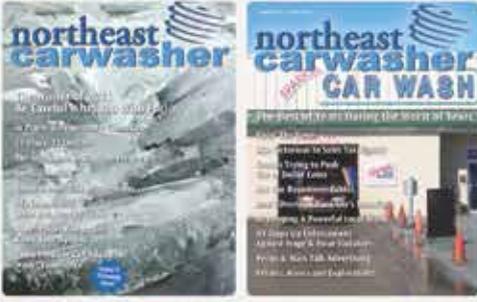
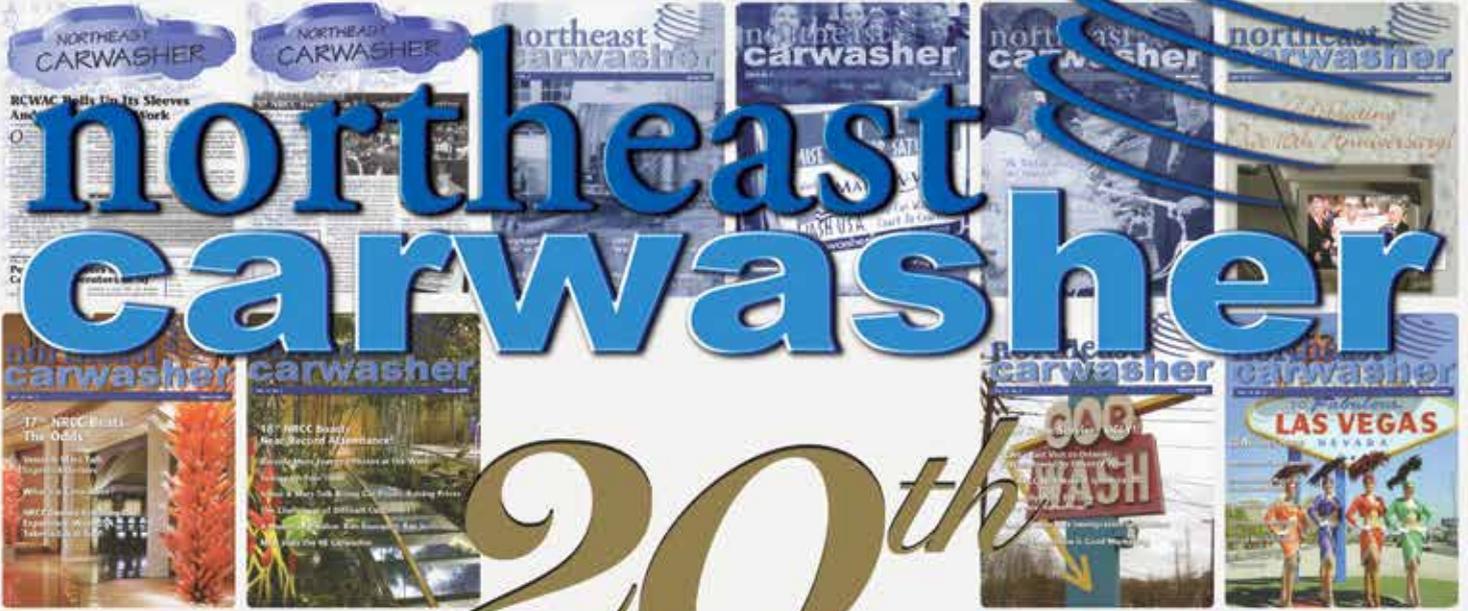
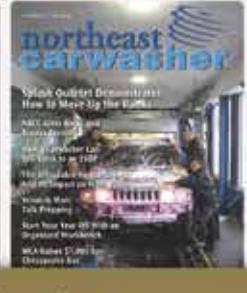
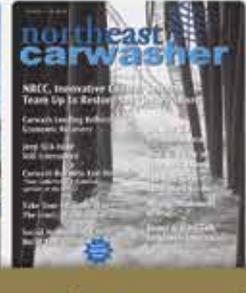
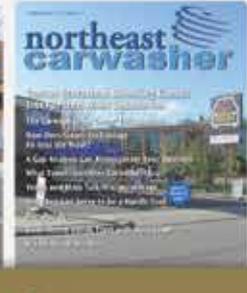


# northeast carwasher

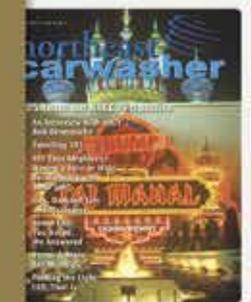
# 20<sup>th</sup> Anniversary Issue



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**Northeast Carwasher  
Timeline**



**25<sup>th</sup> NRCC One for the Record Books!**  
**An Interview with WashIdeas' Perry Powell**  
**Modular Technology A Perfect Fit for Vineland Carwash**  
**The Power of Saying "Thank You"**  
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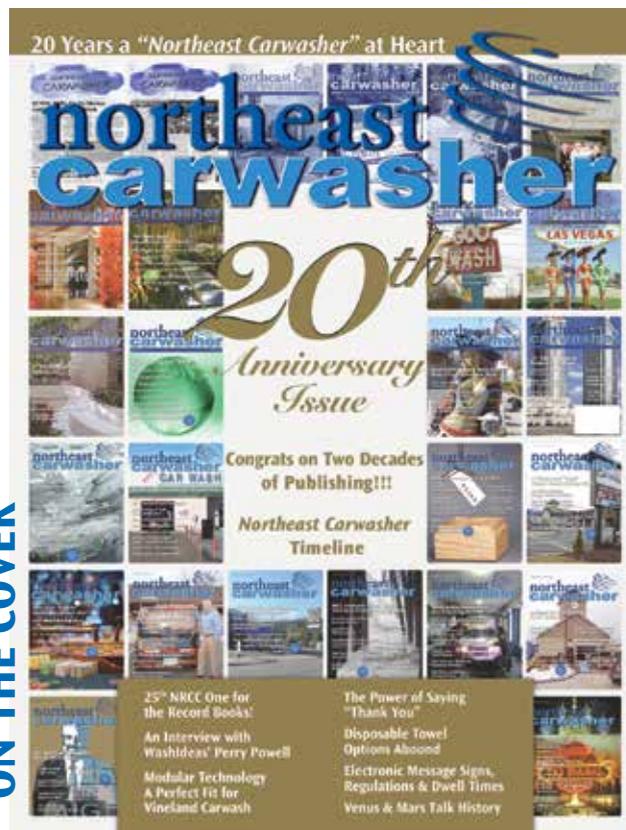
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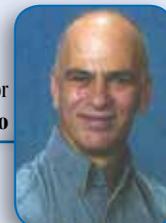


ON THE COVER

northeast carwasher



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Space reservations and materials for the Spring 2015 issue are due February 2, 2015.

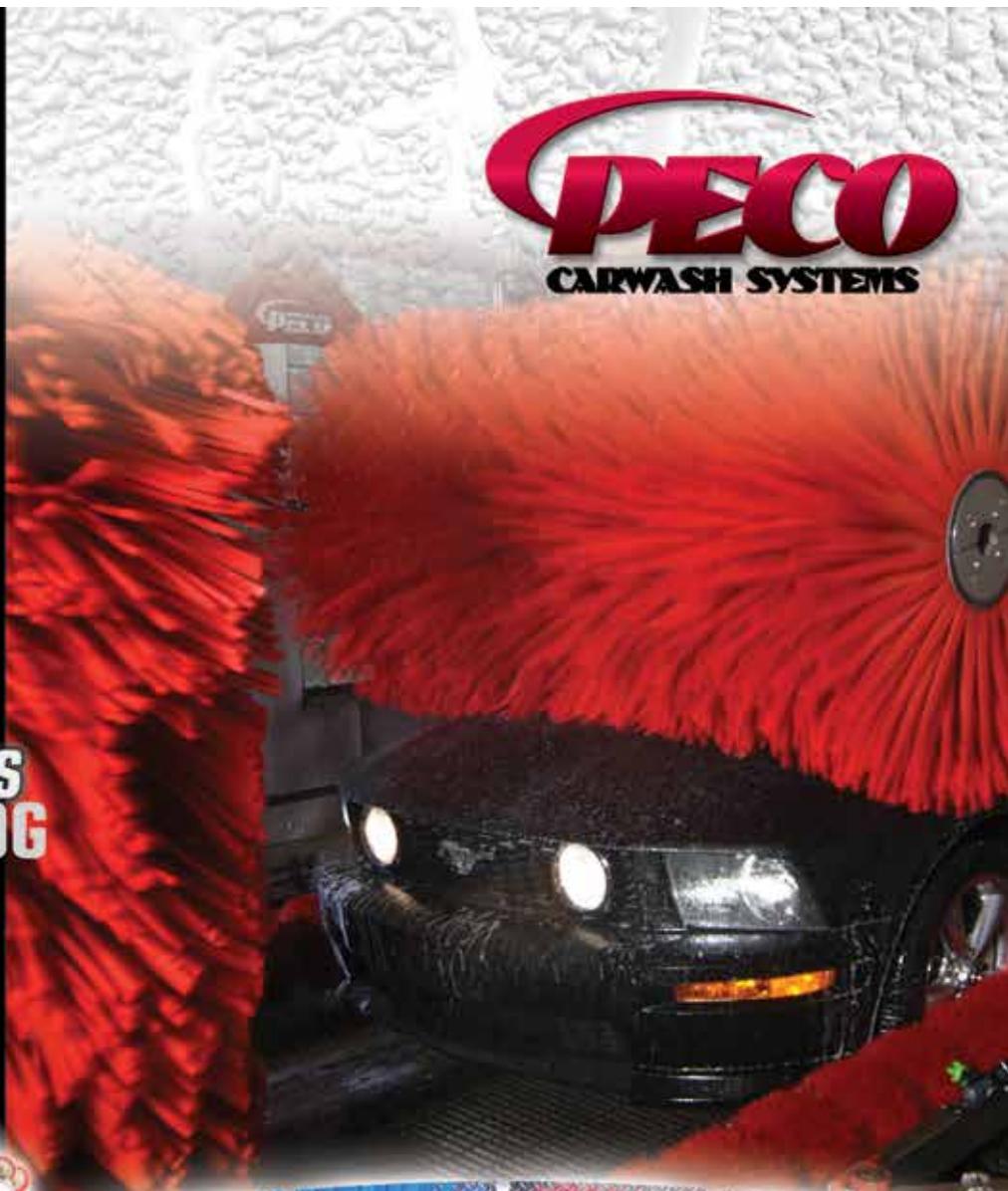
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*I am a huge fan of the "thank you" note. Unfortunately, it appears it is becoming a lost art, but one I feel is important in expressing "thanks" and acknowledging a kind gesture. I make my kids write them and hopefully, the lost art will perpetuate through their families. I know when I get one it makes me feel good and appreciated. The same goes for a simple verbal "thank you." It costs nothing but a few seconds of your time.*

*Veterans Day, November 11, was marked by many "thank yous" in our industry. At the time of this writing, 70,738 free carwashes had been reported as being given out to Veterans and Military Service Personnel by thankful carwash operators in the United States, Canada, New Zealand and Australia. And that number should grow to an estimated 200,000 once all the washes have reported. That's 2884 locations showing their respect and thanks through a program called Grace for Vets (GFV) founded by Pennsylvania operator and innovator Mike Mountz. Since the inception of the program 11 years ago, more than 700,000 free washes have been given to Veterans as "thank yous" for their service and commitment to our country's freedom.*

*Hoffman Car Wash, the second wash to join Mountz' Cloister Car Washes in honoring our Veterans 11 years ago, took the "thank you" a little further this year. The company's President, Ron Slone, invited Retired Staff Sergeant Shilo Harris to speak to his employees, and company Veterans, at a Veterans Day kick-off dinner. Although I was unable to attend, I felt incredibly honored to be invited and watched the UTube video of the program in its entirety ([www.youtube.com/watch?v=fguIgcMly9QE&feature=youtube](http://www.youtube.com/watch?v=fguIgcMly9QE&feature=youtube)).*

*I recommend that you view the video and read more about this special program on Page 23. Sergeant Harris shared his harrowing story, grueling recovery and message of hope, perseverance and belief in holding on to what really matters. My hat goes off to Ron Slone and the Hoffman family for putting together such a great event, and of course to GFV Founder Mike Mountz, who also spoke. He is nothing short of inspirational and one heck of a nice guy!*

*Just a few more "thank yous" before I wrap this up. As you will read on Page 28, the 25th Northeast Regional Carwash Convention (NRCC) in October was the biggest and one of the best shows we have ever run. It's certainly a team effort and I'd like to thank Co-Chairmen Walt Hartl and 2014 NRCC Hall of Fame Recipient Mike Benmosche for their leadership and grace under pressure. When these two guys agree to chair a show I sleep better! I love working with them and I couldn't imagine life without the two of them in it! I also love working with the NRCC board, as well as our new team at Public Strategies Impact. Many thanks to all the hands that put this event together! I look forward to more great things to come, as well as a new venue in 2015 (more on that in our spring issue!).*

*And finally, as I did on Page 16, I want to thank my incredible contributors who have made the first 20 years of the Northeast Carwasher more than I could ever have imagined. The Northeast Carwasher is the unique publication it is because of all of you; your color, humor and knowledge. Thank you so much to my quarterly contributors Cookie Anthony, Mike Benmoschè, JoAnna Brandi, P.J. Cimini, Linda Feriod, Ray Justice, Perry Powell, Doug Rieck, Gary Sokoloski, Valerie Sweeney, Paul Vallario and my Regional Presidents. And thank you to those who have written periodically. Without all of you, this magazine would not be what it is today.*

*And, again, without the incredible work of my innovative and patient Art Director Kathy Watson, and Pit Bull Reporter Al Petrillo, it just wouldn't happen.*



Thank you all!

*Suzanne L. Stansbury*

Suzanne L. Stansbury  
Editor/Publisher



To learn more about participating in the 2015 Grace For Vets Program Visit [graceforvets.org](http://graceforvets.org)



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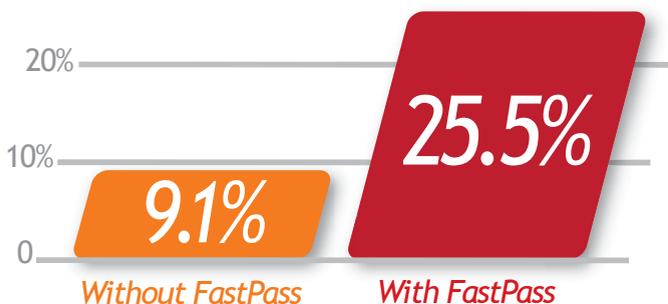


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\* Comparison figure based on blind StatWatch reports from over 600 anonymous car washes.

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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 October 2013 to October 2014 the numbers all over the place with the Mid Atlantic up +16 percent and Boston down -4 percent.



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

## Site on the Mind



Colorful and content packed is how we'd describe the Shammy Shine Car Washes website. The 13-site wash and lube chain in New Jersey and Pennsylvania promotes its services on a scrolling and colorful information bar in the middle of the site, and also through click-through boxes at the bottom of the site. These boxes include information on their Unlimited Wash Club, Gift Cards, Locations, Express Lube Services and Fleet Sales.

The site also features Promotions, Services and a Contact Us option.

Well done, Shammy Shine! ■

To learn more visit [www.shammyshine.com](http://www.shammyshine.com)

## THE BOOK NOOK

FLASHBACK!

### The Best Business Books of 1995

Yes, 1995, the year we began publishing the Northeast Carwasher, then a quarterly newsletter. We didn't recommend books back then, but we thought it would be fun to see what was considered "The Best" by *BusinessWeek*, and we guess the titles might still be relevant in today's workplace! If you read (or reread) some, let us know what you think!

- ❖ "Blindside: Why Japan Is Still on Track to Overtake the U.S. by the Year 2000" by Eamonn Fingleton
- ❖ "Buffet: The Making of an American Capitalist" by Roger Lowenstein
- ❖ "The Confidence Game: How Unelected Central Bankers are Governing the Changed World Economy" by Steven Solomon
- ❖ "Edison: Inventing the Century" by Neil Baldwin
- ❖ "Reengineering Management: The Mandate for New Leadership" by James Champy
- ❖ "Serpent on the Rock" by Kurt Eichenwald
- ❖ "Silicon Snake Oil: Second Thoughts on the Information Highway" by Clifford Stoll
- ❖ "Startup: A Silicon Valley Adventure" by Jerry Kaplan
- ❖ "Trust: The Social Virtues and the Creating of Prosperity" by Francis Fukuyama
- ❖ "The Winner-Take-All Society" by Robert H. Frank and Philip J. Cook ■

Tell us about your last great read and we'll share it with our readers. Shoot us an email at [mediasolutions@nycap.rr.com](mailto:mediasolutions@nycap.rr.com)

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**RYKO CEO TRANSITIONS TO VICE CHAIRMAN**

Steve L'Heureux of Ryko Solutions Inc., Grimes, IA, has transitioned from president and CEO into the position of vice chairman of the board of directors, according to a company press release. In his new role, L'Heureux will help guide the company in its long-term plans, key strategic initiatives, and merger and acquisition opportunities, said the release.

Under L'Heureux's leadership over the past three-and-a-half years, Ryko has nearly doubled in size. The company completed six add-on acquisitions and became the largest provider of managed carwash systems in North America, continued the release. "Steve's passion, energy and strategic vision left an indelible mark on the organization," said Troy Templeton, Ryko's chairman. "Ryko is truly a better business today than it was when Steve joined the company."

L'Heureux is bullish on Ryko's future. "I am proud of the success we have achieved at Ryko and am excited about the solid foundation that has been built for future growth," Steve L'Heureux stated in the release. "I am excited to move into this new role as vice chairman of Ryko's board of directors and look forward to continuing to help Ryko achieve its long-term goals." A CEO to succeed L'Heureux has not yet been chosen.

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

**VALLEY DYNAMO ACQUIRES ROWE**

Valley Dynamo has signed an agreement to purchase the Rowe Bill Changer assets from Megatouch, LLC, according to a company press release. Kelye Stites, president of Valley Dynamo said, "The Valley Dynamo Companies focus on the coin-op industry and the Rowe acquisition is a perfect fit. Rowe Bill Changers, LLC, will operate as a separate business in Richland Hills, TX. Rowe is an industry leader with a proven and established reputation in the money handling industry

and we welcome all the Rowe distributors and operators to the Valley Dynamo family of companies."

Tom Kozlik, vice president of Rowe Changers said, "This transition offers many significant benefits for Rowe Bill Changer owners, distributors and stakeholders. Valley Dynamo is infusing excitement and financial investment that provides compelling new opportunities for Rowe now and in the future. Together, we will continue to support our valued customers and provide innovative solutions for the money handling industry."

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

**CARWASH COLLEGE RELEASES 2015 TRAINING SCHEDULE**

SONNY'S The CarWash Factory, Tamarac, FL, has posted its 2015 CarWash College training schedule, according to a company press release. These courses give carwash operators important information highlighting areas such as management, maintenance and repair. There is also a quarterly one-day seminar for those entering the industry. According to the release, the training programs are designed to be non-brand specific. "Since its inception, SONNY'S The CarWash Factory has had 2,350 CarWash College graduates, said Robert Andre, President of the CarWash College. "I have had the opportunity to meet some really amazing people and form long-term relationships during the past eight years."

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

**PECO HIRES JACQUES TO GROW EAST COAST MARKET**

PECO Car Wash Systems, Auburn Hills, MI, has announced that Mike Jacques has joined the company to further develop its growing business in the Eastern United States and Canada. Jacques comes with a wealth of experience within the industry, having spent the last 17 years at a major tunnel

manufacturer. He was instrumental in contracting negotiations, developing territories and managing accounts, according to a company press release.

Jacques joins PECO Car Wash Systems as a Business Development Manager to continue his recent success providing business services to many carwash companies in Eastern US and Canada. "I am excited to start a new challenge with PECO and look forward to working within the PECO team to further develop their already extensive product and service to the carwash industry," said Jacques. "I am fortunate to be joining such a respected company that prides itself on top quality customer care."

According to Gilbert Rietsch, Jr, President of PECO, "We expect Mike Jacques to be a key addition to PECO and our commitment to keep growing our business in the Eastern US and Canada."

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

**PDQ AND DOVER FOUNDATION DONATE \$10,000 TO MAKE-A-WISH®**

As part of its ongoing campaign to support the charitable work of organizations that serve local residents, PDQ Manufacturing, Inc., De Pere, WI, an industry-leading manufacturer of in-bay automatic vehicle wash systems, has made a \$5,000 donation to the Make-A-Wish® Foundation of Wisconsin. The amount was equaled through a matching-grant initiative created by the Dover Foundation, which is the philanthropic arm of PDQ's parent company, Dover Corporation, for a total donation of \$10,000. The Dover Foundation was created in 2011 as a way to help support not-for-profit organizations, causes and/or projects that benefit the local communities in which its operating companies are located.

This is the third consecutive year that PDQ and the Dover Foundation have made a donation to Make-A-Wish of Wisconsin, which grants the wishes

*Continued on page 12...*

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of children who have been diagnosed with life-threatening medical conditions. Specifically, this year's donations will help make the wishes of two ill Wisconsin children come true.

Alyssa, a teenager diagnosed with cystic fibrosis, will see her wish of traveling to Italy with her family fulfilled.

Steven, a three-year-old diagnosed with hypoplastic left heart syndrome, a congenital heart defect, experienced his wish of traveling to the Walt Disney World® Resort with his family.

"We are pleased that for the third straight year we are able to make this charitable donation to Make-A-Wish of Wisconsin," said Andrea Brazeau, HR Generalist for PDQ Manufacturing. "The opportunity and ability to give back to the local communities in which we operate is very important to PDQ, Dover Corporation, and its employees, and we consider it an honor to be able to partner with such well-respected organizations like the Make-A-Wish® Foundation of Wisconsin." ■

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

**MISTER CAR WASH SALE FINALIZED**

ONCAP II, a Toronto-based investor group, has completed the sale of Car Wash Partners, Inc. (Mister Car Wash) to Leonard Green & Partners after seven years of ownership, according to a company press release.

ONCAP II acquired Mister Car Wash in April 2007 and grew the business from 39 locations to more than 130. Its original investment in the Mister Car Wash brand was \$52 million, and it received net proceeds of \$423 million, said the release.

Mister Car Wash is the largest independent full-service carwash chain in the United States. "This is a great outcome for everyone involved," said Michael Lay, managing partner of ONCAP, in the release. "The management team has done a terrific job building the leading platform in the carwash

space and we are confident they will continue their strong growth trajectory going forward."

ONCAP, in partnership with operating company management teams, invests in and builds shareholder value in North American small and mid-size companies that are leaders in their defined market niche and possess meaningful growth potential. ONCAP II was established in 2006 with \$574 million of capital. ■

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

**MARK VII CEO STEVE JEFFS RETIRES**

Mark VII Equipment Inc., Arvada, CO, the North America subsidiary of WashTec AG of Germany, the world's largest manufacturer of vehicle cleaning systems, announced that CEO Steve Jeffs will retire at the end of 2014.

Jeffs joined WashTec in 2005 as managing director of its UK subsidiary. In 2007 he relocated to Colorado where he served four years as Vice President of Sales for Mark VII prior to becoming CEO in 2011. ■

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

**MARK VII NAMES NEW CEO**

Mark VII Equipment Inc., Arvada, CO, the North America subsidiary of WashTec AG of Germany, the world's largest manufacturer of vehicle cleaning systems, has named Chris Andersen as its new CEO. Following a transition period, he will replace retiring CEO Steve Jeffs, who has been in leadership positions within the WashTec group for the last 10 years.

Andersen's background includes 10 years in various senior-level positions in sales, marketing and management with Hilti, a Liechtenstein-based provider of products, systems and services to the global construction industry.

Mark VII also promoted Ryan Beaty to the position of Executive Vice President, Sales and Service and Pierre-Yves Leclercq to the position of Executive Vice President, Operations. Beaty joined Mark VII in 2005 and has been Vice President of Direct Sales since 2012.

Leclercq joined WashTec France in 2002 and became Operations Director for WashTec-Mark VII's Canada subsidiary in 2012. ■

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

**MACNEIL APPOINTS NEW CUSTOMER SERVICE MANAGER**

MacNeil Wash Systems, a Ryko Solutions Company, Barrie, Ontario, Canada, has named Tara Favretto as its new Customer Service Manager. Favretto will be responsible for guiding inside sales and order processing, working closely with the 48 members of MacNeil's international distributor network and five North American sales managers to process and track customer orders. "Tara comes to MacNeil with a tremendous amount of organizational experience and technical expertise to deliver best-in-class customer care," said Jeff Tulk, Plant Operations Manager, in a company press release. "This is a key role in the partnership we have with our distributors and owner-operators and I'm looking forward to having Tara lead significant growth on our key objectives in this area." ■

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

**HAMILTON ENGINEERING ACQUIRES HVS**

Doug Deal, the owner of Huron Valley Sales (HVS), Belleville, MI, has initiated a sale of the day-to-day business operations of HVS to Jeff Deal, his brother and former HVS employee in the late 1970's. Jeff has owned and oper-

Continued on page 14...



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ated Hamilton Engineering since 1981. The two companies have partnered to bring high efficiency water heaters and boilers to the vehicle washing industry for more than 10 years.

All non-management employees from HVS will make the move to the 76,000 square foot Hamilton Engineering manufacturing facility in Livonia, MI, where HVS will operate as a division of Hamilton, according to a company press release. It is intended that the transition will allow for a higher level of customer service, and greater sales activities and long-term growth, while maintaining family continuity and an intricate understanding of water heating, distribution and treatment needs of the vehicle washing industry.

Herman Deal, founder of HVS, began serving the industry in 1964. He will continue to be an integral part of the HVS/Hamilton operation. ■

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

.....  
**TIPM THE CAUSE OF SOME CHRYSLER ACCELERATION PROBLEMS**

The totally integrated power module (TIPM) has been found to be the cause of electrical system malfunctions in certain late-model Chrysler vehicles, according to a company press release.

The release reported that the National Highway Traffic and Safety Administration (NHTSA) has received at least 240 consumer complaints about the issue and it has been reported by CBS News that Chrysler has submitted "at least 20 death claims."

The TIPM's main purpose is to ensure the safe operation of the vehicle in which it is installed, noted the press release. In a letter to the NHTSA, the Center for Auto Safety (CAS) said complaints about TIPM usually blame the device for causing the affected vehicles to stall in traffic or not start when the ignition is switched to "on."

CAS also said that the fuel pumps

have failed to shut off, resulting in unintended acceleration and fire.

The NHTSA has agreed to review a request to open a formal investigation into 4.9 million 2007-14 Chrysler vehicles over electronic failures that may be linked to engine stalling, air bag non-deployments, unintended acceleration or vehicle fires.

In August, the Center for Auto Safety petitioned NHTSA to open a formal investigation into Chrysler, Dodge and Jeep SUVs, pickup trucks and minivans over allegations of failures surrounding the Totally Integrated Power Module, focused on a version known as TIPM-7. As part of its review of the petition, NHTSA sent Chrysler a detailed list of questions last Monday and gave the Auburn Hills unit of Fiat Chrysler Group NV until Nov. 25 to respond. The module controls most of the electronic functions in the vehicle.

NHTSA will decide whether to open a formal defect investigation after it finishes its review of the petition. ■

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

.....  
**PDQ EMPLOYEES PARTICIPATE IN ALS ICE BUCKET CHALLENGE**



PDQ Manufacturing, Inc., De Pere, WI, employees took part in the ALS Association's Ice Bucket Challenge this past fall to raise awareness and money to find a cure for this progressive neurodegenerative disease that affects nerve cells in the brain and spinal cord. Approximately 25 PDQ employees participated in the event including Ken Dollhoph, Vice President of Marketing and New Business Development and Scott VanderHeiden, Operations Manager.

True to its reputation as an innovator in the carwash industry, PDQ's Ice Bucket Challenge has a unique spin, according to PDQ Web Administrator Ben Dolar. "As a leader in the carwash

industry, we like to do things a little differently. We used a 300-gallon tank of ice water, fed through a LaserWash® 360 bridge in our carwash bay, to soak a group of willing employees."

This is just the latest charitable contribution that PDQ has made in recent years with the Make-A-Wish® Foundation of Wisconsin, Service League of Green Bay and Child Life Services Program at St. Vincent's Hospital.

The Ice Bucket Challenge went viral over the summer after Boston College baseball player Pete Frates, who has Amyotrophic Lateral Sclerosis (ALS) and does advocacy work in the battle against the disease, began posting about the challenge on Twitter. Since July 29, the ALS Association has received \$115 million in donations as a result of the Ice Bucket Challenge.

You can view the PDQ challenge on YouTube. ■

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

.....  
**PC/D NAMES NEW EDITOR**



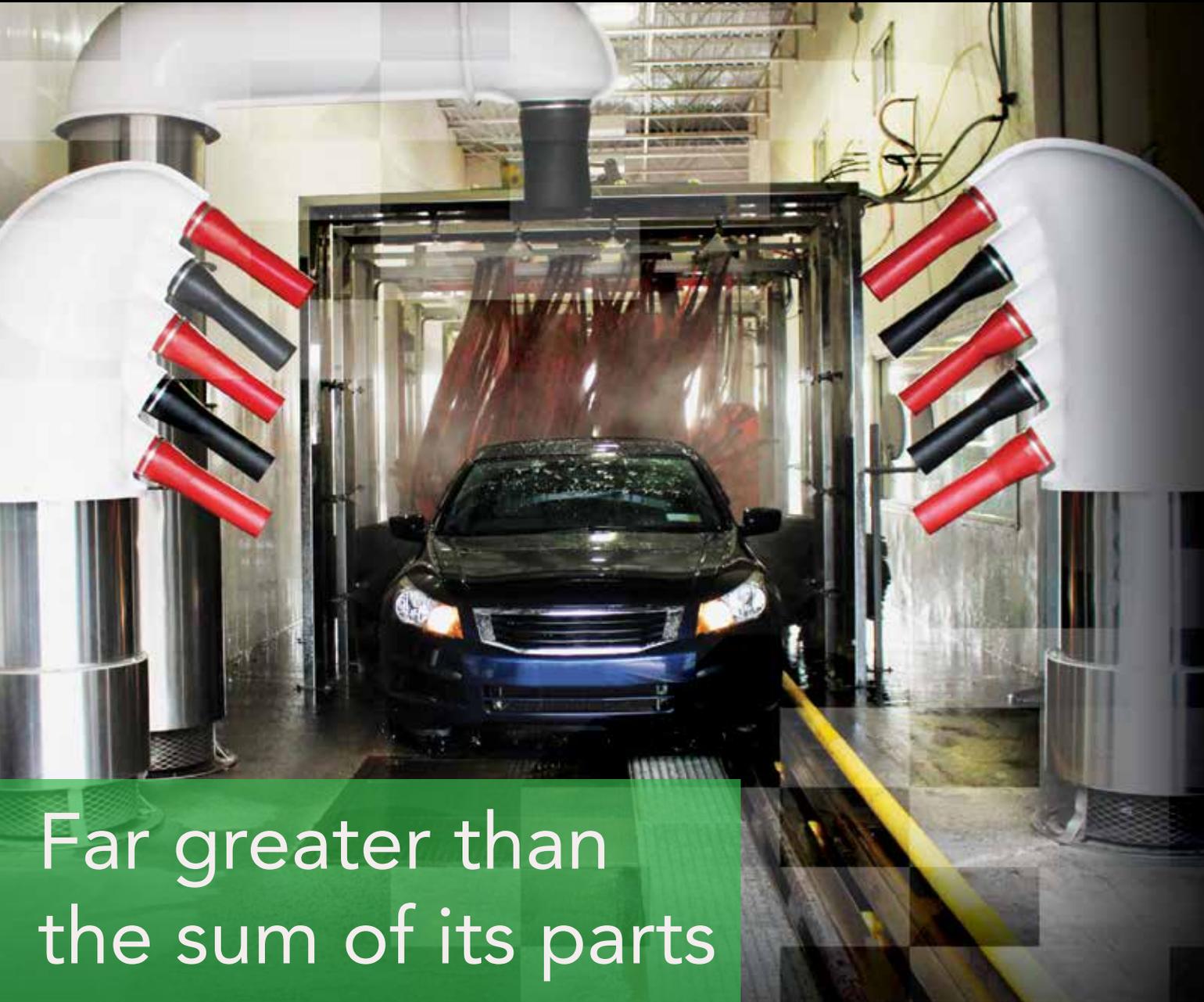
*Professional Carwashing & Detailing* magazine has named Robyn Tucker as Managing Editor, according to a company press release.

Tucker will play an important role in researching news and articles for *Carwashing & Detailing E-News*, *Professional Carwashing & Detailing* magazine and Carwash.com. Her past experience includes public relations and communications work with both the Birmingham Civil Right Institute and the Girl Scouts of North-Central Alabama.

*Professional Carwashing & Detailing* is published by NTP Media, a division of Grand View Media Group, Birmingham, AL. Both editors are based out of the Birmingham office. ■

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# 20 Years a “Northeast Carwasher” At Heart

By Suzanne L. Stansbury

To say that the past 20 years has flown by is not an understatement. Twenty years ago when I began wondering what I’d do next in my career after having worked for *Professional Carwashing & Detailing* (PC&D) for seven years, and knowing I was completely invested in this industry, the fog in the tunnel dissipated quickly. Having served on the New York State Car Wash Association (NYSCWA) board of directors for several years in my capacity as PC & D’s Editor, I saw firsthand the needs of a small state association. I also saw the passion and dedication of a board of volunteers working tirelessly to better their industry. I knew exactly what I needed to do and how I could help strengthen the NYSCWA.

They needed management and they needed a better vehicle in which to market their benefits, issues and programs. Easy enough. I would just present a proposal to manage the association, and get all the East Coast associations involved in one single newsletter and call it the *Northeast Carwasher*.

Now, I don’t have a degree in business. I’ve actually only taken one class in it, Microeconomics. I am a communications major with a passion for telling a story and digging into an issue. What did I know about managing one, and later three, carwash trade associations? Well, let’s just say I got a lot of “on the job” training and in doing so honed my skills at juggling and multitasking.

Although I enjoy my association work and find it challenging and rewarding, I love publishing the *Northeast Carwasher* magazine. It’s my passion and it’s my baby. From its modest beginnings as a 32-page black and white newsletter 20 years ago, to its current 116-page four color format every step of the way I’ve been able to share ideas and spotlight operators who make this industry unique. I so admire the work ethic of the men and women in carwashing, both operators and vendors alike. They are the epitome of entrepreneurship; hard work, passion and a love for what they are doing. This magazine is about their struggles, challenges and victories.

It’s also about its contributors. This quarterly magazine would not be possible, and would not have the “color” and unique bent it has without its dedicated contributors. It’s about Cookie Anthony getting mad at me when I edit her columns because she is passionate about what she is writing. It’s about PJ Cimini telling us why the craziness at the state capitol in Hartford will affect the operators in that state unless they are proactive in combatting it. It’s about Ray Justice sharing his unique take on life through his poetry and prose. It’s about Gary Sokoloski’s ability to educate us through his vast mechanical knowledge and Valerie Sweeney, who has written more “Towel Tips” than I can mention,

always putting a new spin and angle on the subject matter that will make a difference in how you purchase, use and maintain your inventory. It’s about passion and dedication to an industry that I’m honored to say I represent. So, “thank you” to all those who have contributed to the success of the *Northeast Carwasher* over the last two decades. It is truly your magazine. Thank you for allowing me the great honor of publishing it for all these years, and hopefully, many more to come. ■

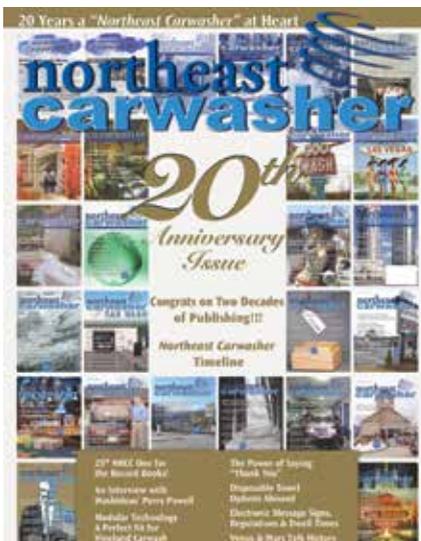
*Suzanne Stansbury is the Editor/Publisher of the Northeast Carwasher. She has been a New York State Car Wash Association board member, an International Carwash Association board member and sits on the Northeast Regional Carwash Convention board. She currently manages the New York State Car Wash Association, The Connecticut Carwash Association and the Car Wash Operators of New Jersey, and is the Editor/Publisher of the Northeast Carwasher magazine. You can reach her at mediasolutions@nycap.rr.com.*

I’d also like to thank Kathy Watson and Al Petrillo. Kathy has been with me through thick and thin dating back to our PC/D days. Without her creativity, and flexibility, this magazine would never have become a reality.

Al, who also dates back to my PC/D days, has spoken to more carwashers than likely any reporter in the industry. His patience in tracking down these 24/7/365 owners is nothing short of impressive.

Thank you both, so much, for helping me do what I love!

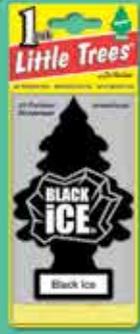
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# A 20-Year Education in Learning to Write About Carwashing

By Alan M. Petrillo

I've been a journalist for longer than I care to admit (okay, since 1968 when I was hired as a night city reporter for the then-still-publishing afternoon daily, *Schenectady Union-Star*). Along the way during my career I wrote for other daily newspapers and wire services in upstate New York, worked in public relations for several different organizations, and served 22 years as a firefighter with an upstate fire department. But I never lost the urge to keep writing, continuing to freelance for publications in a variety of fields.

That's how I came to first write for the colorful *Northeast Carwasher* magazine. Suzanne Stansbury and I served as editors for two sister publications owned by National Trade Publications in Latham, NY. Hers was Water Technology and mine was Ground Water Age. Exciting stuff, if you happen to be in the fields covered by those monthly trade magazines.

As happens in the publications business, I moved on to other greener pastures, and after editing *Professional Carwashing & Detailing* magazine, she did too. A short time after she created the *Northeast Carwasher* magazine, my wife and I moved from Latham, NY, to Tucson, AZ. It was a big change. My wife got a great job with a national medical practice and I could basically do whatever I wanted which was an independent journalist. Before long, Suzanne took pity on me, (after I plagued her with requests to write for her publication), and offered me freelance work, writing for the *Northeast Carwasher*.

I didn't know much about carwashing when she agreed to have me write for the pub. However, I had a long history as a general assignment reporter who could tackle any subject, research it, interview responsible parties, and put together a cohesive article on time and at the word count desired by editors. So writing about carwashing wasn't that much of a stretch.

And of course, I could use my vast experience of rolling through exterior-only carwashes, or watching my car through the glass of a full-serve or flex-serve carwash. Now I'm sure those carwash operators who I've had the privilege of interviewing over the years are chuckling when they remember the wide breadth of my lack of carwashing knowledge when I first began interviewing them. But they put up with my many questions to the point that most of the information they delivered began staying with me so I didn't have to pester them quite so much

the next time we did an interview for an article.

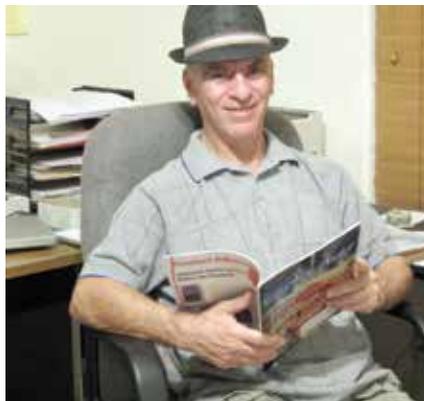
I would mention some names here, but the list of those who patiently helped me during my early years as a cub carwash reporter would be much too long to list. I heartily thank them for their perseverance with me. They are some of the best known names in the industry, as well as folks who had recently gotten into the business and were flailing away just as I was. In any event, all of them were free with their information and happy to educate a guy who was trying to get the facts straight and tell an interesting tale.

At some point in my relationship with the *Northeast Carwasher*, Suzanne christened me as Contributing Editor of the publication. This came as a complete surprise to me, since I was still operating on the principle that there was a lot I needed to know about carwashing yet, and I was certainly going to try to learn it. But I accepted the position and feel I've been able to grow into it.

In recognition of the *Northeast Carwasher's* 20th year in publication, I must say that I've enjoyed all the years of writing for the pub and smile when I think about the many carwash operators I've spoken with, and how many of them have become friends, if only by telephonic communication over 2,700 miles of phone lines.

To those folks I've talked with on one, several or many occasions – thank you for your participation and all the good words you've given me for the mag. To those carwash operators who I have yet to talk to – get ready, I want to know all about your operation, what you are planning for the future, and how you plan on getting there.

To all of you, my gracious thanks for being the experts I've been able to turn to in order to craft articles that others read in this lively publication! May there be many dirty cars in our futures! ■



Al Petrillo

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, and the nonfiction work, Ice Hockey in the Desert*, both available on [www.amazon.com](http://www.amazon.com). His new historical mystery, *Asylum Lane*, will be published this fall by Amazon Publishing.

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## NORTHEAST CARWASHER TIMELINE

### 1996

Winter, First Issue of the *Northeast Carwasher*

#### First Advertisers:

Blue Coral  
ICS  
D & S  
Cul-Mac Industries  
Russell Reid  
DRB Systems, Inc.  
Switches Unlimited  
Car Wash Parts, Inc.  
The Carwash Advisor  
M & A Distributors  
Previte  
Universal Underwriters  
Tameric Realty  
Creative Group  
Dick Zodikoff Consultant  
First Community Bank  
Hoffman Car Wash Sales  
Michigan Power Cleaning  
Ryko  
Kleen-Rite Corp.  
Jobe

#### Participating Associations:

NYSCWA  
CCA  
CWONJ  
Professional Car Wash Association of New York (LI)

#### Association Closure:

Penndel closes its doors after 24 years

#### First Columnists:

Dan Udvig \*retired  
Bernie Ephraim \*deceased  
Larry Groepin, ERC Wiping  
John Hansen \*deceased

#### Longest Contributing Lobbyist: PJ Cimini, CCA

#### First Column by Walt Hartl:

"Ceiling Fans Can Help You Operate More Efficiently"

### 1997

NECA Joins *Northeast Carwasher*

Mid-Atlantic Forms

First column by Cookie Anthony

*Northeast Carwasher*, 68 pages, Vol. 2 No. 3

### 1998

Darrell Hewitt Keynotes NRCC and graces the cover in a Leopracon suit

### 2001

*Northeast Carwasher* revises logo; changes to glossy paper stock

MCA joins *Northeast Carwasher*

### 2002

*Northeast Carwasher* begins putting photos on cover, tips 100 pages!!!

### 2003

*Northeast Carwasher* tips 116 pages in winter issue, sells back cover

### 2004

First four-color added to the magazine in first two signatures

### 2010

Size of magazine is modified and goes four-color throughout!

### 2015

*Northeast Carwasher* celebrates 20 years!!!!

## Congrats to the Carwasher On 20 Years of Publishing!!!!

20 years! What an amazing accomplishment! However, it is not surprising to me that the **Northeast Carwasher** has thrived for the past two decades given its talented and tireless editor! Suzanne, you have been an integral part of the growth of our industry, not only by publishing a great trade periodical, but by all the work you have done and continue to do for the carwash associations in the Northeast. There are few who see the "behind-the-scenes" mechanics of putting out a magazine, managing carwash associations, putting on trade shows, or starting national charities (like Wash USA), but if they were to look behind the curtain they would find YOU there.

I know I often address you as "Queen." I cannot think of a more apt title for someone who has "ruled" over this crazy group of people called carwashers in such a benevolent and supportive way. I am also proud to be able to call you my friend. So congratulations, my friend, and best wishes for continued success!

Mark

Mark J. Curtis, CEO, Splash Car Wash, Greenwich, CT

I would like to Congratulate Suzanne Stansbury on the 20th year of publishing the **Northeast Carwasher** magazine. What started out as a "black and white newsletter" for carwash operators and suppliers in the Northeast, has grown into one of the premier publications for the carwashing industry. While focused on the carwashing industry in the Northeast, it not only contains insights and advice from some of the top experts in the carwashing industry but from business leaders across the business world. In addition to great articles covering all types of topics, Suzanne and her staff provide operators with updates on what's going on in their own state associations. I truly enjoy reading the magazine. Congratulations and here's to 20 more years!

Walt

Walt Hartl, District Manager, Hoffman Development Corp., Albany, NY

Greetings from Southwest Florida. I am sitting in my office this Sunday morning overlooking our lanai watching a beautiful sunrise reflecting off our pool, sipping hot coffee and reading your magazine. I felt compelled to write you a short note to congratulate you on publishing such a great magazine! Your content and quality are second to none! I must also thank you for keeping me on your mailing list. It is a gift I truly cherish. I read the **Northeast Carwasher** cover to cover, then share it with a friend who is about to become a carwasher! Keep up the GREAT WORK!

Gene

Gene Montenieri (Former Upstate New Yorker and Hoffman Car Wash employee), Bonita Springs, FL

*TIME FLIES. I save my Northeast Carwasher magazines and have a big shelf in my basement lined with them. As a kid I saved my National Geographic magazines too. Only now, I save the magazines because I'm not computer proficient, and I don't remember what I previously have written. Suzanne, you are both tolerant of my hand written articles and encouraging of me to try emailing them. In fact, this is the first official article I've written on the computer. It's not bragging, I'm ashamed I'm slow to learn. I don't tweet or do Facebook either. Life for me is very busy in retirement, dare I say I can hardly keep up, so computers are far down on my list of things I want to master. Years ago, I only used throwaway cameras for pictures. Suzanne could only print in black and white so transferring the photos was a problem. Then she said she needed better resolution. Luckily, I got a computer camera that year as a gift from a friend. You could say it only took me 20 years to give Suzanne what she asked for, just in time to celebrate her 20 years creating the magazine.*

*Suzanne and I have had our differences of opinions over the years. She has wanted me to focus on the carwashes only in the areas represented. I feel that whether in Florida, California or Europe if I see something interesting I want to write about it so I send off articles anyway feeling good ideas need to be shared no matter where they come from. Since I'm telling secrets, I bet you had no idea that Suzanne rejects things I send. I am always hurt. My favorite article was a horror scope for carwashers. I thought it funny, tongue-in-cheek. Then there was the article about lying – also rejected.*

*Actually, I know what Suzanne likes but she's strong because she never knows what I'm going to send her. Here's a little Quiz. I want Suzanne and her staff, plus all you readers of the Northeast Carwasher to take it.*

- A) What year did color photos first appear on the cover of the *Northeast Carwasher*?  
2002, 2003, 2004
- B) What year did black and white photos turn to color for articles and advertisements?  
2005, 2007, 2010
- C) When did Suzanne switch to glossy paper magazine style format?  
2001, 2002, 2005
- D) How many printed articles has Cookie written in 20 years?  
More than 50, 60 or 70

**Here are the correct responses:**

- A. 2004 B. 2010 C. 2001 D.70

*Here's the truth as I see it. The magazine looks better with passing years. Suzanne's work gets better and yes, I cheated and looked up these answers in my own collection. I surprised myself at how many articles I'd written and for so long. Here's my challenge: can we do it for another 20?*

*Cookie*

Cookie Anthony, Waban, MA, & Naples, FL

*Continued on page 24 ...*

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# A Veterans Day Recap...

Washes like Flagstop in Virginia did an outstanding job of marketing the November 11 Grace for Vets effort to honor our Veterans. ■



Flagstop Car Wash teamed up with the Disabled American Veterans (DAV) on Veterans Day to raise money and awareness for this extremely deserving cause. To learn more visit [www.dav.org](http://www.dav.org).

# Hoffman Car Wash Pays Tribute To Veterans In A Big Way

By Jason Sanin

For the ninth consecutive year, Hoffman Car Wash and Hoffman Jiffy Lube showed their appreciation to the men and women who have served our country. This year, they washed more cars and performed more oil changes for U.S. Veterans and active duty military personnel than ever before.

On Veterans Day, November 11, all active duty and former members of the military were invited to have their cars washed and oil changed free of charge at Hoffman Car Wash and Jiffy Lube in recognition of their service. When all was said and done, more than 6,200 carwashes and 2,700 oil changes were provided to those who have served, with a total of more than 9,000 services performed. Their previous single day record prior to this year was just shy of 7,000 cars on Veterans Day 2013.

After a record-setting day, the company is excited that this event continues to grow. "We are thrilled with the turnout this year," said Hoffman Car Wash CEO Tom Hoffman, Jr. "To be able to personally thank so many great men and women for their service is truly inspiring."

In order to accommodate all of the military heroes who visited, all 15 of their Hoffman Car Wash exterior and full-service carwashes and 10 Jiffy Lubes opened at 7 am, with some locations servicing cars as early as 6 am.

Since the first year Hoffman Car Wash offered free services to Veterans in 2005, they have performed nearly 40,000 carwashes to these servicemen and women. In the two years that Hoffman Jiffy Lube has offered free oil changes, they have performed just over 4,800. In total, Hoffman Car Wash and Jiffy Lube have provided more than 44,500 carwashes and oil changes to veterans free of charge on Veterans Day. ■

Jason Sanin is a Digital Marketing Specialist with Hoffman Development Corporation in Albany, NY.

This photo, taken by Tom Hoffman Jr's drone, shows steady activity at his Saratoga Springs wash location on Veterans Day 2014.



# Hoffman Car Wash Holds Impactful Veterans Day Kickoff

By Sara Park

On October 30, the Hoffman Car Wash team came together for a very special event. This year they held a Veterans Day Kick Off where managers, Veterans from the entire company and many special guests from the community, as well as from the carwash and quick lube industry, were invited to hear an incredible speaker and motivator to help set the mood for the day honoring those who have served in the military. The night consisted of a dinner reception and two inspirational speakers.

The tables were set with red, white and blue and each place setting was set with a hard bound copy of a book titled "Steel Will" by Retired Staff Sergeant Shilo Harris. The event was held in Troy, NY, at Brown's Brewing's Revolution Hall. It almost looked as though it was Election Day. One thing was clear from the very beginning, however, as you could feel the excitement and the positive energy of all those in attendance. This was a very special event.

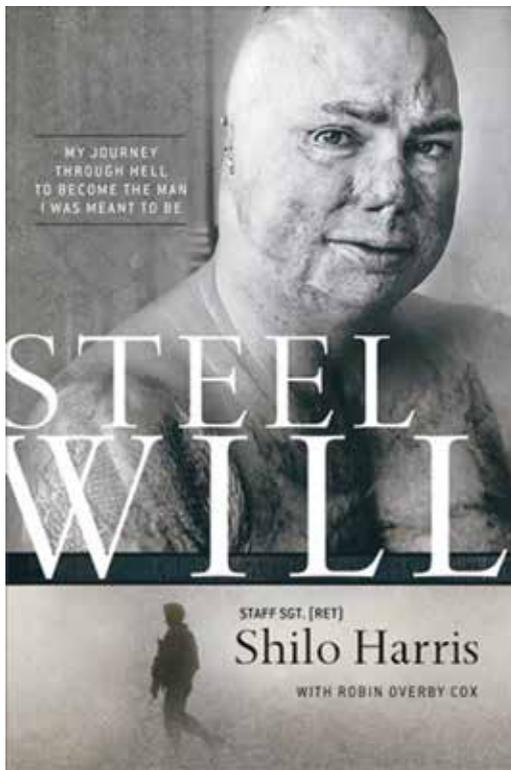
The first special guest of the night was Mike Mountz, former owner of Cloister Car Washes in Pennsylvania. A carwash event to celebrate Veterans Day would not be complete without Mike in attendance. He founded the Grace for Vets program in 2004 that provides free washes on Veterans Day to our

nations Veterans. Only his two carwash locations participated that first year and Mike and his team washed more than 1,000 Veterans cars. As the years followed, more and more carwash companies joined in Mike's passion for recognizing our Veterans and military community. The grand total isn't in yet for the 2014 program, however, as of 2013 those companies participating in Grace for Vets have serviced more than 700,000 cars.

Mike spoke about why he created the program and the direction in which it is growing. The program is now an international program and has participants from four different countries. For more information about the program, or to find out the story behind Grace for Vets, visit their web page at [GraceForVets.org](http://GraceForVets.org).

After Mike's speech he asked to share a special video. The video spoke about our national anthem and how Francis Scott Key wrote the lyrics in 1814. The video was moving and inspiring. One of the quotes that stood out was, "Americans would rather die on their feet than live on their knees." In the National Anthem the lyrics speak about, "How the flag was

*Continued on page 24...*



*More than 125 Hoffman Development employees and Veterans from their company attended the Veterans Day kick-off dinner and program featuring Retired Staff Sergeant Shilo Harris.*



*Patrick Hoffman shakes hands with Sargent Shilo Harris and gets an autographed copy of his book "Steel Will."*

## Hoffman Car Wash Veterans Day Kickoff ...

continued from page 23.

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Tom Hoffman Jr. and Sr., Retired Staff Sargent Shilo Harris and Grace for Vets Founder Mike Mountz.

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still there.” It goes on to tell the story about the American soldiers that gave their lives to keep our flag waving. The video can be found on YouTube under the title “Star Spangled Banner As You’ve Never Heard It.”

The next speaker was a huge treat for all of us. Retired Staff Sargent Shilo Harris traveled from his Texas home to spend some time with the men and women of Hoffman Development Corp. and to speak at this event. He spoke about having his Humvee destroyed while patrolling a southern Iraqi roadway. Only two people in the Humvee walked away from that attack on February 19, 2007. Shilo spoke about the incident, his grueling recovery and how he found the strength to move forward and go on. His message was one of strength and hope. This is a message he shares in his newly published book “Steel Will.”

Shilo spoke about his experiences while visiting the Hoffman Car Wash team. He said he was extremely impressed by the commitment the company and the employees have made to Veterans. Shilo said, “Each and every one of you are joined together by passion.” He went on to explain how important a “thank you” can be. Vietnam Veterans did not receive a warm welcome when they returned home. Shilo explained that sometimes all it takes to make a person feel good is a simple thank you. By inviting Veterans to take part in a Veteran’s Day celebrations, Hoffman Car Wash & Jiffy Lube is saying “thank you” to their local Veteran community members.

So, what was the motivating factor for Hoffman Car Wash to hold this particular event? Well, that’s a great question and one that some attendees asked themselves. There’s a song that sums up the answer nicely. The song is by Dierks Bentley and it’s called, ‘I Hold On’ and lyrics are as follows:

“I hold on

To the things, I believe in  
My faith, your love, our freedom  
To the things I can count on  
To keep me going strong  
Yeah I hold on, I hold on”

Hoffman Car Wash wanted to encourage all of its employees, as well as those in attendance, to be that person that holds onto the things that are important. Hoffman Car Wash wants to be a company that holds onto things such as our personal freedoms and to say “thank you” to the men and women who have made these freedoms possible.

The evening came to a close and the conversations and laughter carried on for at least another hour. Shilo signed more than 100 copies of his book. Those in attendance drove



away from the event thinking about the individual values they hold dear, and how they would thank the veterans on Tuesday, November 11th, 2014. ■

Sara Park is the Marketing Manager at Hoffman Development Corp., in Albany, NY. You can reach Sara at [spark@hoffman-development.com](mailto:spark@hoffman-development.com)

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## Congrats to the Carwasher ... continued from page 20.

*Congratulations on your 20th to everyone involved in the Northeast Carwasher publication! I am impressed with your dedication and insight of our industry. I feel your publication played a major role in the unification of operators here in the Northeast. With each Association contributing with their local news stories and operators sharing their personal experiences in your articles, the “Not letting anyone into their Back Room” no longer seems to be the way carwash operators think. You guys played a huge role in opening those doors for us by introducing us to one another via your publication.*

*Keep up the GREAT work!*

*Leo*

Leo Zona, Z Wash Distribution, LLC, Norwell, MA

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*Congratulations to the Northeast Carwasher magazine on its 20th anniversary! Over the years, I have had the privilege of watching this publication grow from a simple newsletter to one of the premier magazines in the carwash industry. An innovator in reporting the latest and greatest in Northeast Association news, you can always depend on learning something new in each issue!*

*I am proud to be a long-time contributor of articles. The feedback I get confirms that this magazine has many loyal readers who truly appreciate it’s content.*

*Keep up the good work and I look forward to many more rewarding years.*

*Mike*

Mike Benmoschè, National Car Wash Program Specialist, Risk Management Department, McNeil & Company, Inc., Cortland, NY

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T H I S Y E A R ' S

# 25<sup>TH</sup> ANNIVERSARY SHOW WAS A HIT!

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# An Interview with WashIdeas' Perry Powell



**P**erry Powell is a signage and neuromarketing expert who has been delving into what makes the carwash industry tick for the last 18 years. He has helped countless operators battle with their local municipalities and better market their businesses.

If you know Perry, you also know that he is a true entrepreneur and quick-witted guy with a real sense of who today's carwash operator is and where he needs to go. And, if you've been reading his columns in the *Northeast Carwasher* over the last 10 (I think) years, you'll also know that he is colorful, unique and a real gem.

Recently, he has taken on a new role in the industry, one of interviewer. In reinventing WashIdeas.com, a podcast and blog, Perry hopes to capture the real essence of the industry by interviewing seasoned operators and sharing their wealth of knowledge with others.

**NECW. Perry, you have six months under your belt now operating WashIdeas.com. You have gone from being an "educator" to an "interviewer" who educates. Would you say that's accurate?**

PP: Absolutely, I am now able to share my passion, for the industry, in a very new way which I feel will help people in the business who may have never heard of my consulting practice.

**NECW. What pushed you in this direction?**

PP: My father died approximately two years ago. Shortly thereafter, one of my client's father died. He was a real legend in the business, John Jurkens. After that, Sonny Fazio and Ira Feinberg passed. I realized that I knew a

little about these men, but not much and it was too late unless I learned from their children.

In a conversation with Ryan Carlson, who started washideas.com, he suggested that I take the show, now that he had left the industry. The timing was right and off we went.

This transition allowed me to put my own fingerprints on the show. I wanted to do more than talk about soap or nuts and bolts. I wanted to tell the human side of carwashing.

I wanted to reconnect today's modern owner with the human story of the pioneering giants of the business, along with the significant, continuing story of carwashing which we are writing today.

**NECW: Has it been a life-changing experience for you?**

PP: Life changing in the sense that I get to hear the stories first hand, and I get to ask the questions I think others would want to. After six months and a number of shows, wearing the WashIdeas.com hat...(literally), the feedback has been tremendous.

I think that those who listen are getting what it's all about and I am making new friends. The educational benefits to everyone have been tremendous and I believe the value to the industry, as a whole, can't be over estimated.

Perhaps most important of all, I believe the encouragement value, of these discussions, during these tough economic times, may be "life changing," for everyone.

**NECW: Share with us some of the "colorful" and "knowledgeable" individuals you have interviewed.**

PP: Paul Fazio talked to me from his heart about his dad. What great respect, for Paul, Sonny had to turn his company over to a gifted and extremely competent son. Sonny had vision and it comes through in Paul's recounting of his story.

Jeff, Joel and Jill Jurkens gave us a moving tribute to their father, John. They tell the rest of the story for those who don't know it and it is amazing. For those who do remember, it's great to relive the tales again.

Vic Odermat started Seattle's Brown Bear Car Wash chain in 1956 with \$1500, which he borrowed, and today, at 84 years old, Vic still can be found in the office, and owns 40+ carwashes.

If you think it's all history lessons, consider the new guys entering our business.

Petty Hardin, from Jackson, MS. WOW!!! You gotta go listen. Petty started his carwash adventure at 31. He almost lost it all! His story flies in the face of the, "If you build it they will come" idea.

What a story of perseverance. Today at 41, he owns eight express washes.

On and on the stories, of the characters, who make this business what it is, are amazing pieces of American life. I just want to preserve the stories for future generations of carwashers!

**NECW: Have you noticed a common theme between them?**

PP: They were and continue to be, people of vision, hard work and rough hands, who believe in this business.

They never consider themselves to be working, but they are doing what they love to do. As Paul Fazio said it, when speaking about the older generation of washers, “They had no advantages, and they considered that to be an advantage!” I believe that attitude can be found in all generations of carwashers.

**NECW: What have you been most surprised about on this new journey of yours?**

PP: Acceptance. The quality of the participants is amazing. The fact that owners, luminaries and legends, would take time out of their busy lives to openly share with the rest of us is amazing.

The willingness to openly share those intricate details, of how they made it in the business, speaks to the character of these people.

**NECW: I imagine that this new enterprise is a true labor of love. How are you juggling your neuromarketing and signage work with it?**

PP: Well, that has been interesting. The show is like a baby bird that has to be fed. These interviews take both my time and the time of the participants. We have to coordinate our schedules.

I have had to learn to think weeks in advance and do interviews ahead of time so that when I am traveling or working on other projects, the show is covered, but it is so worth it!

I continue to enjoy wonderful relationships, with great clients, on the sign and consulting fronts.

**NECW: I know you love honoring our industry pioneers on your “Legends of Car Washing” page as they possess invaluable knowledge about everything carwashing. Any plans to expand that or take it in a different direction?**

I am open to expanding in this area. I like to write and I could see an anthology in the future or expanding into video.

I plan to expand the Advertising Hall of Fame page

and have a new surprise page, in the works, I have plans to add during the holidays. Stay tuned!

I also would like to continue interviewing internationally. These folks make up a dynamic part of the carwash world we often overlook. They have great stories to tell.

In an interview with Richard Davison, a distributor and operator in Melbourne, Australia, he shared that prior to getting into the carwash business, he successfully ran a business inherited from his family. When I asked what he did, he said that he owned a ladies high end, high heel shoe business. He designed and manufactured ladies high fashion shoes. He sold that business and for many years now, has been deeply involved in the carwash industry.

**NECW: What a story! I am glad it’s preserved on washideas.com, for all to hear. Along that vein, what’s next for Perry Powell?**

PP: As I said before, I am continuing to work with clients as I always have and I look forward to staying busy there.

I also hope to help owners avoid the pitfalls of the business, which can be costly and damaging. These interviews provide valuable insight: what to look out for, what not to do, what to do, vastly improving not only your odds of succeeding, but helping you realize shorter time from investment to profits.

We will continue to adapt to changes in the industry, in technology and market conditions to put real solutions, for owners, on the site.

I would invite all, who have not, to sign up for our weekly email, which tells who will be teaching us each week. There is NO COST to listen and what you learn could make a big difference in your BUSINESS!

**NECW: Thanks, Perry!**



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**To view and learn more about WashIdeas.com log onto the site.**

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**Learn about such industry greats as Bill Jurkens of Octopus Car Wash and Steven Roberts of F. L. Roberts of Golden Nozzle Car Washes as well as other industry innovators at WashIdeas.com**

# 25<sup>th</sup> NRCC One for the Record Books!

The 25th Northeast Regional Carwash Convention (NRCC), September 15-17, at the Trump Taj Mahal Hotel & Casino was one for the record books, according to Walt Hartl, New York State Car Wash Association President and Co-Chairperson with Mike Benmoschè of the 2014 show. “From the sold out show floor with 270 exhibits, to our incredible keynote speaker Robert H. Benmosche, AIG CEO, to quality educational programming and a really fun 25th Anniversary Celebration event, it was a home run and will go down in the show’s record books,” said Hartl.

Twenty-five years ago leaders from four of the East Coast carwash associations (Connecticut Carwash Association, New England Carwash Association, New York State Car Wash Association and the Car Wash Operators of New Jersey) came together to forge a partnership in running a first-rate trade show with education for its members who could not attend a national show. Over the years the show has grown, evolved and become a truly professional and first-rate regional trade show. “The NRCC is a true team effort,” said Co-Chairperson

Mike Benmoschè. “We work together to produce something that benefits every member of every association. I am truly honored to be a part of it.”

A highlight of this year’s show was a heartfelt keynote delivered by American International Group’s (AIG) recent President and CEO, Robert H. Benmosche, who just happens to be Mike Benmoschè’s older brother. In 2009, Robert Benmosche was asked to help restructure the ailing insurance company, and repay the government support that AIG received at the height of the 2008 financial crisis. Benmosche successfully lead AIG through one of the most extraordinary turnarounds in the history of corporate America as the company repaid the entire \$182.3 billion plus a profit of more than \$22.7 billion. He shared with the audience of 200+ how he accomplished this and provided lessons that can be implemented at your wash to help you overcome adversity. His keynote is available at [nrccshow.com](http://nrccshow.com).

Another highlight was the awards program just prior to lunch on Tuesday, September 16. Long time New York State Car Wash Association members Mark and Teri Kubarek of K & S Car Wash in Auburn, NY, were honored for their unyielding service to the association and industry over the last 30 years with the Most Distinguished People award presented by NYSCWA President Walt Hartl. Mark Kubarek is a



2014 NRCC Hall of Fame recipient Michael Benmoschè was presented with the honor by his brother and 2014 Keynote Speaker Robert Benmosche, former AIG CEO.



NYSCWA President and 2014 NRCC Co-Chair Walt Hartl holds the NRCC Hall of Fame cup that has all the winners’ names engraved while posing next to 2014 Hall of Fame recipient Mike Benmoschè and his brother Bob.

2014 NRCC Co-Chairs Walt Hartl and Mike Benmosche present Terri and Mark Kubarek of K & S Car Wash in Auburn, NY, with the 2014 NRCC Most Distinguished People Award for their outstanding dedication to the association and industry in New York State.



past NYCWA president who served two terms in this position and fought countless sales tax battles. Terri has been a steadfast contributor to their business and the association for as long as the Kubarek's have been in the industry, and is involved in the daily operations at K & S. "They are valuable assets to New York State carwashing and long-time supporters of the NRCC," said Hartl.

Co-Chairman Mike Benmoschè thought he was presenting the NRCC's most prestigious award to the Mid-Atlantic Carwash Association's Dave DuGoff, and even went so far as to start the presentation when Hartl interrupted him and asked Robert Benmosche to come to the stage and assist in the award presentation. But instead of going to DuGoff, Mike Benmoschè was named the 2014 Hall of Fame recipient, much to his surprise. He has served on three association boards during his 20 years in the industry and launched a safety and e-learning program to help operators reduce claims at the wash. He has also contributed a quarterly column to the *Northeast Carwasher* magazine, several other trade publications and served on the International Carwash Association's Exhibitor Show Advisory Committee (ESAC). In addition, he has co-chaired with Hartl two NRCC's.

Other educational highlights of the show included two concurrent seminars on Monday, September 15, presented by Robert Andre of Sonny's Carwash College titled "A Labor of Love" and a self-service program by Carolina Pride's Dale Reynolds titled "Self Service Reinvigoration."

Tuesday's education included a lively traditional Early Bird Panel hosted by Turnpike Car Wash's Bob Katseff followed by a program titled "No Exit Plan? No Financial Future? No Problem" by brothers Lou and John Rendemonti.

Wednesday's seminars included a round table Early Bird led by College Park's Dave DuGoff that touched on topics from social media/negative reviews to fast oil changes to maintenance.

The sold out show floor of the Mark G. Etes Arena at the Trump Taj Mahal attracted nearly 1400. The 270 exhibits included an array of state-of-the-art equipment and innovation to help today's operator prosper. A complete listing of

exhibitors can be found at [www.nrccshow.com](http://www.nrccshow.com).

The show's sponsors included: Show Sponsor Qual-Chem; Show Media Sponsor; *Professional Carwashing & Detailing* magazine; 25th Anniversary Celebration Sponsor Innovative Control Systems; Lanyards & Show Bags Micrologic Associates; Luncheon Erie Brush & Manufacturing Corp.; Keynote Speaker Carolina Pride Carwash, Inc.; Refreshment Bar Simoniz USA; Bottled Water Ardex Labs; Popcorn Conserv Water Recovery Systems; Snack Station Blendco Systems; Registration Pens Kleen-Rite Corp.; Registration Mints National Pride Equipment/Carwash Super Store; Breakfast DRB Systems Inc.; Name Badges National Ticket Co.; Registration Technology Car Wash Insurance Program offered by McNeil & Co.; Seminar Sponsors Micrologic Associates, Peco Car Wash Systems and Belanger. ■

**The 2015 NRCC is slated for October 5-7 in Atlantic City. To reserve your booth space for the 2015 NRCC call 800/868-8590 today or visit [www.nrccshow.com](http://www.nrccshow.com).**

*Continued on page 30...*



*The team from the Carwash Insurance Program Provided by McNeil & Co. know how to have a good time!*



*Attendees at the 25th Anniversary Celebration were able to ham it up in the photo booth and munch on some succulent cupcakes to mark the occasion sponsored by Innovative Control Systems, Wind Gap, PA.*

The celebratory event was sponsored by Innovative Control Systems and featured food, drink, a photo booth, two caricature artists and plenty of fun!



The Team from PSI, NRCC's management firm out of Trenton, NJ, did an outstanding job on the 25th Anniversary Show! Thank you, ladies!!!!



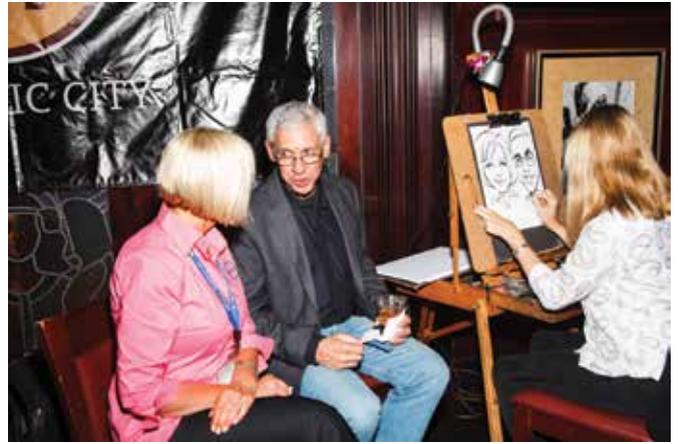
Dennis O'Shaughnessy Jr. and Sr. get a moment to catch up with Walt Hartl.

Some snapshots from a fun event!



The 25th Anniversary Celebration was a great opportunity to catch up and relax with fellow operators.





# Modular Technology Was a Perfect Fit For Vineland Carwash

By Alan M. Petrillo

Carwash operators like to site their washes in locations that have high traffic counts, whether at a busy intersection, near an active shopping center or other retail facility, or in conjunction with gasoline-oriented businesses. The latter choice is what Nate Pizzo of Vineland, NJ, decided to do with a pre-built, modular carwash from PDQ Manufacturing Inc. and Genesis Modular Carwash Systems.

“We’re in an ideal location,” Pizzo said. “The main reason we put a carwash on our property is that our property

taxes are very expensive and we wanted to earn extra revenue to help offset those taxes.”

Pizzo owns Major Truck Stop at 1997 North Main Road in Vineland, a facility with eight pumps in a gasoline station at the front of the property and 14 diesel pumps at a truck stop for semi tractor trailers at the back.

“In between the two sets of pumping areas was a lot of wasted ground,” Pizzo said. “At first, we considered putting in a convenience store, but didn’t think it really fit in well. So we decided to try a carwash and we are very impressed with the way the place looks and how it turned out.”

Charlie Zimmerman, national sales manager for Genesis Modular Carwash Building Systems, said he got a call from PDQ sales and project manager Carl Strye Jr., saying he



*The makings of Major Car Wash in Vineland, NJ.*



had a potential customer interested in building a carwash.

“We always try to get folks to come to Atlanta to see our building process, so we flew Nate in and he toured the plant and looked at designs we had done,” Zimmerman said. “We got an idea of what he wanted, and put together some architectural and engineering drawings.”

There was some back-and-forth between Pizzo and Genesis, Zimmerman said, and then Pizzo approved the project, which had to be submitted to the state of New Jersey for its approval.

“That took five weeks, but once we got the drawings back, it took us just under 10 weeks to build his carwash,” Zimmerman pointed out.

The wash was installed in three modules in Pizzo’s

case because he wanted side-by-side washes separated by an equipment room. The building features a PDQ Laser-wash 360 touch free automatic and a PDQ RT300 Tandem, and was equipped by Craig Hanson, the president and owner of Washtech in Charlottesville, VA.

Both machines have an Integrated Air Dryer, use triple foam, spot free rinse and recycled water. They also have the capability to interface with the web and can be remotely accessed through the Internet. Each machine uses the PDQ virtual treadle system that allows the bay to be open during washing.

Hanson noted that having a friction machine and a laser wash side by side has advantages for both the carwash owner and customers.

*Continued on page 34 ...*

*Major Car Wash in Vineland, NJ, features a modular design manufactured by Genesis Modular Carwash Systems, and is equipped by PDQ and Washtech. It met the needs of a small lot but features two inbays to maximize washing on busy days.*



“The owner is able to cater to both the touch free and the friction markets,” Hanson said, “and it pretty much doubles the capacity of the carwash. They also have the ability to do maintenance on one and still operate the other so the carwash isn’t shut down. On the customer side, the carwash is offering them the choice of their type of carwash, which they can switch back and forth between if they choose.”

The building process went smoothly, Zimmerman pointed out.

“Nate has a double bay automatic facility,” Zimmerman said. “Each bay is 16 feet wide and 42 feet long, separated by a 10 x 40-foot equipment room in the middle. It took three semi-trailers to deliver the three modules – two wash bays and the equipment room – along with the surrounding parapet that had to be installed by the general contractor.”

Zimmerman said that on-site, a crane picked up each of the modules and set them down onto pre-installed weld plates, and the units were then welded down.

“It takes a day to set the building, another to finish sealing the roof lines and make sure all the interior and exterior work is okay, and work with the general contractor to connect into the water line, the reclaim line and the electrical,” said Zimmerman. “We supply the drawings for the building’s foundation and the GC (general contractor) does the signage, landscaping and paving.”

Zimmerman said his company’s modular-built structures are three times as sturdy as structures built out of cinder blocks.

“We build a steel and concrete building that is welded to metal plates attached to the top of concrete pier footings at the carwash location,” he said. “When we put the structure in place, it has the concrete floors and grates in place, all the plumbing and backflow water valves installed, and all the electrical installed already.”

The interior of the wash is made of 100 percent virgin exterior grade PVC, Zimmerman said, and the panels will never need paint, nor will they rust or rot because they conform to ASTM D3273 and D3274 to prevent mold or mildew. Maintenance on the exterior is the same as a stick-built building, Zimmerman said.

Other advantages to a modular constructed carwash, Zimmerman maintained, are that the building can be depreciated over seven years compared to a 39-1/2-year depreciation for a sticks and bricks building. Also, the weather doesn’t affect construction of the building because it is built inside and trucked to the site, and the cost of the carwash is typically five to 10 percent less than a stick-built building.

“The reason why we are more economical is econ-

omies of scale,” Zimmerman notes. “We purchase so much steel and concrete for our projects that we typically are building 10 to 15 projects at the same time, so our purchasing costs of materials are dramatically less than a general contractor doing a one-off.”

Because each facility is custom built, Zimmerman offered price ranges for different modular carwashes. “The range on a single bay modular is from \$150,000 to \$200,000, while the range on a double bay modular carwash is from \$275,000 to \$375,000,” Zimmerman said. “The final price depends on a number of elements – the exterior, the roof line, type of heat, automatic doors, and many other things that can be included. It’s just like a custom built house where you have many options to choose from.”

Zimmerman said that Genesis has built 260 modular locations all over the country, including Alaska and Canada.

“We’ve built full-service carwashes, express washes, in-bays and oil change facilities,” he added.

Zimmerman believes that modular construction makes sense for most carwash applications.

“There’s the cost savings, and the time savings because it takes us eight to 10 weeks to build the carwash since we work inside and the weather doesn’t affect us,” he noted. “Also, there’s a savings in the seven-year depreciation instead of the 39-1/2 years for sticks and bricks, and all the time saved in managing the process with planning boards, permitting and contractors. We take care of all those things so the scope of work for an owner is reduced by 80 percent.”

Hanson of Washtech pointed out there’s a trend toward building carwashes using modular units on the East Coast.

“One of the perceptions is that modular carwashes have that ‘gas station carwash’ look, but that can’t be farther from the truth,” he said. “Today, they come with stone or brick facades, and custom style roofs. We’re seeing inbay automatics, conveyors and even self-service bays coming out in modular arrangements.”

Pizzo said his site, called Major Car Wash, is open 24 hours a day, and he anticipates it to be very busy. Five express detail vacuums and one air machine were added to the site to help speed up the project and save money by not building concrete vacuum islands.

Strye Jr. of PDQ said overall the project went well. “We are pleased with everything Genesis has done and now it’s time to wash cars and generate income.” ■

*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, and the nonfiction work, Ice Hockey in the Desert, both available on [www.amazon.com](http://www.amazon.com). His new historical mystery, Asylum Lane, will be published this fall by Amazon Publishing.*

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# The Power of Saying “Thank You”

By JoAnna Brandi

Often, the best advice is the simplest advice. The problem with simple advice is that people don't take it because it seems so, well, simple. My experience tells me that simple can be very effective when done over and over again. A simple way to motivate, inspire and lead smarter is to increase your output of gratitude, “thank you's” and praise.

In my leadership training I speak a lot about raising the “Positivity Ratio” at work and letting people know we appreciate them.

Here are some of my simple thoughts on “thank you's,” gratitude and praise.

## For your Customers

- ❖ Add two more expressions of sincere gratitude to every interaction, in person or on the phone. Just think of how those two little expressions of gratitude multiplied by the number of interactions you have every day will add up.
- ❖ Try two of these: “Thank you for calling, thank you for waiting, thank you for holding, thank you for listening to our specials, thank you for doing business with us, thank you for being our customer, we appreciate your business, we appreciate you, we appreciate your stopping in today, we appreciate your feedback, we appreciate your smile!”
- ❖ Make sure all your Internet correspondence does the same. “With gratitude.”
- ❖ Send “thank you” notes and postcards written by hand.
- ❖ Make sure the invoice says “Thank You.”
- ❖ Make sure the “We appreciate your business” attitude comes across in every interaction – that means getting the staff together to have a conversation about what that attitude is and how to display it daily.
- ❖ While you are at it, check your “Welcome” messages and processes as well – if you are still making it hard to do business with you, you're sure to lose in this economy.

## For Your Employees

Needless to say, but I'll say it anyway, how people feel about their work, and their boss, affect how well they treat their customers.

- ❖ So my first suggestion is to find people doing things right. And when you do that, be specific in praising them, and let them know how the work they do affects the bottom line and the good relationships with the customers.
- ❖ Say “Thank You” often to employees. So many people,

and company cultures, feel that “good work is what I am paying you for” and so neglect an employee's real human need for praise and recognition. I often hear the youngest generation in the workplace (Gen Y) called the “Praise Generation.” The people I hear it from aren't necessarily saying it as a positive reflection. (The *NY Times* recently called them “Generation Nice.” I feel a change in the air.)

I help leaders understand that whether they need praise and recognition (and many entrepreneurs don't seem to need too much external praise) is not the issue.

Every generation is raised differently and every generation shares societal and historical events. Our latest generation of workers were raised by parents that are now considered the most protective and praiseful parents in history. (“Good job, Justin.”) And they were raised in a time when highly structured activities were the norm from the time of toddlerhood (“Can Ashley have a play date with Courtney week after next?”)

- ❖ People, of all ages, blossom when we praise them for doing a good job, and we tell them specifically what about their behavior made it good. I believe everyone enjoys feeling proud of themselves.
- ❖ Open and close meetings with gratitude and appreciation. Ask people to talk about something for which they are grateful when you start a meeting. When the meeting is just about over, go around the room and ask each to express appreciation about some detail of the meeting. It puts everyone on the same wavelength – and it's a good one.
- ❖ Get a gratitude journal (you've heard me recommend this many times before - now is the time to do it.) Put it in the center of the room and ask people to frequently write down things for which they are grateful - the customer that made them laugh, the muffins someone brought into work, a co-worker who helped them out of a bind. The attitude of gratitude will spread good feelings almost as well as chocolate.
- ❖ Get your crowd together and brainstorm what you'll do to make the customers and the co-workers feel more positive emotion today. Spread the word – it's easy to do – and it costs practically nothing! ■

*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).*



JoAnna Brandi

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# Disposable Towel Options Abound

By Valerie Sweeney

Disposable towels, or non-wovens, are used in many different areas of the carwash. Some washes use more than others, but no matter the application, disposable towels can play an integral role in your towel tool box. Disposable towels/wipes also help to prolong the life of your terry and microfiber towels. Non-wovens typically cost between \$.05 and \$.15 per wipe depending on size, durability, packaging and thickness.

## Options Abound

There are several non-woven disposable wipe options available to the carwash market. The choice of wipe depends not only on the application, but also on personal preference. Most companies that supply non-woven disposable towels offer these products in various packaging and dispensing options in order to best suit your location.

### DRC

DRC, or double reaped cellulose, is a very soft, absorbent disposable wiper. It has a variety of uses, including general wiping applications, lube shop, service, detailing, or as a low-cost courtesy towel for your customers. Many people like DRC because it is a great cloth rag alternative, and costs pennies a wipe. DRC can usually be found in many dispensing options, including quarter fold, flat, pop-up and roll.

### Hydroknit

Hydroknit wipers are also very popular in the car care industry. They are the most durable disposable towel option, and are also very absorbent. These wipes are lint free, making them great windshield towels. Hydroknits also make great courtesy towels, or general shop rags, especially in lube centers. There are various thickness and colors out there (often red, white, or blue), and can be found as a quarter fold, flat, or even convenient jumbo perforated rolls.

## Applications Abound

### Courtesy Towels

Courtesy towels are used by many carwashes throughout the Northeast. These are disposable wipes that you give your customer. These wipes/disposable towels are given to people who want to touch up a spot on their car (especially on their windows). Courtesy towels help to prevent customers from “borrowing” your towels and “forgetting” to give them back. Some carwashes set up dispensers that release one wipe at a time to prevent people from taking more than they need. Others stack wipes up next

to the tip box. Another way to prevent people from taking more than they need is to have the cashier hand out the wipe, or the supervisor on the way out while they give one last “thank you” to the customer.

### Oil/ Lube Centers

Disposable wipes are also very popular in oil/lube centers. Once again, they can be used as general wiping rags for absorbing grease and oil. These wipes are ideal for wiping parts, surfaces and hands. Many lube centers use rentals, which can prove to be costly. Not only is there a charge for the rag rental, but there are also extra surcharges including loss, environmental, etc.

### Windshields

Most carwashes use either microfiber or huck towels on the windows, but some washes do prefer to use a heavier hydroknit on the windows. They are lint free, absorbent, and work really well, especially reaching any corners of the window. A few locations that use microfibers on the windows choose non-wovens during the coldest of the winter months since sometimes microfiber can semi-freeze and cause streaking.

### Detail/Dash

Non-wovens are very durable, and can hold up when saturated. They work well with many cleaners, and can be used when detailing the interior of the car. They are thinner than microfiber or cotton towels, so they can be used to clean tight spaces that a traditional towel might not reach. Several carwashes offer a wet non-woven cloth-like paper wiper that they give to their customers to wipe off the dash themselves. This system works well for washes where the customer stays in their vehicle.

Having a supply of non-woven towels can help save money in the long run. It will prevent workers from using terry or microfiber towels where a low-cost wiper/rag is best suited. These disposable towels can also be used as a low-cost way to enhance customer service at the wash by providing courtesy or dash wipes. Your towel vendor should be able to provide you with various options, and help fit you with the wiper/ towel that best suits your needs. ■



Valerie Sweeney

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



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# Breaking Down Your Breakdowns

By Gary Sokoloski

Now that another winter season is here, are you ready to handle those unexpected breakdowns that always seem to happen on the busiest days? While no one can be prepared for every possible breakdown, you can at least try to be prepared for the worst of them.

The first thing to consider is not really what could possibly break, but what tools will be needed to fix any common problem that comes up. Having a complete set of tools on hand will make any repair go faster and get the problem fixed without having to run out to get something. While every piece of equipment has some specific tool that might be required, referring to your manuals and having a complete set of hand tools including standard and metric socket sets, open-end and box wrenches, and a full set of screw drivers and Allen wrenches can always come in handy as well. Not that it is always recommended, but having a big hammer never hurts for that tough-to-loosen nut or bolt. While no toolbox is ever complete, having a sizable and growing tool collection will give you the upper hand when it comes time to jump

into action and make that repair needed on a busy day.

Power tools and accessories will also help in accomplishing the job at hand. There is almost nothing worse than grabbing that grinder to cut off an old bearing and finding out whomever used it last didn't bother to replace the blades and you're basically standing there with half of what is needed to fix the problem. This is also the case for all other power tool attachments.

A Sawzall® isn't of much use without any blades. A drop light is a great thing to have for adding some light to your problems, but if the bulb is broken it may not be worth taking it out of the equipment room. Making sure you have some anti-seize protectant when putting something back together is as important as having the tools to be able to do it.

There is no complete list of items to have on hand, but it can be said that there is no such thing as having too many tools available. This is especially the case when a breakdown happens when there is a line of cars to the road and instead of spending that valuable downtime fixing the equipment, you're running to the store for the tools to start fixing something.

Along with the tools of the trade you should have on hand, also remember all of the ancillary products to keep in stock. Having the correct wrench to fix a leaking pipe is a great thing, but if you don't have any Teflon tape or pipe dope to seal the leak you might as well just let it drip. The list of tapes, oils, sealants and greases is almost as long as the list of tools you should have on hand.

While you can never be prepared for every emergency that might arise, having two of all the things you know you'll need will always aid in finding at least one of them when needed. Almost worse than not having the tool needed for a repair is the knowledge that you have it, but cannot find it, when it is needed. Having a well-stocked toolbox and the necessary power tools available when needed will make even the toughest repairs on the busiest days seem like just another day at the wash. ■

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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.



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# Everything Old is New Again

By Doug Rieck

As we journey through our carwash and personal life there is ever present the issue of change. How we handle it is very important. The past few years of my personal life, and as I have suddenly noticed in my professional carwash life, as well, time never stops running and with it comes change.

This past September my family and I were fortunate enough to finally get back into our house after a 23-month absence due to repairs and reconstruction resulting from Hurricane Sandy. I feel very fortunate, and blessed despite being displaced for nearly two years. As I have said many times, lots of people are still without their homes and suffering. Down here at the shore we all have a friend somewhere who still has issues. While I will be affected for years financially, at least we are back in our house (raised nine feet higher and completely redone).

In October, while moving a box, a book from my library jumped out at me. In the late '90s Dr. Spencer Johnson wrote a book titled "Who Moved My Cheese?" The book is a parable about a maze and two mice and two little people named Hem and Haw and the ever-changing hunt for CHEESE. It's an easy and quick read of only 90 pages but it's good. In fact, it's essential. I grabbed the book and reread it and the message is still very relevant. Our industry is busy evolving and changing, whether we notice it or not. Hot Wax is back and bigger and badder than ever. Top brushes have been back for years, and work great. And the ultimate evil, yes, we are using Filament to clean cars or at least the lower parts. This is all stuff that becomes important if you want to run a carwash and avoid the fate of Hem and Haw in the parable. That big cheese pile is not endless and some uncertainty is necessary.

The past two years have been sort of a blur for me with all of the life issues raised by Sandy. Yes, I saw stuff but my first priority was not necessarily carwashing. In the past month or so I have looked around repeatedly at my carwashes and said, "This is wrong, and this needs CHANGE." That is why the book, "Who Moved My Cheese?" is so appropriate for me. I suspect that we all can learn from it.

The old carwash line is that all of us are at our washes on a daily basis and just don't see the forest for the trees. This is so true! And that is why attending state and regional carwash meetings is invaluable. This year was the 25th Anniversary of this incredible show, and the New York State Car Wash Association, as the host, did a wonderful job. What was of great relevance for me was the opening seminar given by Dale Reynolds on "Self-Service Reinvigoration." Wow, it was like having a bucket of cold bay water thrown on you. Or, maybe, an Ice Bucket Challenge. Maybe, just maybe, if we delivered more to our customers we actually could make A LOT more money and have more fun in the process.

The other first-day session had Robert Andre of the Sonny's Carwash College talking about labor in tunnel washes. As

always, I walk away from every one of his presentations impressed by his depth of industry knowledge.

The next day the highlight was the keynote given by Robert Benmosche. It was a rare glimpse at one of the power people in our country, who looks like a great guy just like his brother Mike.

Finally, the show floor opened boasting 270 booths! The biggest show floor in the history of the NRCC!

The show floor for carwashers is always like a candy store or sugar rush. Our business is about equipment and technology, (Ok, there are people involved too). Unless you want something a bit larger, like Car Care World Expo, this is your chance to catch up and get what's needed for the coming cold Northeast carwash season right at your back door. In the past, I have often given a more detailed show report. I can assure everyone that the show floor was packed and there was a wealth of new ideas present. Unfortunately, my notes got moved in the box shuffle. I did go with a list of essential stuff to look at and was able to make some solid decisions while there.

Ok, what was on my shopping list? There was a replacement for my pad-style tire shiner, and a rollup door to prevent freezing at one of my inbays. Easy, problem solved in both cases.

I have hemmed and hawed for years on the tire shiner, but my research and what I saw on the show floor convinced me that the answer is a rotating brush machine. It's better, has more consistent quality of application and reduced unit cost, and is easy technology with no pads which makes it a homerun. The one I chose will allow me to use the same backroom technology and just upgrade the applicator brush. There never will be an automatic application of tire shine as good as doing it off line manually, but I am not a full service, so I must automate.

The next set of issues was what set of vinyl rollup doors to purchase. I have had a set for more than seven years and love them, but they were an early model. In the wind they leak more air than a blown inner tube, but they are still much better than my old set of polycarbonate doors. I saw my dream rollup doors on the NRCC show floor. They have much better wind sealing and are more versatile.

My plan has been to install the new lava style foam arch since I first saw one. The issue for me was in where to place it and how to market it, all critical points that must be done right. I have had the traditional triple foam wax for years, but its time has come and passed. Our customers are looking for more.

There was much more than that on the show floor, though. I was over at Vaughn Industries and saw a set of entrance plastic rollers for my conveyor Y entrance to replace the existing. It's an easy fix.

I also saw the Rowe changer which uses two Mars recyclers to give out \$5 bills for change. It's on my list, if the winter is good.



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The show floor is the place to snatch ideas and plan for the coming year. I just cannot imagine not taking advantage of it!

Carwashes, for the most part, are locally owned, independent businesses. That is good, but we don't have a central planning and purchasing unit the way a franchise chain does. As a result, it is on us to keep up and make our plans.

This winter looks to be an interesting one. Last winter was good for carwashing in New Jersey, and I like many are hoping for a repeat performance. The weather is just so critical. Cold can be good, but we still need the right conditions. Our Jersey Shore weather and Ocean influence can be the trickiest of all to produce the right stuff. It's got to be cold. If I can believe Joe Bastardi at Weather Bell, we should be colder and perhaps snowier than last year.

There does seem to be a consensus developing of colder and snowier. Unfortunately, that does not guarantee good washing, but it is a great start. Have a good winter, and hopefully wash some cars!



Doug Rieck

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



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

# Electronic Message Signs, Regulations and Dwell Times

By Perry Powell

More cities are beginning to place “dwell or hold times” on electronic message signs. Hold or dwell times are the length of time in which an electronic sign will freeze each message in place. Cities are increasing these times to greater lengths. The question is whether this limitation is a violation of the commercial free speech decisions

from the Supreme Court, and is it in some cases, discrimination?

Consider that the US Supreme Court held, in the NY Public Service Commission v. Central Hudson Gas, Power, and Light (1980), that not only do businesses have commercial free speech, but the Court introduced a test to determine if regulators have overstepped the bound-

aries of their powers when passing and enforcing any regulation on signs.

These recent new limitations on electronic media signs are bringing new challenges from cities and they are making their way into the courts.

One such case was recently decided in St. Petersburg, FL. A local neurologist was ticketed and fined for changing messages more frequently than the regulated one-minute interval. It is suspect that his messaging was of a political nature against the city, but that is not the issue that brought this case before a judge.

The city had special venues, such as the stadium where the Buccaneers play football, where the signs were allowed to change every 10 seconds. Other public venues were allowed to use this time, while businesses, located in commercial districts, were limited to one minute.

After being fined \$143, the doctor sued the city.

After 90 minutes of arguments, Judge Patrick Caddell said that the city provided no data to explain the public safety rationale of the law, or justification for its “double standard.” He also said it was clear the sign ordinance violated the “equal protection” clause of the U.S. Constitution. That provision of the 14th Amendment which says, states must not “deny to any person within its jurisdiction the equal protection of the laws.”

“The fact that you have a dual standard is, I believe, a fundamental equal protection issue that has to be addressed by the courts,” Judge Caddell stated. “And there’s no rationale whatsoever for having a restriction apply to a select, small group versus the rest of the world.”

The Judge went on to express amazement that the City would allow one speaker to put up six messages on a sign in a minute, but allow another only one message in 60 seconds. He stated, “Something just seems wrong about that.” (dwell time restriction)

The Judge, while waving his own personal copy of the Constitution, stated that the Constitution does not grant

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rights to the people. The people “lend their rights to the Government” and expect the Government not to abuse its powers. “The bottom line is one standard for all, unless there’s an overriding public purpose in having that dual standard. That’s a high hill to climb.” Judge Caddell seems to express what those of us who run businesses and deal with cities already know. Many times regulators seem to ignore the fundamental rights of the common citizen, until someone brings it to the attention of the courts. This case cost the doctor more than \$143 to prove, as well as the time involved in the pursuit of the decision. Kudos to the doctor for standing up!

If your city is preventing all citizens from changing messages equally they may still not have met the burden of the “Central Hudson Test.” Regulators must be able to “prove a substantial benefit to the community,” for the regulations they pass regarding signs. In addition, regulators my not pass regulations which

overreach, as in the dwell time being limited to one minute, when 10 seconds is sufficient to achieve the stated purpose for the limitation.

It is possible for the city to legally pass a regulation, which has no legal foundation, as the city may have failed to conduct the appropriate studies to support the limitations being placed on the commercial free speech of business citizens. Such regulations are likely vulnerable when brought to the attention of the courts. ■

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



Perry Powell

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*Dear Venus and Mars,*

*You two columnists have been writing for the Northeast Carwasher for many years. Over that timeframe, many things have changed in our industry and many have stayed the same. What are your thoughts on each?*



Linda Feriod

## Venus Says

I received this question a few weeks ago and it has brought back so many memories of how things used to be and how they are now.

I can remember when Suzanne had this great idea to combine all the Northeast Regional Carwash Association newsletters into one big newsletter. At the time, I was the President of the PennDel Carwash Association struggling to think of ideas of what to write about for our little four-page newsletter. What a great relief it was to give away such a huge job not to mention how much better the content was in her first newsletter. She even had pictures (something at the time our little newsletter didn't have). After all, we were only volunteering to run the association and had full-time jobs (running the carwashes). She made all of us look good. It seems like for only a few years it was a newsletter that got bigger and better each quarter and now it is not really a newsletter but a true magazine. How fortunate for us in the Northeast to have a magazine just for us.

She has surrounded herself with a great team of contributors that know our region and the issues we face on a daily basis. Talk about change; this was a big change.

But what else has changed in this industry? I can remember when we thought the dirt in our self-service pits was only dirt and that we didn't need to have it tested before we removed it from our washes. I can remember when ICS put in our first computer system and my father was not convinced that a computer would work in a carwash. It worked so well that we purchased a second system when we updated our second carwash tunnel.

When my father opened his first carwash in 1968 it had an in-bay automatic pressure wash and three self-service bays. My father claims that his first pressure wash worked at first, but then the government guidelines made our industry make changes in the wash solutions. Once these changes were put in place you couldn't get a clean car so he had to install a brush automatic system. Using brushes in automatic tunnels

*Continued on page 47 ...*

## Mars Says

Over the past decade or so since I have been writing this column the carwash industry has experienced many changes. Some of these have been for the better and some not so much. At the same time, some aspects of the business have not changed and probably never will.

For instance, the cost of labor has gone up dramatically over the years. The emergence of express carwashes in parts of the country has become more and more popular. Operators are trying to minimize their labor expenses and express is the least labor intense segment of the industry. The advancements in equipment technology have really been a big factor in the emergence of these express washes. Today, in an average size tunnel, a car can literally be completely washed, waxed, sealed, tires shined and almost completely dried with as little as one employee. In addition, the customer can pay for that wash, buy a gift card or club plan through an automated cashier using cash or a credit card.

Another big change we have seen over the years is in the way we market and advertise our business. Once again, advancements in technology have been a driving force. Social media, online websites and smart phones have taken over. Years ago, it was just simply print mail or coupons on the back of supermarket receipts. Although print mail still works it is getting less and less popular with the younger generations. Customers go right to their smart phones now when they are looking for a business nearby, a coupon or some type of great deal. Or, what about these Groupon deals that a small percentage of the public exclusively shop through? These types of sites I feel have hurt our industry when they are abused. A site like Groupon should only be used as an introductory offer to get new customers in and hope they come back at full price.

Another popular site is Yelp where consumers go to read and write reviews about local businesses. The problem with these sites is that people can go on them and write whatever they want.

*Continued on page 47 ...*



Paul Vallario

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

**If you have a question for Venus & Mars please send it to:  
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## Venus ... continued from page 46

worked great until the negative advertising began when operators went “Brushless” and put soft cloth in their washes. When the pressure wash was reintroduced the second time we were amazed by the updated science that went behind having safe washing solutions that really cleaned a car.

When my father put in the foam brushes in his self-service bays and he thought he hit the jackpot with a great moneymaker (more time meant more profits). I think people outside of our industry think all we worry about is a little soap and water, and owning a “cash” business is as easy as counting the money. Now our customers are using credit cards at our washes. We have computers that greet our customers. That was a big change.

Consumers don't seem to understand the environmental issues we have to worry about in this industry, the research that has taken place before we put in cleaning solutions in our tunnels and the cost of high-tech equipment so we don't damage their cars. I could probably go on for pages about how things have changed but the most important thing that has not changed, and I hope will never change, is the friendships that we have in our Northeast Region. We have a show each year and the best of the best take their time to teach us to be more successful in our field. They are always willing to share what they can and give us a helping hand when needed. I am very lucky and thankful to be part of such a great industry. ■

## Mars ... continued from page 46.

The business owner has the opportunity to reply but the bottom line is that the review stays there and that is what stands out.

There are also services that solicit businesses to buy fake reviews for these sites. I've actually gotten calls from companies that had asked me if I'd be interested in purchasing several five star reviews.

All things don't change for the better, unfortunately. In certain parts of the country labor unions have begun making their mark into the carwash industry. Many operators in California and New York City are dealing with these unwanted visitors. Many have not been successful in shaking the union off and it has given them strength to try and branch out. Hopefully, this will not result in widespread unionization.

In contrast, there are things that never change. For instance, one of our biggest and most unpredictable challenges, the weather, is still around. No matter what type of wash you run or how efficient you are when it rains nobody is washing cars.

Finding good employees and dealing with them remains one of the industry's biggest challenges. Unless you are one of the smart ones who has converted to express, these headaches are still front and center.

All in all our industry has changed for the better and will continue to evolve. Keep up with the times, don't worry about the weather and you will continue to prosper. ■

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*Seasons seem to pass in the blink of an eye as we get older. This is both good and bad. It's good because it's much easier to realistically see long-term goals and to view industry setbacks as small bumps in the road with the hope of better times ahead. It can be bad because pressure can result from those setbacks and we're in an industry that is definitely season driven with unpredictable windows of opportunity. As such, we can't afford to waste even one of those opportunities. So, how was 2014 for you and your business? Did you meet your goals? Were you able to improve at least one aspect of your business?*

*It is definitely easy to get caught up in the day-to-day operation of things – not thinking long-term about business needs and growth. We trudge along flipping the open/close sign, not worrying about equipment until it fails, not marketing until competition arrives or business falls flat and not following industry and business regulations and policies until we're hit with an outrageous new regulatory fee or we're fined for non-compliance. This certainly sounds illogical, and no one would intentionally plan to operate their business in such a manner, but the reality is that a lack of planning, and established business goals, too often leads businesses down this path of operation. How many times have we heard business owners say, "I was forced to close because I just couldn't afford the taxes," or "There was no way I could compete with the new XYZ business," or "The business was just going to take too much of a capital investment to keep it open?"*

*Running a successful business, regardless of the industry, is hard work. They don't run themselves, yet ironically many people buy a carwash business and expect it to do just that. While taxes can be challenging and sometimes a true obstacle, to lay your business' failure at the feet of them, is disingenuous.*

*Trade associations, like the Carwash Association of Pennsylvania (CAP), often talk about policies and changes that could impact business and request member action. Do you stay engaged? It can be tough to stay on top of ever-changing policies and regulations and that is why it is imperative to use the resources and knowledge of your trade association. This same planning theory applies to equipment management, business marketing and general business practices. What are you doing to promote your business? What have you done to ingratiate your business into your local community? If you've done your "homework" and have established key relationships and are constantly promoting your business throughout the community, the mere introduction of a new carwash shouldn't threaten the livelihood of your operation. Again, CAP and other industry trade associations are always talking about marketing strategies, and members consistently share Best Practices in this area, but you're not going to benefit if you're not engaged.*

*Lastly, equipment is the backbone of your business, but it is mechanical and we all know mechanical things can break and they are always evolving. You simply can't operate a successful business if you are not budgeting for regular equipment maintenance and upgrades, you will not remain competitive. This*

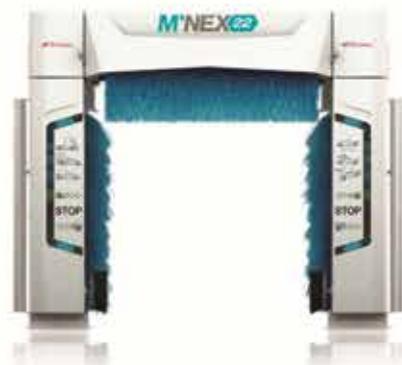
*Continued on page 50 ...*

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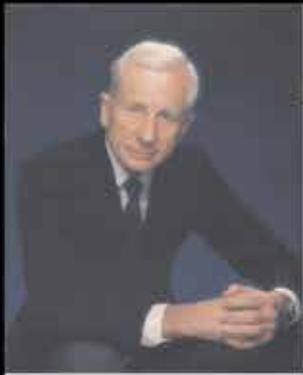


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with Perry Powell

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

**Are "YOU" Listening?**

Examples of Our Interviews:



**Paul Fazio & John Jurkens Tributes**



**Sitting ICA President: Gary Dennis**

**CAP President's Column ...** *continued from page 48.*

is an area where CAP offers a wealth of resources and access to industry experts. Members are short-changing themselves and their businesses if they are not taking advantage of what the association has to offer.

So, when you look ahead at what you'd like to achieve in your business in the upcoming year remember, you are the captain of your ship. The ship is not going to steer itself. If you're going to be successful you need to plan accordingly and stay engaged in the industry. It's like the saying goes, "if you fail to plan, you plan to fail." We are all in this together so let's stay connected and engaged in the coming year so that we can aid and foster the success of our industry colleagues.



Keith Lutz  
CAP President

**The @ Symbol:  
It's Come a Long Way**

We know @ as a standard symbol in email addresses, but it obviously originated long before the first computer was ever built. According to some historical sources, the @ symbol was created by medieval monks during the Middle Ages, when copies of books had to be painstakingly transcribed by hand, one at a time. The monks developed ways to reduce the number of pen strokes for common words. The result was to loop the "t" in the word at around the "a."

The @ symbol has different names in different languages and cultures. The Useless Knowledge website provides these names and translations from various countries:

- ❖ **apenstaartje:** Dutch for "monkey's tail"
- ❖ **snabel:** Danish for "elephant's trunk"
- ❖ **kissanhnta:** Finnish for "cat's tail"
- ❖ **klammeraffe:** German for "hanging monkey"
- ❖ **papaki:** Greek for "little duck"
- ❖ **kukac:** Hungarian for "worm"
- ❖ **dalphaengl:** Korean for "snail"
- ❖ **grisehale:** Norwegian for "pig's tail"
- ❖ **sobachka:** Russian for "little dog"

# THANK YOU

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

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

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

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

## Why Join?

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★ OVER 2800 LOCATIONS

★ 4 COUNTRIES



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

JOIN TODAY!



## PRESIDENT'S COLUMN

*Summer and fall have passed, and I'm sure all carwashers are gearing up for winter full of enthusiasm and greatly revved up from a phenomenal Northeast Regional Carwash Convention (NRCC) in September. I want to thank all operators and vendors for attending and making it our best NRCC to date. The show was well attended, we had top-notch educational seminars and what a keynote speaker in Robert Benmosche, the former CEO of AIG. Oh, and we also had the largest show floor in the show's 25-year history. Not too shabby!*

*Along those lines, our recent 17th Annual Golf Classic was another huge success and strongly attended. The new course in Harwinton was exceptional and the day's weather was in the top three of great golf weather days in memory. It was a highly contested battle for top golfers with the lead going back and forth between Team Mighty Auto Parts and Team Car Wash Systems, yet in the end Team Mighty pulled off the win. So, we are looking forward to next year's tournament and my vote is for the same venue!*

*I'm sure you are all gearing up for winter, especially after Maine received a foot of snow in early November! Well, if you're dragging and looking for a winter focus, now is the time to start promoting the undercarriage option and using signage to educate your customers on the benefits of protecting their vehicle by keeping it clean, underneath as well!*

*We got a nice push from the local news last winter with all the talk about the magnesium chloride being put down on Connecticut roads and highways. We all need to focus now and promote the value we all as "Professional Car Washers" can bring to the motoring public. We are a resource that the public needs to use to get this substance off their vehicles.*

*The holidays are over now, but you can still make a difference in your community by assisting local food banks with donations. Set something up at your wash today. The need never goes away even when the holidays have passed.*

*I hope we all enjoy a great winter washing season, and if you have not yet sent in your CCA dues, please do so today. We need your support to fund our efforts on your behalf!*



Bob Rossini  
CCA President

## CONNECTICUT CARWASH ASSOCIATION

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

### CCA MISSION STATEMENT

The Connecticut Carwash Association (CCA) is a member-driven association: it exists solely to serve members' needs, protect members' best interests, and to be responsive to members' requests. The list of tangible CCA membership benefits is long (and growing), but the list of intangible benefits is even longer. How can you put a price tag on the camaraderie you enjoy with your industry peers? How can you place a value on having the ability to make connections on a regular basis with other carwash operators who can help you through tough times? What price would you be willing to pay to have the chance to learn from our industry's most successful operators? Stay active in your local industry trade association.

[WEWASHCTCARS.COM](http://WEWASHCTCARS.COM)

## NEW BOARD MEMBER QUESTIONNAIRE



**Barry Smith, Simoniz USA, Bolton, CT**

**Q: Number of years in business?**

**A:** I have been with Simoniz for last 14 years and in the carwash business as an attendant, asst. manager, site manager and chemical sales rep since 1987.

**Q: Tell us what your business does.**

**A:** Simoniz USA is an industry-leading manufacturer of cleaning and protection products for auto dealerships and professional carwashes and a provider of professional housekeeping and building maintenance services.

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

**A:** I want to be a CCA board member because I think that I have something to offer the board and the association. I feel my experiences in the carwash business both as a carwash manager and now as a vendor can be helpful to operators and their employees.

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

**A:** It's important to join a state carwash association for several reasons. It offers operators access to training and educational opportunities, access to industry events, and unparalleled networking opportunities.

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

**A:** I hope that by being on the board I can in some small way help our growing industry work to maintain and even better our services and worth to the carwashing public.

**Q: How was business in 2014?**

**A:** Business in 2014 has been very good. The weather up until lately has been favorable, which has been great for our industry as a whole. Our company has had excellent growth over the past few years and our new warehouses in Rocky Hill, CT, and a new state-of-the-art production facility added onto our existing facility in Bolton have really fueled that growth.

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

**A:** Some concerns I have as a vendor in the carwash business are increased regulation of business in general, and how the minimum wage increase will affect our industry. ■

## Welcome Wyatt!!!!



Congratulations to Dan and Caitlin Petrelle on the birth of their son, Wyatt, on August 28. The future carwasher weighed in at 7 pounds and 1 ounce.

Look for photos from our Annual Holiday Gathering in the Spring issue of the *Northeast Carwasher!*



**25<sup>TH</sup> CCA MINI EXPO**

**Wednesday, March 25**

**Marriott Courtyard, Cromwell**

*More details to follow!*

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

# 17<sup>th</sup> Annual CCA Golf Invitational Travels To Harwinton's Fairview Farm Golf Course

HARWINTON, CT – The Connecticut Carwash Association's (CCA) 17th Annual Golf Classic, September 23, at the picturesque and challenging Fairview Farm Golf Course here was a hole in one, according to CCA Golf Chairperson Todd Whitehouse. "You couldn't have asked for a more perfect day," said Whitehouse. "Our attendees had a great experience, we presented our Legislator of the Year award to a first-class legislator and everything just clicked. This venue is just amazing."

The 18-hole event moved from Topstone Golf Course in S. Windsor to the venue in Harwinton to take advantage of its challenging course and breathtaking vista. The outing included breakfast, lunch and dinner, extensive raffle prizes and a chance to win a lease on a car courtesy of Mitchell Auto Group in Simsbury. "It's really a great outing for the money," said Whitehouse. "We have purposefully kept our registration fee low so it is affordable to members and non members alike." Seventy-three golfers participated in the event.

## Team Mighty Auto Parts Wins Tourney!

Team Mighty Auto Parts' topnotch golfers led by Eric Sehl tore up the course with a 58 to take home first place. Second place winners were the team from Car Wash Systems and third place winners were Team Stanley Street, last year's defending champions.

Chad Wade won the Men's Longest Drive and Joan Larkin won the Women's Longest Drive. Dinato DePinto took home the prize for closest to the pin. They each received a \$25 gift certificate to the pro shop.

Many raffle prizes including a 28" and 19" LED television, Callaway golf bag, Callaway RAZR Driver, a Nickent rescue club, a Golf Buddy GPS, and a tablet donated by C.A.R. Products, were some of the raffle prizes.

Event supporters included Platinum Sponsor/Reception Micrologic; Gold Sponsors/Lunch Capitol Strategies, Empire Chemical Sales/Empire Automotive Solutions, ICS and Kleen-Rite Corp.; Silver Sponsors/Prizes AutoShine of New England LLC, Car Wash Systems, Stoner; Raffle Sponsor/Gifts C.A.R. Products, Inc., Bronze Sponsors/Beverage Cart



*Although he was not the day's winner, Tony Setaro is always a winner to us!*



*Mitchell Auto Group donated the two-year lease, but unfortunately, even this handsome foursome didn't win it!*



*Ok, no abusing our CCA Board Member Allison Shackett!*



*Team Splash tore up the course!*



Carwash Insurance Program sponsored by McNeil & Co., Media Solutions/Northeast Carwasher and National Ticket Co.; Golf Cart Sponsor Simoniz USA; Coffee Break Sponsor DRB Systems, Inc.; Water Bottle Sponsor ZWash Systems; Golf Towel Sponsor ERC Wiping Products; Driving Range Sponsor Blendco and Hole-In-One Sponsor Mitchell Auto Group.

Hole sponsors included: AutoShine of New England LLC, Benchmark Payment Solutions, Fred's Car Wash, Jobe Industries Inc., Mighty Auto Parts, Mr/Mrs Autowash, New England Carwash Equipment Co.

Prior to an elaborate buffet dinner, CCA Lobbyist P.J. Cimini, of Capital Strategies in Hartford, awarded the 2014 Legislator of the Year award to State Representative Selim G. Noujaim in recognition of his tireless work in support of small and family-owned businesses, as well as his ongoing commitment to create a strong business climate for all the citizens of Connecticut. ■

To learn more about the CCA visit their website at [www.wewashctcars.com](http://www.wewashctcars.com).

*Continued on page 56...*



*With Dave Baum, Brad Metcalf, Tom Tessitore and John Milnerick at the tee you are bound to get some great golf photos!*



*The team from Simoniz USA and Golden Nozzle strike a handsome pose.*



*Team Jet Spray doesn't look like they are enjoying the outing much!!!*



*Team Mighty Auto Parts was the winning foursome with a 58.*



*Paul Ferruolo, Bob Rossini, Andrew Del-sonto and Doug Lutz enjoyed the picture-perfect day on the links.*



*Well, maybe not a foursome, but a "funsome!"*



*Team Magic Minit really enjoyed their day on the links!*



*Team Larkin, all the way from Walpole, NH, never misses an outing. Pictured are Sandy Miller, Kay Stack, Joan Larkin and Andrea Johnson.*



*With Mark and Matt DiTommaso and their dad, Mark, and Mario Disomma you can't go wrong on the links!*



*This foursome is ready for action!*



*Jobe's Larry Vella gets ready to swing.*



*The BEST assistants in the WORLD!!!! Car Washing Systems' Allison Shackett and ZWash Systems' Leo Zona.*



*Ladies Longest Drive winner Joan Larkin and CCA Golf Chairperson Todd Whitehouse.*



*It's LOU LONGO!!!!!!!!!!!!*



*Two of the four winning Mighty Auto Parts foursome claim their awards.*



*Magic Minit's Joe Tracy.*



*CCA 2014 Legislator of the Year Recipient State Representative Selim G. Noujaim, Waterbury constituent Tony Setaro and CCA Lobbyist P.J. Cimini.*



*Blendco's Bob Rossini puts for the big money at the event's annual putting contest. This year's contest benefitted his kids' college funds.*



*Mark DiTommaso is a winner again!*



# Malloy Wins Second Term; GOP Gains in Legislature

By P.J. Cimini

Incumbent Democratic Governor Dan Malloy beat his Republican challenger Tom Foley to win re-election to a 2nd term marking the end of a tough, contentious election campaign.

In winning a second term, Malloy took 51 percent of the vote to Foley's 48 percent. The 27,348-vote margin was wider than their first clash in 2010, when Malloy won by just 6,400 votes.

Malloy plans a full legislative agenda when the General Assembly returns in January. The Governor has said his policy agenda will include improving the state's economy and education. "I don't see any new taxes," he said when recently asked how he plans to close a projected \$2.8 billion deficit over the next two fiscal years. Four years ago, Governor Malloy proposed repealing a number of sales tax exemptions including the one for carwash services. With the large potential deficit facing the Governor and the State Legislature, the sales tax exemption issue will be front and center this coming legislative session.

Democrats swept all statewide races, returning incumbents to the offices of Lieutenant Governor, Treasurer, Secretary of the State, Comptroller and Attorney General.

## General Assembly Margins Narrow

The Democrats also retained control of both the State House and Senate, although Republicans narrowed the margins in both chambers.

Republicans picked up one seat in the Senate. East Lyme First Selectman Paul Formica defeated Democrat State Rep. Elizabeth Ritter to win the 20th Senate District seat left vacant by the retirement of Senator Andrea Stillman. With the loss of that Senate seat, Democrats no longer have the 22 votes needed to increase the constitutional spending cap.

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

## Other Notable Results

- ❖ House Republicans unseated Democratic incumbents Joe Diminco of Manchester, Tom Vicino of Clinton, Ted Moukawsher of Groton, Timothy Bowles of Preston, Brian Sear of Canterbury, Christopher Wright of Bristol, Paul Davis of Orange, Elissa Wright of Groton and James Maroney of Milford.
- ❖ Republicans picked up two seats vacated by Democratic Rep. Sandy Nafis of Newington and Waterford's Ritter.
- ❖ State Rep. Tony Hwang (R-Fairfield) easily defeated

State Rep. Kim Fawcett (D-Fairfield) to win the Senate seat vacated by Minority Leader John McKinney.

- ❖ Democrat Ted Kennedy Jr. won the seat vacated by Sen. Ed Meyer (D-Guilford).
- ❖ All five Democrat incumbents won re-election to the U.S. House of Representatives.

## Critical Legislative Session

Many in the business community feel the next legislative session will be a critical one for Connecticut's future. The state needs to create opportunities for private sector investment – doing so will grow the economy, create more good, well-paying jobs, and help start some growth and expansion.

The carwash industry and others in the business community look forward to working with the Governor and the Legislature to create bipartisan policies to improve Connecticut's economic competitiveness.

It's very important that lawmakers hear from carwash operators and other small businesses in their district, throughout the year, particularly during the legislative session, to keep the focus on issues that are important to us and that help to grow the economy.

The 2015 legislative session begins Wednesday, January 7.

## CT Drops in Business Rankings

Not that we needed reminding, but *Forbes'* latest Best States for Business rankings painfully highlight the challenges facing Connecticut's economy. *Forbes* dropped the state three spots to 36th in its annual survey, which just released. The high cost of doing business, regulatory burden, and the state's sluggish economic recovery all contributed to that fall.

The magazine study analyzes 36 data points across six main areas for its rankings: business costs, labor supply, regulatory environment, economic climate, growth prospects and quality of life.

Connecticut ranked 47th for business costs, which include energy, labor, and taxes, unchanged from last year. *Forbes* said only New Jersey, Massachusetts, and Hawaii have higher costs. The cost of doing business in Connecticut is 14 percent higher than the national average, *Forbes* said, due in large part to energy costs, which are 72 percent higher.

## CT September 'Unexpected' Job Numbers Report

Connecticut's Department of Labor reported a gain of 11,500 jobs in September, the best month in 20 years,

*Continued on page 60 ...*

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catching many observers by surprise. And the agency also released revised numbers for August, saying 1,200 jobs were lost that month after originally reporting a loss of 3,600. "September employment numbers are very encouraging," DOL research director Andy Condon said. "Some of this gain was expected, especially in local public education, and in leisure and hospitality where seasonal shifts may have been missed in August.

"Both Connecticut's non-farm employment and unemployment rate are back to late 2008 levels. However, monthly sample-based labor statistics can be volatile in either direction and should be looked at in context of longer trends over several months."

### Specific Industry Sectors

Seven of the 10 major industry sectors posted gains in September, led by trade, transportation and utilities, which the DOL said gained 3,200 positions for an increase of 8,300 over the last 12 months. The leisure and hospitality, and education and health services sectors both added 3,100 jobs, followed by professional and business services (1,900); government (1,400); construction and mining (500); and information (300).

Financial services led the three losing sectors, shedding 800 positions, followed by manufacturing (-500) and other services (-200). Five of the six labor market areas added jobs last month, led by Hartford, with 2,700 new positions. Norwich-New London and Bridgeport-Stamford-Norwalk both added 1,100 positions, followed by New Haven (600) and Danbury (500). The Waterbury area lost 300 jobs last month.

### SBA Seeks Award Nominations

The Connecticut office of the U.S. Small Business Administration has announced they are now accepting nominations for the 2015 Small Business Week Awards. If you know a Connecticut carwash business or operator who you believe should be recognized, here are the categories and how to submit your nomination(s).

❖ **Small Business Person of the Year** – Any individual who owns and operates or bears principal responsibility for operating a small business may be nominated. Partners who jointly own and operate a small business may be nominated as a "team," as long as the number of individuals in the team nomination does not exceed four. A nominee for Small Business Person of the Year must own or operate a business defined as "small" under the applicable SBA size standards.

❖ **Family Owned Small Business** – This award honors a family owned and operated business which has been passed on from one generation to the next. The owners must serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 15-year track record.

❖ **Young Entrepreneur of the Year** – To be considered a young entrepreneur, the individual must serve as a

*Continued on page 62...*

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## Lobbyist Update ... *continued from page 60.*

majority owner and operate or bear principal responsibility for operating a small business with a three-year track record, and who will not have reached the age of 35 by June 1, 2015.

❖ **Entrepreneurial Success** – Must be an individual who owns and operates or who bears principal responsibility for operating a business. Partners who jointly own and operate a business may be nominated as a “team,” so long as the number of individuals in the team nomination does not exceed four. A nominee for this award must own or operate a business that initially was defined as “small” under the applicable SBA size standards, developed into a large business and must have received SBA assistance to help the business grow.

To nominate, you may submit your nominations via email at [connecticut.ct@sba.gov](mailto:connecticut.ct@sba.gov) or you may fax it to 202/481-1723. Questions call 860/240-4654. Mail to: U.S. Small Business Administration, Attn: Small Business Awards Committee, 280 Trumbull Street, 2nd FL, Hartford, CT 06103.

## Obama Expected to Shield Immigrants

As we go to press, it is expected that President Barack Obama will shortly announce his long-promised executive action on immigration reform. Obama’s actions will defer deportations for roughly five million who reside in the United States illegally.

Up to four million undocumented immigrants who have lived in the United States for at least five years can apply for a program that protects them from deportation and allows those with no criminal record to work legally in the country.

An additional one million people will get protection from deportation through other parts of the president’s plan to overhaul the nation’s immigration enforcement system, including the expansion of an existing program for “Dreamers,” young immigrants who came to the United States as children. There will no longer be a limit on the age of the people who qualify.

But farm workers will not receive specific protection from deportation, nor will the Dreamers’ parents. And none of the five million immigrants over all who will be given new legal protections will get government subsidies for health care under the Affordable Care Act.

Obama announced in June that he would take executive action by the end of the summer, saying House Speaker John Boehner informed him the chamber would not take up the comprehensive immigration reform bill passed by the Senate in 2013. To assuage concerns of vulnerable Democrats, Obama decided to delay his action until after the midterm elections. ■

*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).*



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# Turnarounds, Billboards and Magic

By Cookie Anthony

Adam Korngold was a young novice to the carwash business when I first went to see his Waves Car Wash in the fall of 2006. I was curious to see if things were the same at Waves, located at 1680 V.F.W. Parkway in West Roxbury, MA, nine years later.

It's no exaggeration to say things were completely turned around.

Adam put up a gate and now has cars entering what used to be the exit. Totally changing the traffic pattern was a bold move and created a large stacking area for cars on extra busy winter washing days. The new configuration allowed him to go from stacking seven cars to room for 20 as they line up along the backside of his building. He now also has a dedicated lane for his Extreme Wash Club members. This new traffic pattern provides greater safety while processing cars and aside from a new gate, line painting and signage came with a minimal cost that translated into dramatic improvements.

A new area for vacuums has also been added since my initial visit. The vacant land next to the wash was under construction for self-storage units. The land is split between Boston and the Town of Dedham. The ex mayor of Boston, Manino, didn't want a self-storage building put up so they moved the storage building totally into Dedham. Adam was

able to add the small contiguous land parcel to his footprint and turn it into a vacuum area. New square vacs were purchased and installed. The advantage with the vacs is not having to reroll up hoses as they are on a long, vertical poles.

Waves also features solar panels and the ability to recycle 15 percent of all electricity used.

At a very busy highway intersection, Adam also put up a holiday billboard encouraging the purchase of gift cards, and giving away a free wash with the purchase. The billboard is right next to traffic lights so when people are stopped for red lights they have time to read it. You definitely should Google [www.wavewash.com](http://www.wavewash.com) to view the solar panel construction. Also, who can resist downloading his app and getting a free wash?

## Bill on Billboard

If you are driving down Rt. 71 in Connecticut and look at an almost 50-foot-wide billboard and see a face you recognize from the carwash industry it just might be the CEO of Simoniz USA, Bill Gorra. He was being honored by his high school for his leadership in business and community. Simoniz, as you know, is a leading manufacturer and distributor of car care products. The company employs more than 200 people. Bill believes you have to work hard and be persistent. His ideas are as big as his picture. I hope you see the billboard. By the way, was the board named after him? BILLboard!!!

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Waves Car Wash owner Adam Korngold.



tive building. Its decorative roof, road signs, and clear instructions for using equipment all add up to a wash worth using and that's no magic.

There are three additional Mr. Wizard locations. Visit [www.mrwizardcarwash.com](http://www.mrwizardcarwash.com) for franchise information. ■



Cookie Anthony

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

## Cookie's Question To You! ?

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

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

Visit [www.wewashcars.com](http://www.wewashcars.com)

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Employees who feel bored won't do great work. You can get them on the right track by helping them remember (or discover for the first time) what they find rewarding about their work. Encourage them to consider these questions:

❖ How would you assess the rewards of your job? Think about what you put into your job, and what you get in return. The answer goes far beyond the paycheck, of course. Consider the rewards you get, and where they come from – customers, peers, or yourself. How satisfying are the rewards you receive? Which are most important?

❖ How would you change the rewards you get from your job? Think about how these changes would affect your attitude, your relationships with colleagues, and your work itself.

❖ If you desire new rewards, what would you have to do? Don't think about the obstacles just yet; instead, consider the effort you'd have to make. Imagine yourself doing the tasks needed to obtain the rewards – are they things you'd feel comfortable doing?

❖ What are the risks involved? Decide whether your chances of success are realistic, and what price failure might mean. If the risks are reasonable, go for it. If not, you may want to look for ways to adjust your job so it addresses your needs better. ■

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**PRESIDENT'S COLUMN**

*What a great turnout and carwash tour the Car Wash Operators of New Jersey (CWONJ) had in October. Despite the inclement weather, more than 40 turned out to tour three exceptional washes and enjoy a fabulous lunch at Illianos Café.*

*I'd like to take a moment to personally thank those operators who opened up their washes to our busload of members. These included Chris Vernon of Rt. 130 Car Wash & Express Lube in Hamilton, Dino Nicoletta and Luigi Squillace of Asbury Circle Car Wash in Neptune and Pete Mercantini of PJ's Car Wash Park in Spring Lake. Each wash has its own personality and unique features that set them apart. At every wash we visited I was able to learn something and take home a tip I will implement at my locations. That's what it's all about, folks. It's about learning, growing and connecting with your fellow operators to make your business better. And for \$40, you really got a great deal for your dollar. I'd also like to thank Innovative Control Systems for sponsoring the tour!*

*Another opportunity to learn and grow happened a few weeks later when we were honored to have Sonny's Anthony Analetto speak at our November 18 membership meeting in Hamilton at the Hilton Garden Inn. What a wealth of knowledge this gentleman has, and he was very willing to share it with all of us. Again, it's a great example of why the CWONJ is so important and why you need to make every effort to attend our meetings and ask questions. We are here for our membership and to strengthen our industry in New Jersey. A special "thank you" to Anthony for his time and expertise.*

*At our February meeting we also plan to have an exceptional speaker, Simoniz USA's Bill Gorra, so check our recently updated website, [cwonj.com](http://cwonj.com), for more information. You won't want to miss it and since you'll be washing a lot of cars by that point it will be a nice break and opportunity to touch base with your fellow carwashers.*

*Everybody have a great beginning of winter and 2015!*



Mike Conte  
CWONJ President

**Look for photos and a recap from our November Membership Meeting Featuring Sonny's Anthony Analetto in our Spring Issue!**

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**CWONJ.COM**

# 2015 CWONJ CALENDAR

TUESDAY, FEBRUARY 10



**Winter Membership Meeting**  
*Featured Speaker*  
**Simoniz USA's Bill Gorra**

(Venue to be determined.)

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# CWONJ Giving Reaches \$47,000 For Children's Specialized Hospital

The Car Wash Operators of New Jersey (CWONJ) played some great golf and raised \$5,000 for the Children's Specialized Hospital on Monday, August 4, in Union at Suburban Golf Club. To date, the CWONJ has raised \$47,000 for the hospital.

A picture-perfect day of golf was capped off by a silent auction and raffle that put a huge smile on the face of Children's Representative Janelle LoBello. "This association has been such a supporter of the hospital for many years, and the money raised helps us help so many really deserving children and their families," said LoBello. "We are so thankful to the CWONJ."

Children's Specialized Hospital ([www.childrens-specialized.org](http://www.childrens-specialized.org)) is the largest pediatric rehabilitation hospital in the country. It serves children affected by brain injury, spinal cord dysfunction and injury, premature birth, autism, developmental delays and life-changing illnesses from ages two to 21. Children's Specialized has nine sites in New Jersey and treats more than 16,000 children annually from all over the country. The CWONJ has been teaming up with them since 2004, according to CWONJ President Mike Conte. "This event is one of our most important annual events because of what we can do for the kids," said Conte. "Our golfers and sponsors make our donation

happen, and we are extremely grateful for that."

Another highlight of the day's event was a heartfelt accounting of how Shannon Williams' family, and son Caden, have benefited from the good work of the hospital. Mrs. Williams spoke from the heart about Caden's journey with Children's and how important the work the hospital does has been to her family. "Thank you so much for the fundraising done by the CWONJ. It means the world to our family," she said. "You have no idea."

In addition to 18 holes of golf on the Gary Player signature course, the group enjoyed a buffet lunch and dinner, as well as a lively cocktail hour complete with passed hors d'oeuvres, before taking part in the silent auction facilitated by RSI. Proceeds from the auction are given back to the hospital.

The winning foursome consisted of Scott Freund, Chris and Barry Hart and Pete Defazio with a 57. Second place went to Jay Birnbaum, Jeff and Steve Liebhoff and Dom Sinisi with a 59. The winning foursome took home \$100 gift certificates from the pro shop and the runner's up got \$75 gift certificates. Men's longest drive winner was Jay Birnbaum and women's longest drive went to Trista Ricciardelli. Bill

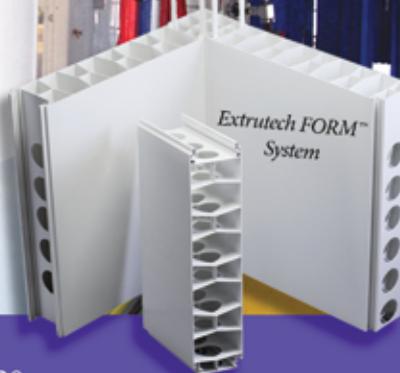
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*Picturesque Suburban Golf Club in Union, NJ, was the setting for The Children's Specialized Hospital 14th Annual Golf Outing.*



*Children's Specialized Hospital Rep Janelle LoBello.*

Leary had the closest to the pin on hole #11 with 11'9" and Chris Coleman had the closest to the pin on hole #16 with 1'5". Each winner received an \$85 pro shop gift certificate.

The association would like to acknowledge its vendor sponsors including: Platinum Sponsor/Bufferet Reception Sponsors, ICS and ZEP Inc.; Lunch Sponsor Simoniz USA; Lunch Beverage Sponsors Old Granddad and Unity Bank; Hole-In-One Vehicle Sponsor Ray Catena Auto Group; Hole in One Sponsor Birchwood Insurance; Sponsor the Pro Sponsors Jobe and Peco Car Wash Systems; Beverage Cart Sponsor Prime Lube; Golf Cart Sponsor Carwash Insurance Program by McNeil & Co., Inc.; Towel Sponsor ERC Wiping; Closest to the Pin Sponsor Rosey's Tank Cleaning; Men's Longest Drive Sponsor Stoner Inc.; Cocktail Hour Sponsors Circle Lubricants, Inc. and Micrologic and RSI/Children's Specialized Auction Sponsor Sonny's Enterprises, Inc.

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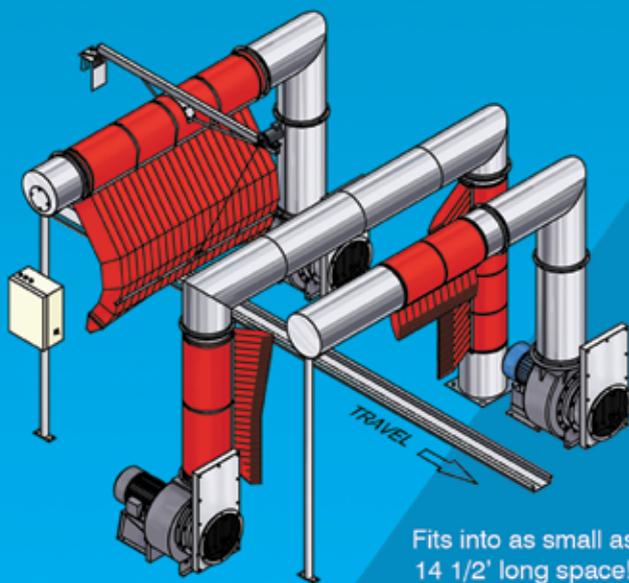
*See pages 70-71 for photos of the event!*

**The association's next meeting, its Winter Membership Meeting, is slated for February 10. Featured speaker is Simoniz USA's Bill Gorra. For more information visit [www.cwonj.com](http://www.cwonj.com)!**

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**CWONJ Golf ...** *continued from page 69.*

*Despite having to be rescheduled due to a rain out in June, it was a picture-perfect day of golf.*



*Gerry Barton, center, led his team to finish with a great day of golf under their belt.*



*Pictured with the golf pro, this team has a lot of "color!"*



*Team Freund took first place with a 57! Congratulations!!!!*



*Team Karvelas with Bill and Dino Stathopoulos, Doug Karvelas and Nick Nodaros tore up the course!*



*Everyone enjoyed "Hitting with the Assistant Pro," AJ Bispo.*





The hole-in-one car was proudly sponsored by Ray Catena.



Team Simoniz was ready to win!



CWONJ President Mike Conte presented a check for \$5,000 to The Children's Specialized Hospital reps Caden and Shannon Williams and Janelle LoBello.



Dave and Dan Bell, Andrew Dunn and Bernard Russel take a moment to pose for the camera.



RSI facilitated an auction to raise money for the hospital.



Yaakov Rosenberg with Jobe, Rick LeRoy with ZEP and Chris Coleman with Circle Lubricants.



CWONJ President Mike Conte.

# CWONJ Tours Central NJ Washes



Despite less than ideal washing weather the Car Wash Operators of New Jersey (CWONJ) toured three outstanding washes on Wednesday, October 22, according to association President Mike Conte. “The weather didn’t cooperate but we were able to draw nearly 50 operators out to this tour and the washes we visited were exceptional,” said Conte.

Included in the tour was Rt. 130 Car Wash & Express Lube, a gated exterior wash and lube with extensive vacs and state-of-the-art accommodations owned by Chris Vernon; Asbury Circle Car Wash, a full-service wash and detail facility that also features automotive repairs and oil change owned by Dino Nicoletta and Luigi Squillace and PJ’s Car Wash Park, a full-service facility and detail center that has been in operation for 45 years that boasts a unique gift shop and VIP club owned by Pete Mercantini. “Each wash had its own personality and outstanding features,” said Conte. “It was a great tour to see a lot of innovation.”

In addition to the tour the group enjoyed a fabulous lunch at Illianos Café in Eatontown. Hors D’Oeuvres were compliments of Conte’s Car Wash. The event sponsor was Innovative Control Systems (ICS), Wind Gap, PA. [www.icscarwashsystems.com](http://www.icscarwashsystems.com)



Rt. 130 Carwash & Express Lube in Hamilton.

*This exquisite gated exterior wash boasts a lobby fit for a king, a never-ending row of vacs, a detail shop and a design and feel that is exceptional.*





*You can barely believe you are in a carwash lobby at Rt. 130 Car Wash & Express Lube in Hamilton. You can see that no detail is left out of this rich and welcoming lobby. In addition, the lube bays and tunnel are immaculate. This wash features an ICS gated-entry system.*



**CWONJ Tour ...** continued from page 73.

*The group of nearly 50 enjoyed a fabulous lunch at Illianos Cafe and hors d'oeuvres compliments of Mike Conte and Rain Tunnel Car Wash.*



*You can't keep true carwashers from going on a carwash tour despite a little rain! Richie Boudakian (bottom left) shared his first-hand knowledge of each wash before attendees descended on each wash. Asbury Circle Car Wash owner Dino Nicollela also shared some facts with the tour on his operation.*



*Mike Benmosch and Gerry Barton coordinated their look prior to the tour!*

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The second stop on the wash was Asbury Circle Car Wash in Neptune. This full-service wash is owned by Dino Nicoletta and Luigi Squillace and boasts a complete overhaul. It features a detailing facility and automotive repair services as well as an oil change.



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Pj's Car Wash Park has been washing cars for 45 years. It's unique feel and incredible gift shop really set it apart. It boasts lots of innovative marketing in its tunnel and a free birthday wash to its loyal customers.



Mike Prudente and Thad Santos strike a handsome pose!





The wash even personalizes itself on the glass in the viewing hallway.



The wash's gift shop is packed with innovative items you don't often find at a wash including many seasonal items as well as inspirational pieces.

## PRESIDENT'S COLUMN

*I am still filled with excitement and new ideas thanks to the very well received Northeast Regional Carwash Convention (NRCC). By the show's end, we had just 40 vendor spaces left to sell for the 2015 show that the Mid-Atlantic Carwash Association (MCA) is hosting! I heard many positives from the vendors and as an operator I can tell you that we had some moments of pure fun, as well as many educational moments.*

*Our very own Mike Benmoschè was awarded the top honor taking home the 2014 NRCC Hall of Fame Award. Please congratulate him the next time you see him at one of our meetings. It is truly an industry honor and one that was bestowed upon him by his brother, Robert Benmosche, our Keynote Speaker. The best part was that Mike had no idea!*

*It may have been the best show to date, but I am sure with MCA hosting in 2015 we might even reach record attendee numbers. We look forward to the challenge!*

*MCA's October meeting in Fredericksburg, VA, began with a carwash open house and we recapped some of our NRCC memories from a variety of perspectives. While we had a great membership turnout at NRCC, there are still a few who have never attended the trade show and educational venue. We hope that with sharing all of the value many of us were able to take home with our members, next year we can have an even larger MCA participation at the NRCC.*

*Our final meeting of the year, November 19, at National Harbor in Oxon Hill, MD, will be reported on in our next issue. The meeting included an educational seminar on Tweeting with Twitter from 3-5pm, followed by social time. As always, the MCA welcomes you to join our meetings. You can learn more about them at [www.mccarwash.org](http://www.mccarwash.org)*

*Many of us are looking forward to a hefty Winter washing season. Here's to an occasional storm every few days, but not all at once. Let's stay connected and share our success.*



*Heather R. Ashley*

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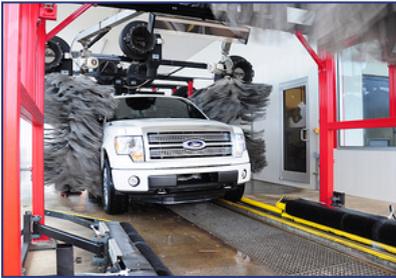
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# Flagstop Car Wash Covers Virginia With An Array of Wash Options

**MCA** Mid-Atlantic  
CARWASH  
Association

By Alan M. Petrillo

Flagstop Corp. covers a wide swath of territory in Virginia, offering customers three full-service locations, five express washes, 17 self-service bays attached to the full-service washes, and two detailing centers.

The owner of Flagstop, Bob Schrum, started his career as a real estate developer, according to Flagstop vice president Jamie Nester.

“He wasn’t planning on being a carwash guy, but he bought two self serves in 1980 and it got into his blood, so he kept on buying,” Nester said. “In 1981, he bought the Chester, VA, location, which was a flex-service exterior tunnel with optional full service on the exit end, plus six self-service bays and a gas station. Bob sold the gas station in 1987, but later bought it back in 2011.”

Nester said he began working at Flagstop in 1994 when it only had three washes, but in 1999 Schrum began construction on Flagstop’s corporate headquarters in Chesterfield, including a full-service tunnel, gift shop, two detailing bays, six self-service bays and three quick lube bays.

Next, Schrum took property he had through his real estate development company and built his third full-service carwash in Colonial Heights, VA, that included a gift store, two detailing bays, five self-service wash bays and four quick lube bays.



*The Flagstop washes provide their customers with a little bit of everything to meet their ever-changing needs.*



Nester pointed out that having self-service bays attached to Flagstop's full-service locations provides a good mix for customers.

"Self-service and full-service customers are two completely different markets," he observed. "We don't feel that the self-service traffic is taking away from our full-service washes at all. In fact, we have some folks who will first spray off their vehicles in the self-service bays and then bring them through the full-service wash. We feel the same way about our express washers – they are an entirely different type of customer."

In 2011, Schrum bought a Chester express wash on Bermuda Crossroad Lane that had a bad reputation and turned the place around.

"It's only a half mile from our Chester full-service Flagstop Carwash and we took a loss on the express wash the first year," Nester said. "We recovered in the second year and will surpass our numbers this year, growing by double digits. And our Chester full-service wash is up 15 percent too."

Nester credits much of Flagstop's success to its marketing and ability to retain customers. The company uses a mix of methods to get business, including direct mail, coupons, Internet sites such as its website, Facebook and LinkedIn, and some television and radio advertising.

"Radio and television advertising are difficult to gauge how well they are working unless the customer mentions it," Nester said. "It's also very expensive, so we now are spending less money there and putting it into other areas and getting better results. We like marketing where we can track how well we are doing"

Most of Flagstop's locations are no more than 30 minutes apart, Nester pointed out, "but we're still continuing to grow, yet we like to be centralized. That allows us to be very community minded, doing a lot of work in Chester and Chesterfield with community and civic groups."

Besides Chester, Flagstop's other express wash locations are in Chesterfield, Hopewell, Glen Allen and West End, VA. A pet wash is now offered at its full-service facility at 2500 W. Hundred Rd. in Chester.

Nester said that Flagstop has three sites where it is considering building new carwashes in Virginia.

"These would be ground up built carwashes," he noted, "and we would do them one at a time. Everything that we do in the future will be express washes until we can figure out what's happening with the employment picture."

Nester added that Flagstop's busiest express wash usually processes 600 cars a day with two people.

"For our full serves," he said, if we have a busy day of 600 cars serviced, we have to have 30 to 40 employees there." ■

*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, and the nonfiction work, Ice Hockey in the Desert, both available on www.amazon.com. His new historical mystery, Asylum Lane, will be published this fall by Amazon Publishing.*



Wash owner Bob Schrum boasts three full-service locations, 17 self-service bays attached to those full-serves and two detailing centers in Virginia.



Flagstop's strong marketing presence, as is exemplified by this eye-catching grand opening ad, give it an edge over its competitors.

A large graphic advertisement for Flagstop's grand opening. At the top, it says 'Flagstop \$5 CARWASH' in a stylized font. Below that, 'GRAND OPENING' is written in very large, bold, blue-outlined letters. The background of the ad shows a carwash building and a red cartoon car with a smiling face and large eyes, surrounded by white foam. At the bottom, a dark blue banner contains the text: 'COME CELEBRATE! SATURDAY, NOVEMBER 8 • 8AM-7PM 6479 IRON BRIDGE RD, RICHMOND, VA 23234 FREE WASHES + COOK OUT'. Below this, smaller text says 'Cook out lasts from 10am - 5pm and supports CHRISTMAS MOTHER, who will also be accepting toys, new children's clothing, and cash donations.' At the very bottom, the website 'www.Flagstopcarwash.com' and social media icons for Twitter, Facebook, and Google+ are listed.

## PRESIDENT'S COLUMN

*I must begin by thanking the membership and Board of the New England Carwash Association (NECA) for having the trust to allow me to serve as President for the next two years. It has been a pleasure to participate on the Board as Treasurer and Vice President. The high level of professionalism and collaboration of this volunteer board is impressive.*

*On behalf of all the NECA membership, I would also throw out a big thank you to Adam Korngold who has just completed his two-year term as President. He has been a dedicated and innovative leader for us, driving new programs such as Carwashgifts.com and Wash For A Cause.*

*The real value of our Association is the interaction of our membership, both owner/operators and industry vendors. In an era where so much raw information is available instantaneously on the Internet, there still is tremendous value in the face-to-face meetings that NECA conducts quarterly. In addition, there is the very successful and popular Northeast Regional Carwash Convention (NRCC) in Atlantic City each fall, as well as Car Care World Expo, put on by the International Carwash Association (ICA), in the spring.*

*These venues provide the obvious benefit of equipment demonstrations and formal presentations. Hidden in these big meetings and in the spotlight of regional associations like NECA is the ability to network and speak directly with other operators and industry professionals to validate our own strategies and seek new ideas.*

*It would be a boring industry if there were only one way to operate a carwash. The constant improvement and innovation that we all seek is created and accelerated by meeting with each other. For example, should we operate with or without automated gates? Flex serve or full serve? Free vacs? The list of combinations is long. The best way to determine what is best for you and your customer in your market is collaborating with your fellow NECA members at our local meetings, as well as the larger shows mentioned earlier.*

*Again, thank you for the opportunity to serve and I look forward to meeting all of you this year.*



*Dave Ellard*

Dave Ellard  
NECA President



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# Golfers Swing Big at Shaker Hills In Harvard

By Patti Kaplan



A great time was had by all at this year's New England Car Wash Association's (NECA) Golf Outing in September. Our industry was well represented with more than 50 companies supporting this annual fundraising event. The Outing was another chance for many to reconnect after the recent Northeast Regional Carwash Convention (NRCC) and share their thoughts and energetic plans for the "busy season ahead."

The top three finishers were neck and neck. Team Simoniz, comprised of Al West and Barry Smith of Simoniz, and Brian Marquis and Todd Whitehouse from Connecticut Car Wash, captured first place with a score of 62. Al West raised the coveted NECA trophy, which will be on display for the entire year at their respective places of business. Team

Allston Car Wash also shot a 62 but finished in 2nd place due to handicap scoring. Way to go Mark and Mike Delaney, Josh Rodriguez and Max Anderson! Tom Lombard, Tony Lombardo, Chris Ricci, and TJ Ferry of Team Scrub It shot a 63 and came in 3rd. Congrats to you all – amazing job!

We clearly have some talented golfers in the group. TJ Ferry won the Men's Longest Drive on Hole #5, Todd Whitehouse won the "Closest to the Pin" on Hole #13, Kris Stapleton from Choice Car Wash won the Ladies Longest Drive and Norm Marowitz of RegionX gave us a thrill as he putted for \$5000 in cash. Next year we will make sure there is a putting contest winner, and someone will walk away with the big money \$\$\$\$\$. So keep putting golfers and stay tuned.

*Continued on page 86 ...*



*Team Allston Car Wash was ready to tear up the links.*

*Jim Porter of Friendly Car Washes, Barry Desruisseaux of Bright Shine Car Wash, Chris Rojas of CSE Car Wash Boilers and Frank Carpino of AutoShine of New England strike a pose.*



*Chuck White and Dom Previte anchor this foursome on a great day of golf!*



*The group enjoyed an exciting putting contest.*

*Although no one won the putting contest, there is sure to be another one next year!*



*Team New England Car Wash Equipment.*



*Yvonne Blackman and her team enjoyed the day.*

---

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**NECA Golf ...** *continued from page 85.*

The evening continued with a delicious buffet dinner and prize presentations. We were honored to have our scholarship winners join us for the evening program and pleased to present them with their awards (see article for more detail). We also had a silent auction featuring sports memorabilia and a raffle with great prizes. Paul Vercollone from Briteway was the highlight of the evening acting as the master of ceremonies and auctioneer extraordinaire.

High bidders were rewarded with vacation accommodations at Loon Mountain in New Hampshire, a river cruise and gourmet dinner for eight, a gorgeous sail for four from Falmouth to Martha's Vineyard with lunch at the Black Dog, and an incredible package of tickets for all of New England's favorite teams!

I would personally like to thank Brian Stanikmas, Paul Vercollone and Donato DePinto for volunteering and their commitment to ensuring the day was a success. In addition, every single item for the raffle and auction was donated by your NECA Board of Directors and past Presidents. And, of course, we are so very appreciative of the dedication of our sponsors and you, the golfers, who supported this event. Together we raised \$9,000 to support our charities, the NECA Scholarship Fund and The Boys & Girls Clubs of Providence. You should all be very proud of your contribution. Thank you! Thank you! Thank you!

See you in September! ■

*Patti Kaplan is a past president of the NECA. She operates Starlite Carwash in North Reading.*



*Team Autowash Maintenance!*



*Donato DePinto (far left) leads the charge for his foursome.*



*The Team from Trans-Mate.*



*Team Katseff strikes a pose.*

*And the winners are: Barry Smith and Al West from Simoniz and Connecticut Car Wash's Todd Whitehouse and Brian Marquis with a 62.*



*Paul Vercollone leads a spirited auction.*

## PLAN AHEAD

### WINTER MEETING, DINNER AND PROGRAM

**Tuesday, January 27, 2015**  
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# NECA Donates \$6,000 to Boys & Girls Clubs of Providence

The New England Carwash Association's (NECA) Annual Golf Outing on September 29 was a success by all measures: beautiful weather, an excellent course, strong attendance, a high level of sponsor participation and a great time was had by all. But, the NECA Golf Outing is more than fun. It also allows NECA to make sizable donations to charities.

This year the NECA board chose to assist the Boys & Girls Clubs of Providence. This organization was founded in 1868, and is the oldest continually operating Boys & Girls Club in the country. Each year, the Club serves more than 7,000 youth from ages 6 to 18, 82 percent of whom live in poverty. Annual membership dues are set at just \$24 per child, but they do not turn anyone away whose family may not be able to afford the dues. The association has been told that its \$6,000 donation will go a very long way for this worthwhile organization and those it serves. ■

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

## TREASURER'S REPORT New England Carwash Association

Treasurer's Report: 3rd Quarter Jan. 1 - Sept. 30, 2014

<b>Income</b>	
Interest Income.....	\$31.62
Meetings.....	\$30,906.76
Member Services.....	\$277.00
Membership.....	\$18,640.00
NRCC.....	\$30,243.32
Scholarship.....	\$760.00
Income - Other.....	\$24.26
<b>Total Income.....</b>	<b>\$80,882.96</b>
<b>Expenses</b>	
Advertising and Promotions.....	\$95.62
Board Expenses.....	\$1,732.43
Charitable Contribution.....	\$-
Insurance.....	\$2,007.00
Management Services.....	\$27,348.34
Meetings.....	\$27,331.56
Member Services.....	\$5,598.18
Membership.....	\$496.57
Office Expense.....	\$2,338.75
Professional Expense.....	1941.25
Tax.....	\$-
<b>Total Expenses.....</b>	<b>\$68,889.70</b>
<b>Net Income.....</b>	<b>\$11,993.26</b>
<b>Other: Wash for a Cause</b>	
<b>Income.....</b>	<b>\$1,250.00</b>
<b>Expenses</b>	
Distributions to car washes.....	\$521.40
Distributions to participants.....	\$487.60
Wash for a Cause - other exp.....	\$83.03
Website.....	\$452.91
<b>Total Expenses and Distributions.....</b>	<b>\$1,544.94</b>
<b>Net Income.....</b>	<b>-294.94</b>
<b>Cash Balances</b>	
Citizen's Bank Savings.....	\$88,283.65
Citizens Checking.....	\$30,837.35
Citizens Bank Reserve Fund.....	\$86,000.92
<b>Total Checking / Savings.....</b>	<b>\$205,121.92</b>

# We are pleased to welcome the following new members!

### Chris Autobody

Chris Paluca  
Salisbury, MA



### Cohasset Car Wash

Matt Murmes  
Cohasset, MA

### Newtown Mobil

Jay Patel  
Newtown, CT

### Patriot Car Wash

Dave Comalli  
Pittsfield, MA

### Scarborough Car Wash

Jay Griffin  
Scarborough, ME

## To Gate or Not to Gate?

That was the question of the evening at the New England Carwash Association's (NECA) Fall Membership Meeting, Tuesday, November 18, at the Hilton in Woburn, MA. This program offered great takeaways whether you have gates and want to use them more fully and efficiently, or are considering installing them.

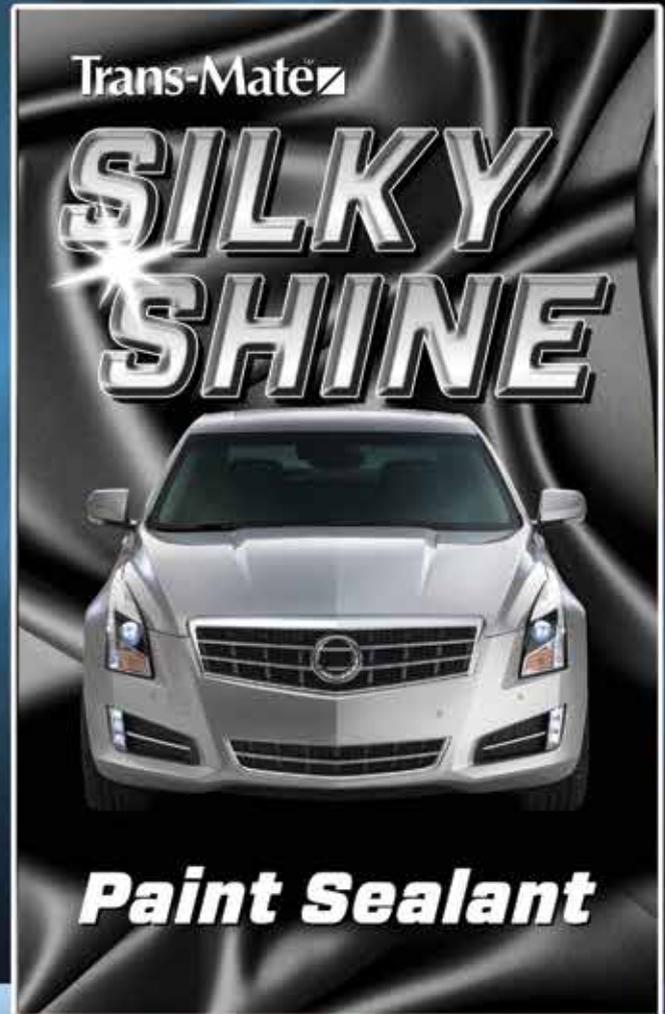
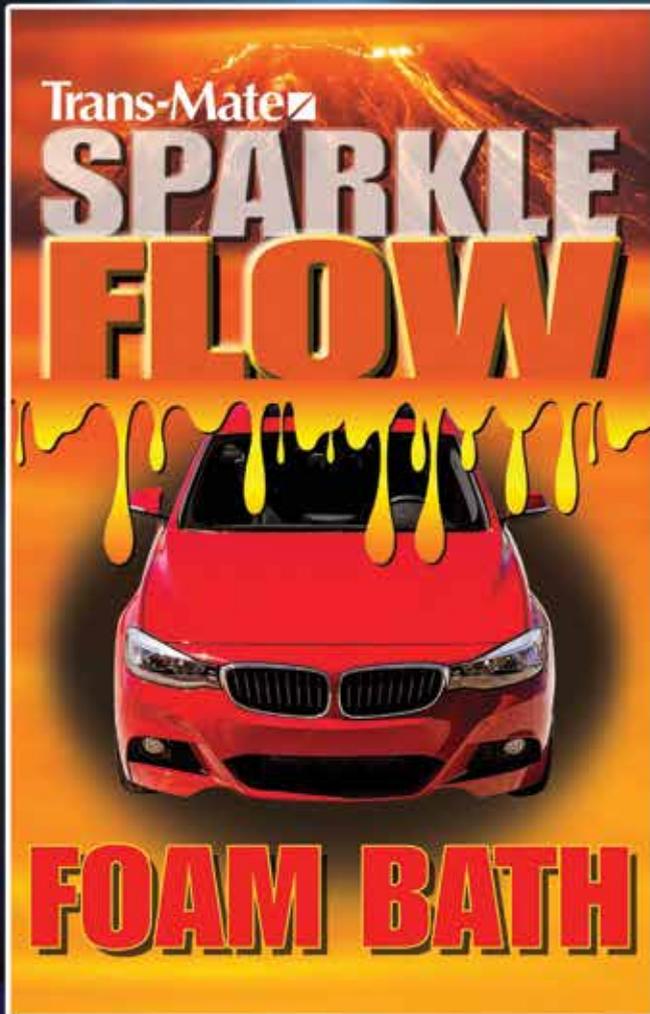
A panel of experienced carwashers addressed anticipated questions and concerns as well as answered direct questions from the audience. Our panelists included Steve Scharmett from Quick 'n Clean in Fitchburg, Nir Drory from Prestige Car Wash in Brockton and Terrance Elder from Triple Play Car Wash in Attleboro. Bob Katseff from Turnpike Car Wash in Peabody moderated.

Preceding the program, during the annual business meeting, NECA reported on the state of the association, presented and elected the slate for our 2015 Board, revealed a new website and celebrated the winner of the 2014 "You Make It Happen" award. And, Eric Wulf, CAE, with the International Carwash Association, was the guest speaker.

It really was a great evening for all who attended but don't despair if you missed it. The program was taped and is available to all NECA members on the "Members-Only" section of our new website. We hope to tape all future meetings - yet another benefit of NECA membership. ■

Watch for more details and photos from the November/Fall Meeting in the next issue of the Northeast Carwasher.

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# NECA Member Benefits

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

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

## Website

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

Some of the benefits of Carwashgifts.com include:

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

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

Create your own Groupon-type offer, sell gift cards or

wash books at a reduced price via email or social media using a unique link that is not made public through your website. Do all of this without paying a middleman.

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

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

## NEW! Group Rates for Credit Card Processing

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

Why pay high processing rates for small credit card transactions? The New England Carwash 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)

*Continued on page 91 ...*

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# Scholarship Winners/Parents Honored at Annual Golf Outing



*Octavio De Moraes Neto Award.*



*Carolyn Milch Award.*

Recognizing the increasing cost of post-secondary education, the New England Carwash Association (NECA) developed a scholarship program to assist its members. Since its inception in 2011, the NECA Scholarship Program has awarded \$1,000 each to six deserving candidates. The program is self-funding through money raised at dinner meetings and the golf outing, and in some years, like 2014, the association has been able to award two scholarships.

There was an extremely strong field of candidates this year, in fact, a record number of applicants, which made the panel's job challenging. Micah Smith of Alliance Energy, Peter Silk of Minute Man Car Wash and Ron Bousquet of Randy's Car Wash carefully considered the applications, their essays and recommendation letters.

## And the Winners are...

Octavio De Moraes Neto attends Purdue University and is majoring in computer engineering. The association

was fortunate to have his proud parents Jose Roberto de Moraes, who has worked for Bedford Car Wash for 12 years, and his mom Gecira Maria Moraes, with us at the event's dinner. They are pictured here with Greg Thompson (left), owner of Bedford Car Wash, and Immediate Past President Adam Korngold.

The association was also fortunate to be able to recognize scholarship winner Carolyn Milch with her proud dad, John Milch, who is the manager for Quincy Car Wash. Carolyn attends Salem State University and is majoring in psychology. Caroline and her dad are pictured here with Immediate Past President Adam Korngold. ■

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

## To be eligible to receive a scholarship an applicant must:

- ❖ Be an employee, full or part time for at least one year, or direct family member of an employee, of any NECA member company
- ❖ Have graduated high school or the equivalent
- ❖ Be enrolled, or plan to enroll, at an accredited post-secondary educational institution full or part time (not limited to traditional academic programs - a trade school, a community college, etc.)
- ❖ Not have won a scholarship from NECA in the last year
- ❖ Recipients are evaluated by a panel of NECA members who consider the following: high school/academic standing, leadership capabilities, community involvement, strength of character, personal achievement, plan of study and future goals. Financial needs also may be considered.

## NECA Member Benefits ... continued from page 90.

### Ongoing: Legislative Monitoring

Do you have the time to regularly research activity in your state legislature for bills and regulations that might affect your business? Of course not. That's why NECA employs an intern to monitor legislative activity in MA, ME, RI, NH, and VT – all of the states we represent. Our legislative intern provides monthly reports on pertinent activity that either you will want to address or that NECA will address on behalf of the industry. There reports are published in the quarterly NECA E-Newsletter (for members-only); in the NECA News Brief, which is distributed every other month to everyone for whom we've an email address; and archived on the NECA website.

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

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

# Scharmett Families Wash Diversification Sets It Apart

By Alan M. Petrillo

The Scharmett family has long been in the carwash business in the Northeast, with Robert Scharmett's first carwash purchase in 1980 when he attended a Keene, NH, auction and bought the Key Road Car Wash, a 110-foot exterior tunnel.

Since that time, he has brought his two sons, Steve and Barry, into the business, and built two new carwashes and purchased another existing one.

Back in 1980, Robert Scharmett was in the outdoor movie theater business, running the Milford Twin Drive-In Theater in Milford, NH, that he had purchased in 1968 and operates to this day.

"I saw a notice that the carwash in Keene was going to be auctioned off and went there and bought it," Scharmett said. "I didn't know anything about the carwash business back then, and sometimes I think I know even less now."

Once Scharmett got his bearings in the carwash business, he added six self-service bays to the Key Road facility. Then in 1987, he built the Central Street Car Wash in Leominster, MA, a wash consisting of two touchless automatics and four self-serve bays.

But the Scharmett family wasn't finished. In 2005, they built the Fitchburg Car Wash at 264 John Fitch Highway in Fitchburg, MA, installing two touchless automatics and three self-service bays. Then in 2013, the family got itchy to have another facility and purchased the John Fitch Car Wash at 511 John Fitch Highway, down the road from their existing automatic wash, and renamed the new purchase Quick N Clean Car Wash. It's a 110-foot exterior tunnel with one detailing bay.

"We had to do a complete renovation on the John Fitch wash," Steve Scharmett said. "We removed all the equipment, put on a new roof, put in a dual gated DRB system, renovated the interior, installed all new equipment and put in an electronic digital sign at the street."

While the purchase was made in August of 2013, the Quick N Clean Car Wash didn't open until February of 2014, Steve Scharmett pointed out.



"It was a long process to get the place renovated and open," he said. "Some of the holdup was due to the city and permitting issues, some were because of the landlord who owns the property, and some were due to the contractor."

Scharmett noted that the family owns the land under all its other businesses, but not at Quick N Clean. "The landlord owns most of the property along that stretch of road and didn't want to sell," he said.

Having a selection of tunnels, touchless automatics and self-serve bays gives customers the freedom to choose the kind of carwash that's right for them, Steve Scharmett believes. He said that most customers choose a type of carwash they prefer and stick with it, and added that, "Generally, the self-service customers don't go into the tunnels or automatics. They're a different kind of customer that doesn't migrate from one type of wash to another."

But for all the different washes that the Scharmett carwashes offer, their top two sellers are the basic tunnel wash and the most expensive wash. "Our basic tunnel wash is \$8 and our most expensive is \$20," Scharmett said, "but each wash location is set up differently, so there are different price points available."

The Scharmetts decided to offer a monthly unlimited carwash pass at the new Quick N Clean, with pricing ranging from \$15 to \$35 a month, depending on the type of plan chosen."

Labor isn't a major concern for the Scharmett carwashes, Steve Scharmett said. "We have five employees at each location," he noted, "which is very manageable."

And it appears that the Scharmetts aren't finished growing the company.

"We're looking for other locations to build new carwashes," Steve Scharmett said. "We would consider buying an existing wash too, if the right opportunity came along."

Asked if he had any regrets about getting into the carwash business while owning a drive-in movie theater, Robert Scharmett said he didn't. But, he noted, there's one big similarity that carwashes and drive-in theaters share.

"Both businesses are dependent on the weather," he said. "That's something you have no control over." ■



*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, and the nonfiction work, Ice Hockey in the Desert, both available on [www.amazon.com](http://www.amazon.com). His new historical mystery, Asylum Lane, was published in the Fall by Amazon Publishing.*

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**PRESIDENT’S COLUMN**

*On behalf of the New York State Car Wash Association (NYSCWA) I would like to extend my thanks to all the exhibitors and attendees of this past Northeast Regional Carwash Convention (NRCC). If you attended the 25th Anniversary of the show, which our association hosted, you were witness to one of the best carwash educational lineups and trade shows we have ever presented. This year’s NRCC boasted the largest number of exhibitors (270) in our history, as well as the largest show floor we have ever sold.*

*The 25th NRCC was also highlighted by two very special events. Each year the NRCC host selects a Hall of Fame Recipient. This year the honor was bestowed upon Mike Benmosche, who has been a tireless advocate of the carwashing industry for 20 years, a member of the NYSCWA Board of Directors as well as co-chair of the show for the second time with me. I can think of no other individual who deserved that recognition more than Mike. As a special bonus the award was presented to him by his brother, Robert Benmosche, who was also our Keynote Speaker. The emotion of the moment was not lost on anyone in attendance, and it was an honor to share the stage with these two incredible gentlemen.*

*Bob’s Keynote was remarkable and focused on overcoming adversity in your business. He shared some of his thoughts and experiences as CEO of American International Group (AIG) and how he lead his team and brought them back from the brink of extinction. He shared his personal story and how his upbringing influenced him and helped him overcome what seemed to be insurmountable odds to save AIG and payback the American taxpayer in what could arguably be called the most dramatic and remarkable turnaround in corporate America.*

*If you were not fortunate enough to be in the audience to hear his Keynote, AIG sent a video crew and taped it and we have posted it on our website [www.nyscwa.com](http://www.nyscwa.com) and [nrccshow.com](http://nrccshow.com). I encourage you to take a few minutes and watch the presentation and if you were there ...watch it again and again. I guarantee you will get something out of it that you may have missed the first time around.*

*This event would not be possible without the hard work and dedication of the members of the NRCC board. I would like to formally recognize these volunteers for their tireless efforts.*

*My Co-Chairperson Mike Benmoschè, Suzanne Stansbury (NYSCWA), Dave DuGoff (MCA), Mike and Heather Ashley (MCA), Doug Rieck (CWONJ), Mike Conte (CWONJ), Bob Katseff (NECA), Ron Bousquet (NECA), Dave Ellard (NECA), Dan Petrelle (CCA), Todd Whitehouse (CCA) and Tony Setaro (CCA). A special thanks to our management company, PSI, for helping make the show possible and doing an exceptional job their first year out of the gate!*

*If you attended the show, I’m sure you were impressed. If you think last year was great just wait until you see what the 2015 show, hosted by the Mid-Atlantic Carwash Association (MCA) has to offer! See you in 2015!*



Walt Hartl  
NYSCWA President

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# What Do Car Wash Operators Need to Know About Cyber Liability?



By Mike Benmoschè

First, just what is cyber liability? Simply, any business that relies on electronic data, computers and networks to manage information, is exposed to unexpected financial loss as a result of a security breach. Normal tasks, such as sending an infected email that brings down a customer's or supplier's network can result in a costly claim. And, what about theft of confidential or proprietary information concerning employees or customers? That includes records stored on electronic data.

Here are a few questions you should ask yourself in evaluating your potential risk:

## Do You...

- ❖ Use e-mail?
- ❖ Rely on networks, computers and electronic data to conduct business?
- ❖ Bank online?
- ❖ Browse the Internet or have a website?
- ❖ Handle valuable or personal information on your or another's network?
- ❖ Generate revenue online (e-commerce)
- ❖ Interact or collaborate with others (clients, suppliers, partners or the public)?
- ❖ Advertise or promote your business online, or publish digital content?

If the answer is "yes" to any of these listed above (this is not a complete list), then you are most likely subject to a potential loss by computer hackers or cyber thieves. Be aware that traditional insurance coverage forms alone – including Property, General Liability, Crime or E&O typically fall short of covering information and network-related claims.

There are several claims examples and statistics to add to the stress of what could happen! The main point is to be aware and do what you can to protect your business. One way is to establish a security policy and enforce it. This will help prevent security incidents, define responsibilities and expectations while providing guidance when incidents do occur. The loss control division of your current insurance company provider or your agent should be able to help develop an effective program.

If you have loyalty programs, auto tellers, or collect credit card information, you should also work with your vendors to assist with making sure you are in compliance with the current laws pertaining to your responsibility in the event a breach occurs.

## Cyber Insurance

Another form of protection for your business is to purchase a cyber liability insurance policy. In most cases, this will be a third-party coverage form (claims resulting from suits from others), but several of the companies writing this policy will also offer some first party losses such as:

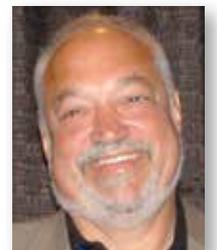
- ❖ E-business interruption
- ❖ E-threat expenses
- ❖ E-vandalism expenses
- ❖ Privacy notification expenses.

Some of the basic questions you will want to discuss with your agent might be:

- ❖ What is the current aggregate limit and how will it affect the various coverage choices
- ❖ Does the insuring agreement indemnify or pay on behalf
- ❖ Is the company an admitted carrier
- ❖ Understand the difference between a claims-made and occurrence policy
- ❖ Check on coverage pertaining to either a retro date or full prior acts coverage
- ❖ Are legal expenses within or outside the limit?

Depending on what carrier you choose, there may be more or less options offered between one company and another and the pricing will be based all the selections. The costs associated with this insurance are affordable and it costs nothing to get a quote!

However you choose to address this issue, please be informed and recognize the fact that this exposure will only get greater with time. Our increased dependence on the electronic age, especially when conducting business, appears to be getting more complex and with that comes more susceptibility to those who circumvent the system for profit. Crooks have found new ways to steal, be prepared. ■



Mike Benmoschè

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.

# NYSCWA Tours Westchester Washes

The New York State Car Wash Association (NYSCWA) toured three Westchester County washes, October 14, before returning to the DoubleTree by Hilton here for a dinner, Fall Membership Meeting and program titled “How To Win In Small Claims Court.”

The wash stops included Pelham Manor Car Wash & Lube, a 170-foot conveyorized wash that opened in 2010. The full-service wash operates from 7am-7pm and then offers an exterior-only option from 7pm to 7am. The wash is owned by John Lage.

The second wash stop, also owned by John Lage, was Diamond Car Wash in Mamaroneck. This 100-foot conveyorized wash opened in 2005. It features state-of-the-art equipment and professional, friendly service.

White Plains Car Wash in White Plains, owned by John Ham, is a 30-year-old facility that has been completely renovated. It features a 110-foot tunnel and state-of-the-art drying system.

After an exceptional buffet dinner and brief business meeting, Hoffman Carwash’s Customer Service Manager, Rodney Bronson, shared his expertise on “How To Win In Small Claims Court.” His 20+ years of experience was well received by attendees. His track record, approximately 99 percent, shows just how effective preparation and documentation can be when dealing with customer claims.

A special thanks to the following event sponsors: Micrologic Associates and ZEP Vehicle Care (Bus Sponsors); Turtle Wax (Meeting Sponsor) and Carwash Insurance Program Sponsored by McNeil & Co. (Hors D’Oeuvres). ■

**The association’s next meeting is slated for Cortland in the Spring. The annual Mets Event is scheduled for June 16 when the team takes on the Blue Jays at CitiField. Check nyscwa.com for updates.**

*Continued on page 98...*



*Pelham Manor Car Wash & Lube in affluent Pelham Manor boasts a 170-foot tunnel that opened in 2010. It features both full-service and exterior-only hours of operation and is owned by John Lage.*





*Pelham Manor Car Wash & Lube*



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The 100-foot conveyorized Diamond Car Wash in Mamaroneck boasts state-of-the-art equipment and a friendly, professional staff. Featuring ZEP solutions, the wash is owned by John Lage.

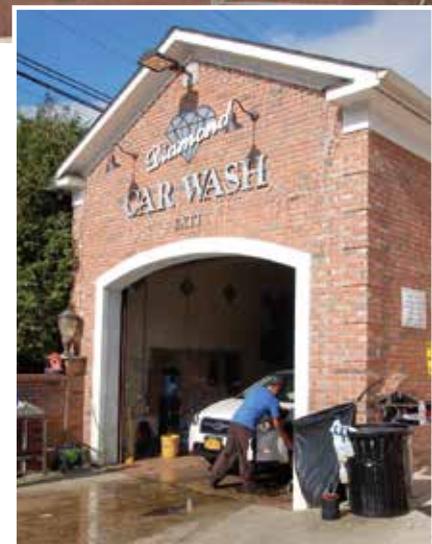


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*Splash's Mark Curtis and Hoffman Car Wash's Walt Hartl.*



*Foam & Wash's Gary Baright, Brunswick Circle's Andrew Gurin and Pro Wash's Scott Freund.*



*Russell Speeders  
Mike Shullman,  
Hoffman Car  
Wash's Tommy  
Hoffman and  
Foam & Wash's  
Gary Baright.*

*Continued on page 100...*



New York State Car Wash Association



**Profit & Loss** January - October, 2014

<b>Income</b>	
Meetings Income .....	10,580.00
Membership Dues .....	17,525.00
Northeast Convention Income .....	30,243.32
PAC Contributions .....	0.00
Promotional Fees .....	1,836.13
Vendor Sponsorships .....	3,950.00
<b>Total Income</b> .....	<b>\$64,134.45</b>
<b>Gross Profit</b> .....	
<b>\$64,134.45</b>	
<b>Expenses</b>	
Advertising/Promotional .....	1,163.40
Bank Service Charges .....	1.00
Board of Directors Expenses .....	246.50
Charitable Contributions .....	600.00
Credit Card Fees .....	907.46
Director Fees .....	17,609.41
Insurance Expense .....	1,395.00
Legislative Expense .....	100.00
Legislative Fees .....	10,000.00
Meetings Expenses .....	14,583.87
Northeast Convention Expenses .....	55.88
NRCC .....	254.74
Office Expenses .....	405.44
Postage Expense .....	507.59
Printing/Graphics .....	208.50
Professional Services fees .....	830.00
QuickBooks Payments Fees .....	157.47
Telephone .....	100.28
Travel .....	507.28
Website Maintenance .....	1,000.00
<b>Total Expenses</b> .....	<b>\$50,633.82</b>
<b>Net Income</b> .....	<b>\$13,500.63</b>
<b>Cash on Hand</b>	
Checking Account Balance .....	19,078.97
Money Market .....	45,007.50
<b>TOTAL CASH ON HAND</b> .....	<b>64,086.47</b>

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



**Mets vs. Cardinals**

June 16

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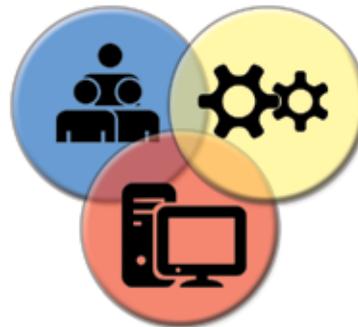
**Guard Against Accidents  
Waiting in Your Workplace**

We all know that the carwash can be a dangerous place if you are not careful and properly trained. Here's a list of the most common causes of workplace injury that every wash (and employee) should guard against.

- ❖ **Overexertion.** Pace yourself so your efforts don't lead to fatigue and accidents.
- ❖ **Slipping and tripping.** Keep your floor free of boxes, cords and any other obstacles that might cause someone to trip. In the winter, make sure your entrance and exit pads are salted as well as your customer walkways.
- ❖ **Falls from heights.** Don't climb on a chair or desk to change a light bulb. Get a good ladder and use it safely. In the tunnel or bay wear safety glasses and gloves when needed.
- ❖ **Overreacting.** You might jump back to avoid an accident and cause another. Stay alert to what's happening all around you at all times.
- ❖ **Falling Objects.** Be careful in the equipment room not to stack boxes too high, or cram cabinets so full they're apt to fall over.
- ❖ **Equipment.** Conduct monthly training classes on how to safely operate every piece of equipment at your wash.
- ❖ **Repetitive motion.** Be conscious that tasks with repetitive movement can cause injury over time. Make sure your employees switch tasks periodically to avoid this. ■

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## Pushing the Envelope...

# What Does Healthy Really Mean?

By Ray Justice

On a recent visit to the Albany area I had coffee with *Northeast Carwasher* Editor/Publisher Suzanne Stansbury. We were discussing her magazine and how it has been 20 years since the first issue. I have watched it grow from a simple newsletter to a beautiful, informative, and very well put together, full-blown magazine.

Since the early days, I have been writing various articles covering a range of topics. We started with a column, titled *Insights*, covering awareness's from years in the carwash business. That was followed by *Connections*, a column focusing more on people and our relationship to each other.

The next progressive step was *Poetry*. Suzanne was hesitant, but agreed to give it a try. The poems are spiritually focused in a mild way. Basically, a deeper level of thought and focuses about connection.

I brought up to her that we really do not have a good idea on how many people actually read them. She replied that they do, but don't talk about it. Those comments stirred our thinking that operating carwashes and spiritual poetry don't seem to go together, but they really do. Why, because they are about the life, the deeper sense and feeling connected with each other. Being and feeling a part of all life vs. separate from.

Suzanne's next comment was, "Let's push the envelope a little more." Seeing the puzzled look on my face she then said, "The health envelope..."

The word health covers a broad scope. This writing is the first on health, in general, hopefully opening up to newer and different options and possibilities.

Healthy is feeling good, actually great, when we are free from illness and injury.

We will not be directly discussing medicine and its benefits, but we will be talking about

what you can do yourself.

How Do You Feel About You?

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

Here are some starting questions:

- ❖ How well do you know yourself?
- ❖ 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?

- ❖ 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.

### History of Nutrition

In the 18th Century, the study of nutrition began with the recognition of a relationship between the metabolism of food and the process of living. Two

## The Meal

By Ray Justice

- the idea
- the planning
- the preparation
- the creation
- the presentation
- the enjoyment
- the connection
- the satisfaction
- ahhhh!

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centuries later, scientists discovered that some of the diseases of that time (beriberi, rickets and scurvy) appeared in the body when certain diets lacked specific food nutrients. In 1912, researchers discovered that a substance labeled vitamin B1 (thiamine) actually prevented beriberi.

It wasn't until the early 1940s that the National Research Council established Recommended Dietary Allowances (RDAs) whereby a minimum amount of a nutrient was needed to prevent diseases like beriberi and rickets. Researchers and scientists continued to discover how individual nutrients helped in the prevention and treatment of disease. As time progressed, they learned how whole foods might allow many nutrients to work together to prevent diseases. For example, antioxidants like beta-carotene, selenium, vitamin E, and vitamin C, when consumed in foods, appeared to protect against the development of heart disease, cancer, and other debilitating illnesses.

*Continued on page 104...*



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-  Send a customer an email after they go through the wash asking them to take a survey about their experience at your car wash.
-  Send an email to a customer who hasn't visited the wash for a month with a \$3 off coupon.
-  Send an email reminding a customer that is has been three months since their last detail appointment, and include a link for them to schedule a detail online.

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Today, the RDAs have been replaced by Dietary Reference Intakes (DRIs). The DRIs indicate the daily amount a nutrient is needed to maximize health and reduce the risk of chronic diseases. The field of nutrition has become an increasingly important factor in the well being of today's society.

### What is Nutrition?

Nutrition is the science of nutrients and how they work in your body. It includes an understanding of their digestion absorption, transportation, metabolism, storage and elimination in the body. There are more than 45 nutrients in the body. Macronutrients are carbohydrates, protein and fats. Micronutrients are vitamins and minerals. All are needed to cultivate a healthy body.

### Benefits of Nutrition

Heart Disease, Stroke, Obesity, High Blood Pressure and Cholesterol, Cancer, Diabetes... All are health issues that can either be prevented or reduced... by YOU. The way you eat, what you eat, and how much you eat can all play a major role in the advancement or reduction of certain chronic diseases. By changing your eating habits and choices, you can prevent disease as well as contribute to the treatment of those conditions.

Ongoing nutritional studies boost remarkable results.

For example: foods rich in folate (found in leafy greens, dry beans and peas, fortified cereals and grain products) may reduce the risk of stroke and heart disease. Food sources of lutein (found in kale and spinach) may guard against cataracts. Flavonoids (found in apples, blueberries, broccoli, cabbage, carrots, citrus fruits, onions, and teas) may decrease the risk of cancer

If the foods you choose can be a health benefit, why not choose them?

We will cover other areas mentioned here in upcoming issues. For this writing, we are focusing on cutting back on sugars. Much of this is

done by paying attention to where the sugars you are consuming are coming from, and how much is in the product you are currently consuming.

### Sugar and Labels

If you are trying to cut back on your sugar intake, read content labels carefully and be aware of the many disguises processed sugars go by. Watch for any ingredient ending in "ose" – like fructose (as in high fructose corn syrup), maltose, dextrose, sucrose, glucose, etc.

When looking over the nutritional label of ingredients, be aware that sometimes several sugars, in low amounts, are used and thus don't get listed on the sugar line. The items, listed as ingredients, are in order of the largest amount listed first. If it lists Corn Syrup as the second item you know there is a lot of sugar included.

Labels also will say, for example, 12 grams of sugar, but be aware that you have to check the serving size, which will be near the top of the label. It may be 12 grams for 8 ounces and you are drinking a 16-ounce bottle, so double the amount of sugar listed.

Natural sugars occur in many foods like fruits and fruit juices, honey, molasses, and maple syrup to name a few.

Here are a few more tips on reducing sugars from the American Heart Association.

Remove sugar (white and brown), syrup, honey and molasses from the table – out of sight, out of mind!

Cut back on the amount of sugar added to things you eat or drink regularly like cereal, pancake, coffee or tea. Try cutting the usual amount of sugar you add by half and wean down from there, or consider using an artificial sweetener.

Buy fresh fruits or fruits canned in water or natural juice. Avoid fruit canned in syrup, especially heavy syrup.

Instead of adding sugar to cereal or oatmeal, add fresh fruit (try banan-

as, cherries or strawberries) or dried fruit (raisins, cranberries or apricots).

Instead of adding sugar in recipes, use extracts such as almond, vanilla, orange or lemon.

Enhance foods with spices instead of sugar; try ginger, allspice, cinnamon or nutmeg.

Substitute unsweetened applesauce for sugar in recipes (use equal amounts).

Try zero-calorie sweeteners such as aspartame, sucralose or saccharin, in moderation.

Spend some time with a pad of paper and write down your normal food and drink intake. Look it over and review your choices. The question becomes, what habits need changing? ■

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



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Ray Justice

## Ripples

By Ray Justice

Raindrops  
Touch  
The Surface  
Of a Pond

There is  
Movement

Then Ripples

This is  
How it Works

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# Wage Board and Living Wage

By William Y. Crowell, III

Governor Cuomo issued a press release on July 24 that stated that he, "... directed State Labor Commissioner Peter M. Rivera to convene a Wage Board to review and recommend any changes to the relevant regulations for food service workers and service employees in New York State." The members appointed to the Wage Board were Heather Briccetti, the President of the Business Council of NYS; Peter Ward, President of the New York Hotel Trades Council and Timothy Grippen, retired Broome County Executive.

On September 15, the Commissioner of Labor issued an opening statement and charge to the Wage Board which clarified the scope of the Wage Board. The Board was directed to investigate and report back to Commissioner Rivera with any recommendations on "What modifications, if any, should be made to the required cash wage rates and the allowable credit for tips, meals and lodging, for food service workers and service employees in the hospitality industries?" The Wage Board is limited to tipped workers in the hospitality industry. It does not apply to the carwash industry. It was constituted solely as a hospitality industry Wage Board to focus on providing an understanding of what the minimum wage means in the hospitality industries.

To accomplish its mission, the Wage Board has begun a series of hearings to take testimony throughout the state. The Wage Board's report and recommendations are to be submitted by February 2015, with the Commissioner of Labor to act on such report and recommendations.

Although the carwash industry is not covered by the Wage Board, the arguments made for an increase in the minimum wage by proponents would suggest arguments for other

tipped service workers. There is, in some of the testimony to the Wage Board, a characterization of the cash wage as a sub-minimum wage. The basic tenet of some proponents of an increased minimum wage is that tips should not constitute a part of the minimum wage. Hospitality worker advocates have argued for a decoupling of tips from the minimum wage. In their view, tips should be retained in totality by the workers. If adopted, this approach would have a negative precedential impact on all employers of tipped employees. It constitutes a significant departure from the current construct and would represent a significant cost increase for employers. Based on its potential significance, the New York State Carwash Association (NYSCWA) will continue to monitor the report and recommendations of the Wage Board and the determination of Commissioner Rivera.

On another front, New York City Mayor Bill de Blasio on September 30 issued Executive Order No. 7, raising the living wage in New York City. This Executive Order is to implement the Fair Wages for New Yorkers Act (section 6-134 of the NYC Administrative Code) which was enacted by the New York City Council in 2012. Under the Executive Order, the living wage rate is \$11.50 per hour (up from \$10.30) with health benefits, and \$13.13 per hour (up from \$11.90) without health benefits. The living wage is subject to annual adjustment to reflect changes in the Consumer Price Index. The living wage is applicable to any entities that receive, from New York City or from a City economic development entity, \$1 million dollars or more in financial assistance to further economic development. It is targeted to City monies provided to improve or develop real property, to develop economically, or to retain or create jobs. Under

the Mayor's executive order it exempts employers with less than \$3 million in revenue (previously \$5 million).

The Mayor's executive order expands its application to any assignees or purchasers or property benefited by New York City financial assistance. It also extends the living wage to tenants, contractors, or concessionaires in subsidized commercial properties. As a consequence, if a carwash operator is a tenant or succeeds an owner of a benefitted property, even if the operator does not directly receive the benefit, the living wage would be applicable if the carwash operator was not able to qualify for an exemption as a small business with annual consolidated gross revenues of less than \$3 million.

Executive Order No. 7 will have the most practical impact on retailers, restaurants and bars which would want to lease in commercial properties that receive in excess of \$1 million in City subsidies for economic development. Any lease or purchase of property in the City should be reviewed to determine if there is a potential liability for payment of living wages. This Executive Order at its least adds a significant new potential pitfall when leasing, subleasing or purchasing property for commercial use in New York City. The New York City living wage for economic development projects sets a potential precedent for other cities in New York State to adopt a similar approach. ■



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