in the final State budget compromise. A minimum wage increase will, however, continue to be

included in discussions at the leadership level as the Legislature moves to close the 2015 legislative session. ■

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



William Y. Crowell, III

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## CONNECTIONS...

*continued from page 91.*

your energy, health, productivity and enjoyment of life.

Most of us live busy lives full of rushing through traffic, stressing over deadlines and cramming too much into one day! Trying to keep up with it all (without relaxing!) can lead to chronic stress. Daily fatigue, problems sleeping and/or poor outlook – all can result in harmful physical symptoms.

We need to make room for relaxation, setting aside a specified time each day to unwind and learn how to manage the moment at hand even when things are chaotic. Akin to the benefits of a good night's rest, taking time each day to relax can restore and refresh your mind and body, and can eventually improve your overall productivity and outlook.

Steps toward relaxation include avoiding excessive caffeine; herbal tea is a good substitute. Warm water also helps to relax the body. Being aware of what is happening, right now, in the present moment and learning to focus on your breath are helpful tools. When you can, pay attention to your thoughts and notice which ones are fear based. When you are aware you can change that thought.

*Continued on page 94...*



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# A Lack of Safety Protocol Will Result in Dire Consequences!



By Mike Benmoschè

This is a soapbox article. The sole intent is to drive home a message that should motivate all readers to implement an action plan in response to this subject. What's in it for you? That depends on how serious you view the consequences of non-action.

One definition of the word consequence is, a result of actions, especially if such a result is unwanted or unpleasant. This is exactly what happens when an incident occurs at the wash. The majority of the time, this equates to a big loss of profits. Most accidents don't happen at convenient times and the resulting consequences are just as unpredictable.

So, by now, you've read enough to realize I haven't told you anything you probably didn't already know. The next logical question becomes, what's the point? The answer is that even though many operators contend to be aware of this, these claims continue to plague carwashes throughout the country. A fire goes out of control due to poor housekeeping, an employee has major injuries to his knees due to a vehicle that strikes him at the exit of the wash, a customer trips and falls over a vacuum hose, a vehicle backing out of a detail bay strikes another vehicle, a tire brush causes a car to jump the conveyor and damage the auto and carwash equipment, and an employee almost loses a foot due to chemical splashing on his shoes.

The sad part of this is that all of these incidents could have been prevented. Rationalizing that accidents will happen is one of the biggest reasons they continue to occur. Too few owners and managers are using incidents like these as a means to prevent reoccurring events.

Here are a few examples of some simple forms that can assist in making that happen:

❖ **Incident report.** Record all reported events on a spreadsheet to keep track of what's happening at the wash. Review them periodically for trends in behavior, types of equipment and types of cars involved.

❖ **Accident investigation report.** This is a document that walks you through the basics of what happened. By reviewing this information, you can determine if new processes or training is necessary to correct the exposure.

❖ **Insurance company claims reports.** This is an effective way to keep track of reported claims to the insurance company. Again, this is important to confirm that no repeat occurrences are showing up.

Granted, no one has a crystal ball and can predict what will happen next. But, consider how many incidents can be averted with just paying attention to what's transpired in the past. Admitting every operator has a daily task to ensure they preserve a safe environment for employees and customers is an important step to making it happen.

The next phase is to understand it is an ongoing process. Constant and consistent training is also critical to the successful implementation of an effective plan. There are many resources out there to assist. But the bottom line, the most essential ingredient, is understanding that all operators have a responsibility to eliminate claims at the wash. The only way to do that is to develop an effective game plan to make that a reality. Even the most comprehensive program takes constant attention. Keep in mind that all the carwash operators who experience the claims outlined in this story thought they had a safe operation!

After being exposed to thousands of carwash claims over the past 20 years, I can attest to the fact that the consequences brought about by losses are indeed dire. Insurance doesn't replace the stress of being involved in a claim, the loss of production from a decrease in morale, time spent to train new employees to replace injured ones, confidence lost by the customer, the paperwork to administer a claim and countless other intangibles. But enough said! If you don't already have written safety protocols in place, along with an effective training tool to deliver the message, you need to get them now!!! ■

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



Mike Benmoschè

**CONNECTIONS...** continued from page 92.

## Recreation or Re-Creation

Movement is often part of recreation, sports, dancing, play, games, biking, hiking and swimming are a few examples. Recreation can also be a game of Checkers, or a relaxing hobby, either which may recharge your inner self, but obviously not much physical motion.

Play connects us to others, fostering creativity, adaptability and learning. It helps with periods of loneliness and can add a more comfortable feeling of happiness. It can be a great connector for relationships and improve our social skills.

There are many, many benefits for play and recreation. Notice the word itself recreation is really saying re-creation for enjoyment and entertainment. ■

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



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- ✓ **Eliminate** costly project delays with as many as 50 pages of mechanical drawings, free of charge, with every equipment purchase backed by a company with Dun & Bradstreet's highest rating since 1997.
- ✓ **Protect** your investment with Sonny's retrofit-able Foundation Frame architecture. You're able to mount additional components to increase wash throughput and retrofit new technologies as your site matures.
- ✓ **Grow** your business with new training, technology, and equipment innovations engineered to adapt to your existing Sonny's tunnel and ensure your competitive advantage for generations to come.



Sonny's Car Wash — Massachusetts, 1956

## “ Testimonial ”

Our decision to work with SONNY'S was the single most important factor in our early success as an organization. We came into this business without any industry experience and SONNY'S incredible team of former operators, industry experts and warm and responsive service staff helped us get off the ground, learn how to operate a great car wash and has continued to support us on a regular basis. I couldn't imagine working with anyone else in the industry.



**Tom D'Eri**  
COO /Co-Founder  
Rising Tide Car Wash  
Boca Raton, FL

Left to right: Donna, John, Andrew and Tom D'Eri



## You be the judge! FREE Site Evaluation

**Call today** to claim your free site evaluation. Whether you'd like to evaluate how a component upgrade could improve customer satisfaction, or run a complete proforma to retrofit your site to a different wash format, we'll show you your potential, with 3D renderings you can take to the bank.



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IN CASE YOU MISSED US



### NEW PRODUCTS AND FEATURES TO BENEFIT YOU

- **Chip and PIN Terminals with Validated Point-to-Point Encryption** – Protect your car wash with the most secure credit card processing solution available. Prepare for the October 1, 2015 liability shift while reducing compliance costs.
- **WashConnect® Mobile App** – Don't be tethered to your desk. With the ICS mobile app, you can track car counts, check the weather at your sites, compare data from previous years, get updates on equipment functionality, and much, much more...
- **Dashboard Reports in WashConnect** – In a quick glimpse, you can now view ALL the information that you want! The NEW Dashboard Reporting for WashConnect allows you to choose the reports you care about and see them ALL on ONE screen.

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