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Underwest Donuts Sweetens The Pie at Iconic Wash

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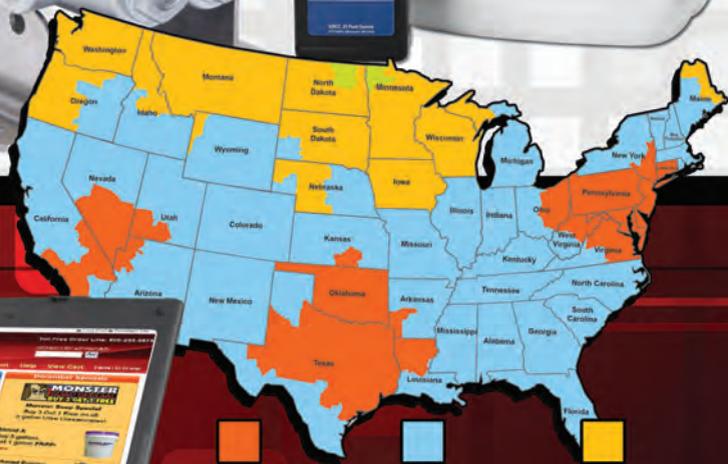
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northeast carwasher

Spring 2016

Vol. 21 No. 2

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at Iconic Wash

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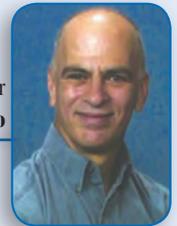
ON THE COVER

Cover Photos taken by Media Solutions of
Westside Highway Car Wash, New York, NY.

northeast carwasher



Editor and Publisher
Suzanne L. Stansbury



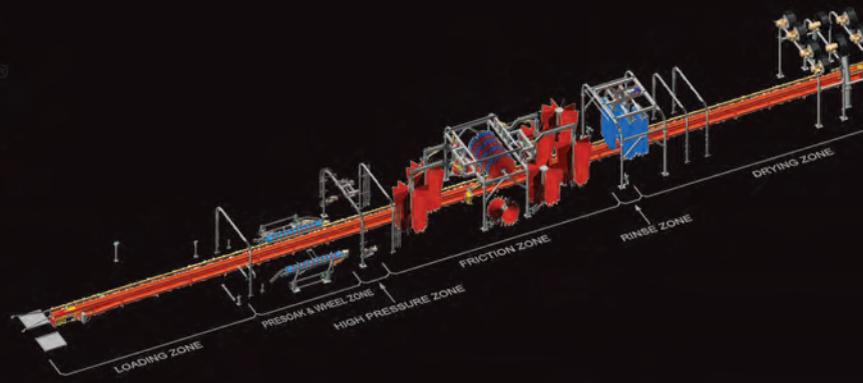
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I had the pleasure of interviewing Moshe Winer, of the West Side Highway Car Wash on Manhattan's West Side, and his talented son-in-law Chef Scott Levine, for our spring cover story. My idea of a great day is visiting a truly historic or innovative wash and sharing its color and soul with our readers. I knew that Moshe's wash wouldn't disappoint. Nearly three hours later, I was sure of it!

The second oldest wash in the city is a 24/7 operation that has added a unique element to its mix. No, not a lube or new piece of equipment or any additional automotive services. It is now selling artisanal donuts and making them in part of its former equipment room that just happens to be on the second floor of this unique wash. And I'm not talking Dunkin Donuts® donuts; these little gems are dense, delectable and truly unique. And the add-on is not just a hobby at the West Side Car Wash. It's trained chef, with a healthy resume, has in just more than a year been able to market his craft to the likes of Martha Stewart, who buys them wholesale.

Just a few morsels on the West Side Highway's Under West Donuts. Read more about this unique facility on page 10, and the next time you're in NYC, stop in for a taste of their success.

Spread the Love

I had two really great things happen to me this week that I feel compelled to share! The first happened when I was eating dinner with a group of ladies (my soccer moms, I call them), who despite the fact that our sons are Juniors in college, still congregate monthly. Over the years of our friendship, though, it appears that I have been successful in instilling in them the fact that washing their cars at a professional carwash is the environmentally-sound thing to do, while also providing them much joy and happiness (feel good in a clean car/a dirty car is a dirty shame, alla Tom Hoffman, Sr.) I had to smile when each one of them felt compelled to tell me that they had done so that week as the cars in our market had been covered with a healthy dose of salt and sand despite the nearly insignificant amount of snow we received this season (five inches at this writing). The conversation started after one of the ladies commented on a Facebook post I made regaling the merits of a clean car while urging my "friends" to visit a professional carwash that week to wash winter off their cars. (Someone does read my posts and actually "likes" them!) I have to say that I felt pretty good about that accomplishment. I almost felt like I was slowly changing the world one friend at a time!

The very next day I had my second great event of the week. Running through the Dunkin Donuts drive-thru I was greeted by a friendly employee who commented on how "clean and shiny" my car looked. Of course, I'm an unlimited customer and have my car washed weekly, but I have to say that I felt myself smile and beam with pride. It felt really good for someone to notice the look of my ride and to actually acknowledge it. Such a simple thing. Just a handful of words, but it really made my day.

How can you as operators project that great feeling to your customers? It might be as simple as telling them before they pull away how great their car looks. It might be incorporating a phrase into your reader board or advertising. It might be a post on your Facebook page. It's one of those simple things like telling someone to have a "great day." It doesn't take a lot of effort, and doesn't have to cost a lot of money, but the impact is significant. At least it was for me.



Suzanne L. Stansbury

Suzanne L. Stansbury
Editor/Publisher



Have a story idea and/or photo opportunity?

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

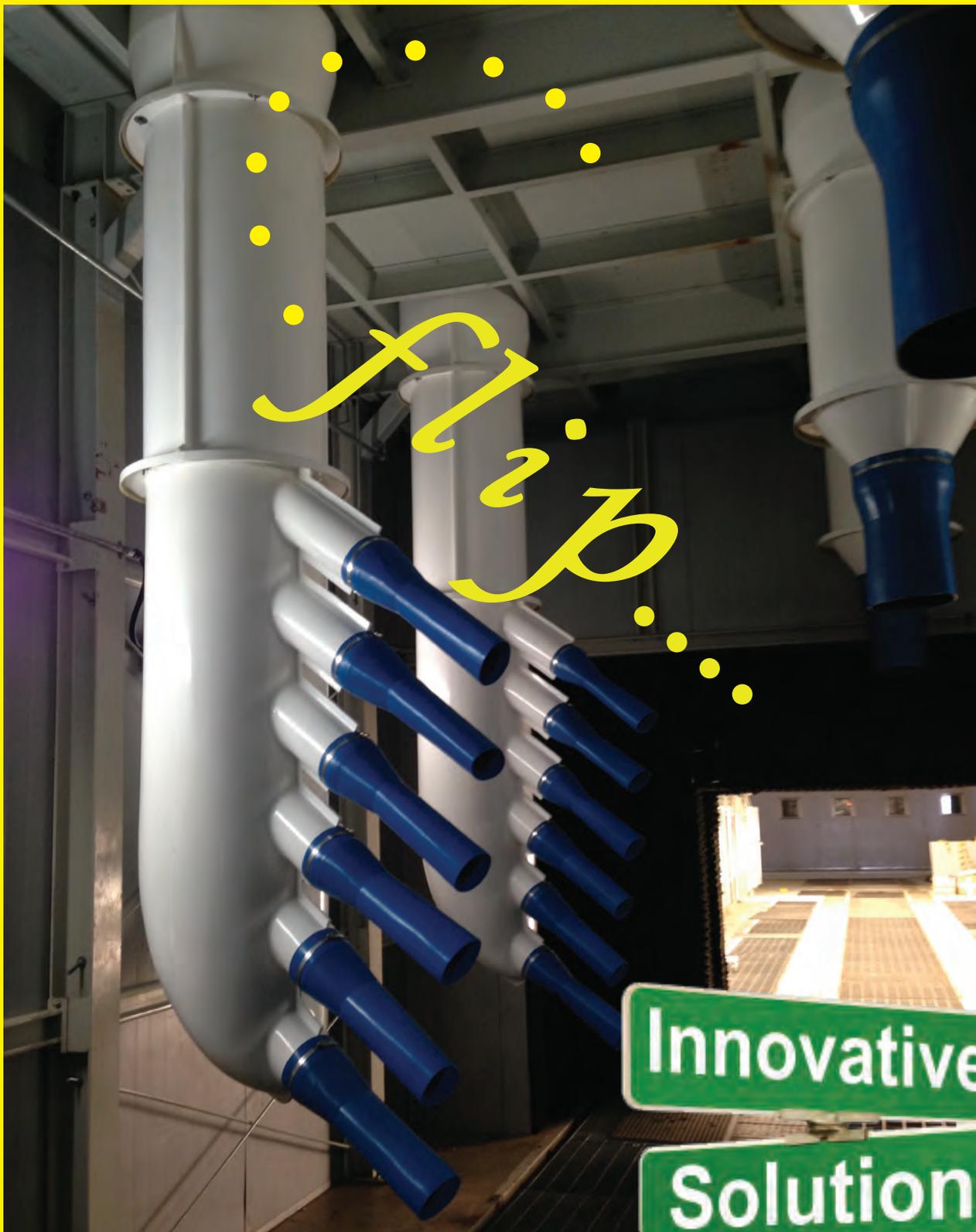
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A Team Effort



The Northeast Regional Carwash Convention (NRCC) board of directors met in January at the Hoffman Car Wash Conference Center in Latham, NY, to begin planning the 2016 show slated for the Atlantic City Convention Center, September 19-21. The team took a break for a photo op. Pictured from L to R are: Dave DuGoff, Mike Ashley, Dan Petrelle, Suzanne Stansbury, Walt Hartl, Doug Rieck, Dave Ellard, Jeff Arimento, Ron Bousquet and Mike Benmosche. Missing from the shot were Todd Whitehouse, Bob Rossini and Tony Setaro.

For more information on the show visit nrccshow.com or call 800/287-6604

Weather Trivia



- ❖ The distinctive smell in the air after it has been raining is caused by bacteria called “actinomyces.”
- ❖ There is enough energy in one bolt of lightning to power a home for two weeks.
- ❖ Dirty snow melts faster than clean.
- ❖ The speed of a typical raindrop is 17 miles per hour.
- ❖ Rain contains Vitamin B12.

Source: Funfactz.com

WASH VOLUME INDEX

We have taken the pulse of four East Coast operators to see where their volumes are compared to last year (YTD). For our more southern/coastal operators they were down between 9 and 14 percent, but for the Boston and upstate New York guys life is good with a plus 33 and 18 percent respectfully. Remember, for Ron Bousquet in the Boston market, the winter of 2015 was buried in record snows that to date have not happened in 2016.



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

When you visit Upstate Laser Wash's website your questions are answered easily and clearly. The site promotes its Unlimited Wash Program first with three easy ways to participate spelled out in the center of the site. But if that is not your desire you can also learn how to buy washes, replenish an existing account or purchase a gift at the click of your mouse just below the Unlimited Wash Program information.



You can also find the most convenient site to you with an interactive map of the four locations. But my favorite element of the site might be the “About Us” description at the bottom of the home page that states the wash's hours and a message by Peter Rosenfeld and Stephen Weekes, the wash owners, that thanks you for your business and promises to try to provide “the best possible car wash around.” You can't ask for more than that!

To view the site visit www.upstatelaserwash.com

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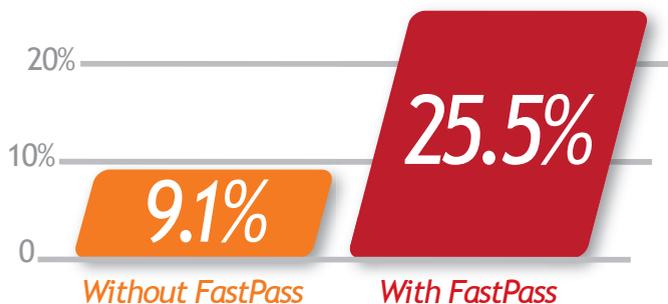


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Underwest Donuts Sweetens the Pie At Iconic Wash

By Suzanne L. Stansbury

Moshe Winer and his partner Martin Tauv own the second oldest wash in the five boroughs of New York City. The Westside Highway Car Wash at 12th and West 46th Streets, across from The Intrepid Sea, Air & Space Museum, is one block long and 25 feet wide. Its 5,000 square feet of history, retail and wash automation is now also home to an artisanal donut shop.

Yes, that's correct. In 100 square feet of space just left of the first arch is a compact, efficient, aroma-filled tiny little donut shop that is attracting auto enthusiasts and foodies alike. "We are visiting from England," said Lilly Papaioannou, a self-proclaimed "foodie." "We read about the donut shop and wanted to see it for ourselves."

Papaioannou and her two friends were impressed by the sites and sounds of the Westside Highway Car Wash, a truly unique 24/7 conveyerized tunnel that holds the title of be-

Continued on page 12...



Moshe Winer poses in front of Underwest's retail operation, which is positioned just left of his tunnel entrance. He and his partner, Martin Tauv, operate the Westside Highway Car Wash, on Manhattan's Upper West Side. He has been washing cars since 1976 and currently operates eight washes; three in the boroughs and the remaining washes in New Jersey.



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Underwest ... continued from page 10.

ing the largest wash in Manhattan, but they didn't come for a wash, they came for the donuts!

Donut Diversification

Underwest Donuts is the brainchild of Winer's son-in-law Scott Levine who has been a sous chef at many prestigious restaurants including Chanterelle and for restaurateur Danny Meyer. Although skilled in the savory side of the kitchen,

his love for something sweeter drew him into approaching his father-in-law with the idea for Underwest, which is operated as a separate business from the wash.

"I am trained in the savory kitchen and also have a larger than average sweet tooth," said Levine. "This was one of the

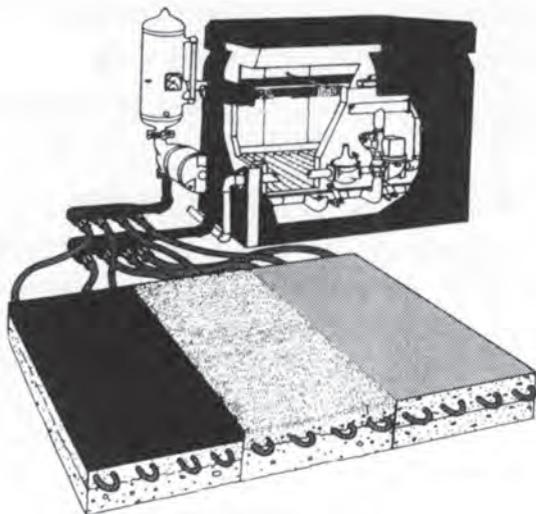
Continued on page 14...



Underwest began selling its artisanal donuts in November of 2014.



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reasons a donut shop was exciting to me. Additionally, the size of my retail shop eliminated several of my other concepts due to its small size, and all things considered donuts seemed to be a great fit.”

November 17 marked a year in operation for Underwest Donuts so named because at its beginnings the carwash was literally “under” the West Side Highway. “My father-in-law has always referred to the Westside Highway Car Wash as ‘Underwest.’ The name just stuck and also had a bit of history to it. It is part of the story.”

In that short timeframe, the shop has accumulated extensive press and celebrity and now has ventured into wholesale accounts for Martha Stewart Café, Joe Coffee, the Sheraton New York Times Square Hotel, Oren’s Daily Roast and

The Sweet Shop NYC, among others, said Levine. “Wholesale was a natural next step after our retail shop was operational,” he said. “We have fantastic partners.”

You can also now order a dozen donuts shipped right to your doorstep through the company’s website by visiting underwestdonuts.com.

The carwash/donut shop twist was just the right mix. And it certainly has attracted a lot of buzz and coverage from media outlets like The Today Show, ABC’s World New Now, Eater, Gothamist and New York Magazine. The Today Show’s Hoda Kotb said they are her favorite donuts and The Village Voice name them, “One of the Best Dishes in the City.”

“Going into our opening we knew we were doing something different, but did not expect the amount of

Continued on page 16...

Kitchen Manager Danielle Burgess skillfully mixes some lavender into a batch of “Carwash” donuts in the wash’s former second floor equipment room turned state-of-the-art bakery.



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press we have received. We are grateful for all of the support and interest!” said Levine.

But what makes Underwest’s donuts unique is how Levine marries flavors and textures. “There are some ideas, such as the Halva donut, that seem fantastic conceptually and work well without much trial and error,” said Levine. “However, that is less often the case and a fair amount of experimentation is required regardless of how complicated or not the idea seems.”

Levine’s “Halva” donut features this sweet confection as well as tahini in its batter, and is topped with shredded Halva. Other favorites include a Mulled Cider, Mocha, Maple Waffle, Brown Butter, Dark Chocolate and what donut shop in a carwash would be worth its salt without a “Carwash” donut? This little gem has a vanilla-lavender marriage of flavors and is decorated to look like it’s topped with triple foam!

There are also three Old Fashioned dunkers that can come with either cinnamon, espresso bean or coco raspberry sugar. Is your mouth watering? It should be. I had to try the “carwash” donut and it melted in my mouth!

Customers can also wash down their donuts with a variety of beverages including an Espresso, Latte, Macchiato, Cortado, Americano or soda, iced tea or juice.

So, what does a donut run you at Underwest? The basic Old Fashioned is \$2.00, the sugared old fashioned are \$2.25 and the super fancy glazed options (Halva, Maple Waffle, etc.) run \$3.00.

Volume at Underwest, just like at the carwash, is always top of mind. And although the donut shop is not open 24/7 like the wash, hours are generous. Underwest is open Monday from 6:30am-3:00pm; Tuesday-Friday from 6:30am-5:00 pm; Saturday from 7:30-5:00pm and Sunday from 7:30-3:00pm. “I am not selling a high ticket item so the volume of

Continued on page 18...



Underwest employees Sebastian Pilch, Judy Steiner and Deanna Francis.



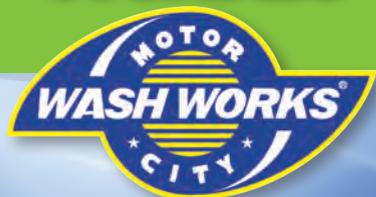
Sebastian Pilch, Underwest Supervisor, and three visitors from England who stopped at the wash to sample the donuts, Gavin Higgins, Elias Constantopodis and Lilly Papaioannou. According to Pilch, there are frequent non-motoring guests who visit the donut shop due to the extensive press coverage Underwest has received.

The Westside Car Wash has accumulated a lot of press itself as is featured along the wall of it’s auto-related impulse store just after the donut shop. This area also includes some seating for donut shop patrons to nosh on their dunkers.



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donuts I sell is important,” said Levine. “Our sales are trending in the right direction and that is reassuring.”

Clearly, though, the product is exceptional and if a need for more space to produce the little gems is any indication of Underwest’s success then Levine and his staff are on the right path. Last summer production of the donuts was moved upstairs to an area of the wash’s second-floor equipment room. “We moved up here in June or July when our need for more production grew,” said Danielle Burgess, Kitchen Manager. Burgess, who hails from Texas, came to the city to study at the Institute of Culinary Education.

For Levine, the move upstairs will help further expand his brand’s growth. “Outgrowing space is a good problem to have and hopefully we will sooner than later (grow out of that space too), but for now we have some more room for growth,” said Levine. “I don’t know just yet where a next location would be, but I wouldn’t rule out another carwash!”

Levine uses a Belshaw Adamatic Donut Robot to “manufacture” his donuts in his new, pristine bake shop. “I got started with a donut robot for several reasons and one of its benefits is that it was fun to watch and I have an open kitchen so it worked well.” The unit also helps streamline production while producing uniform donuts.

What’s on the drawing board for the next Underwest creations? According to Levine, a Lemon Rose Valentine’s donut debut followed by a Passion Fruit release will be next off the cooling rack. “The overarching goal is to sell as many donuts as possible and as the dust continues to settle we will work to further establish the Underwest brand.” ■

Suzanne L. Stansbury is the editor/publisher of the Northeast Carwasher magazine. She is a former New York State Car Wash Association and International Carwash Association board member, and currently sits on the Northeast Regional Carwash Convention board of directors. You can reach her at mediasolutions@nycap.rr.com or 518/280-4767.

More photos on page 20!

Chef and owner of Underwest Donuts at the Westside Highway Car Wash in Manhattan, Scott Levine, has crafted a delectable array of artisanal donuts. They are made daily at the wash and also include seasonal selections. According to Levine, the newest flavors are lemon rose and passion fruit. The chef has an extensive background and an even bigger sweet tooth – lucky for the patrons of this iconic wash!



Underwest Donuts, a year young, is the brainchild of Scott Levine, a former sous chef turned donut maker. His growing operation is housed within the historic West Side Highway Carwash in Manhattan.



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Underwest Supervisor Sebastian Pilch ensures that the racks are always full. He says that the maple waffle is the most popular but that seasonal selections, like pumpkin ginger, are always well received.

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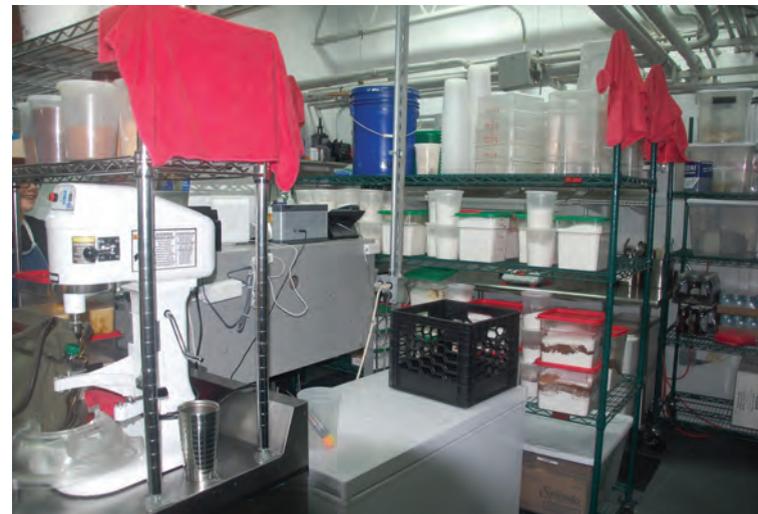
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With the fast growth of Underwest, its production was moved upstairs at the wash and depending on future growth, may need a new home soon!





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How to Pick The Right Towel Over the Phone

By Valerie Sweeney

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

If you're lucky enough to head to the Northeast Regional Carwash Convention (NRCC) in Atlantic City this fall or the International Carwash Association (ICA) show in May, then picking out towels can be very easy just by visiting the different towel vendors. For those who can't go to the show, or if you are looking to make a change in between shows, then you will have to pick up the phone and talk to your towel vendor. Here are some tips on how to get the towel you want:

❖ **Size.** It's important to know the size of the towel you need. For the most part, carwashes are looking for the standard Boyd towel size which is 16 x 27 inches (hand towel). This size might vary by an inch or two, but it's the most popular size. If you don't like that size, then you will need to describe what size you want. For example, if you need larger towels because you wash trucks and other larger vehicles, then you might want a small bath towel (20 x 40 inches). If

your towels are square, then they are probably half bath towels, around 22 x 22 or 24 x 24 inches.

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

❖ **Pile.** Is the pile on the towel important? If so, you need to vocalize that to your vendor. Most towel vendors carry several different styles of towels, so they may have one that matches what you are looking for. Some carwashers like a low pile or sheared look because they tend to be less linty, while most carwashes choose a standard nap.

❖ **Color.** Are you picky about color? Blue, green, red and white are the most popular color towels in the industry. However, if you only like a particular shade of blue, you need to let your vendor know. For example, some car-

Continued on page 25...

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The Importance of An Exit Plan As Told By An SOB (Son Of a Boss)

By Lou F. Rendemonti, ChFC

I grew up washing cars at my Dad's carwash; the largest carwash in the world at the time in Trenton, NJ. Every weekend of my youth from grammar school, middle school, high school, and college my brother and I spent at Auto Valet Car Wash. While our friends were playing little league, football, basketball, and soccer we were steaming cars, vacuuming, doing inside glass or selling hot wax and "select a scent." "Select a Scent" was the first machine to dispense fragrances in the interior of the car for an extra fee, which was invented by my Dad.

Driving from the Jersey Shore where we grew up to Trenton was about an hour's drive. Dad was not a sports fan and business was his competition. I like to tell people that I received my MBA at about age 11 and my brother John his Legal Degree at age 17 by listening to Dad talk about how business is done. We learned about buy-sell agreements, risk management, lease vs. own, finance and all the items an operator must be knowledgeable about to become successful.

Dad taught us at an early age how to stand out in a crowd. He

was a master marketer and built the carwash to impress the consumer. Our conveyer was more than 300 feet long and we had double of every type of equipment. The building was an old abandoned Trolley Car barn for the city of Trenton back at the turn of the century. Cars were vacuumed, washed, and towel dried all under a roof.

What Dad didn't know was how to use his advisors to put together a strategic contingency plan otherwise known as an exit plan. In the winter of 1980 Dad was diagnosed with lung cancer. He was given six-12 months to live. I was sophomore at Villanova, brother John was in his first year of Law School and our Sister Judy was a senior in high school. With such a dire diagnosis, he sold the business from his hospital bed for pennies on the dollar – the family carwash was now gone and our lives were impacted and forever changed as a result. No more new cars, fun conventions to attend, and my first introduction to student loans.

As I have spoken around the country to various carwash associations, and met with operators from Massachusetts

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to Florida, one thing is very apparent; history repeats itself. Most operators I have the pleasure to meet are still focused on one thing; how to run their business profitably and efficiently in order to sell it in the future for the big pay day. However, about 77 percent of them have not taken the time to consider a written exit and succession plan. The American College of Financial Services in Bryn Mawr, PA, did a survey for their Retirement Income Professional designation curriculum and found that 40 percent of all pre-retirees are forced to retire due to economic, family and health issues. I can tell you with absolute certainty that you will exit your business one day. Most desire to exit on their terms or what I call a “voluntary” exit. However, your exit may be “involuntary” and either way you need a plan. I encourage you to consider my story and seek out an advisor or team of advisors that can help you plan for the “what if” of life because I know from experience what happens when a business owner does not plan to fail, but fails to plan. ■

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

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Towel Tips ... continued from page 22.

washes will only use navy or dark blue. If that is important to you, then tell your vendor you are looking for “dark blue,” not just “blue.”

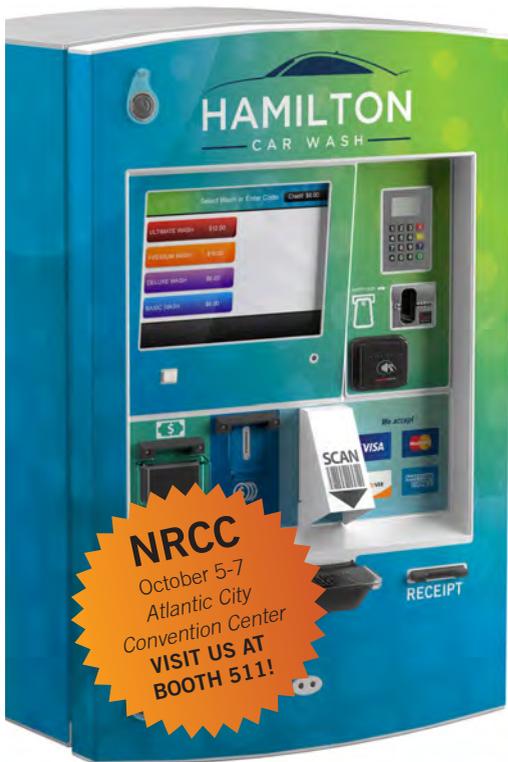
❖ **Price.** Price is important to everyone, but for some carwashes the lowest price prevails over quality. If you are set on spending a certain amount of money on towels, let your towel vendor know your range, and they can try and help you find the best towel in your price range. Sometimes towels go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

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

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



Valerie Sweeney



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Act "As If"

By JoAnna Brandi

Have you ever gone into a department store, bank or restaurant and been greeted by someone who was acting polite, but who you knew couldn't give a rip? It's a major turnoff for most people. (That's because it's a sure sign of insincerity and a lack of caring.)

But you and all the other people who touch your customers can't be expected to be nice all the time, to be polite all the time, to care all the time, right? No – not human ones, anyway. However, there is a skill that's easy to apply that can bridge the gap between the times you feel genuinely, positively involved in your interactions and those you don't. It's called acting "as if."

What if you've had a tough day? Can you act "as if" you haven't? Or, if you feel confused about solving a customer's problem, ask yourself how you'd act if you weren't confused.

Suppose you've just heard some not-so-encouraging words from your banker about the status of your loan, and now you have to get on the phone with a customer. Can you act "as if" the previous interaction with your banker didn't

take place, muster faith in your ability to overcome adversity, and go on to help the customer?

You have a headache; can you act "as if" you don't?

As a business professional, you'll be called on to perform when you simply don't feel like it. Skilled performers – actors, speakers, service reps and salespeople – have developed great confidence in their ability to "do what they have to do." Many know the act "as if" secret.

As a performer and frequent traveler, I can assure you there are many times when a delayed flight, a night of fitful sleep in a hotel room, overwork, or a cold threatens my ability to do my best in front of an audience. But what are my options? Cancel the performance? Resign myself to giving a bad show? Beg the audience for forgiveness? I've never considered any of these acceptable alternatives. With faith in my ability to rise to the occasion, I act "as if" – as if I had a good night's sleep, as if I were feeling terrific. Very often, I find myself starting to feel just that way.

When I'm nervous, I remind myself how it feels to be at ease – how my voice sounds, how my face looks, how I stand. I try whatever I can to create the feeling I seek. Very often, by changing something in my body, by acting "as if," my mood changes and then my attitude and state of mind follow suit. (In this case you could say the "mind follows the behind.")

Begin right now to act "as if" you have faith in your ability to succeed as a "performance specialist" and relationship expert. If you act creatively, you'll be creative. Acting resourcefully can make you resourceful. Cultivate the habit of acting like a first-rate, best-in-your-class customer-care expert and carwasher, and it will be so.

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@returnonhappiness.com or visit www.ReturnOnHappiness.com.



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JoAnna Brandi is the Keynote Speaker at the 2016 NRCC, September 19-21, at the Atlantic City Convention Center. She will also do one break-out session so don't miss her dynamic and relevant sessions!!!

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17,835,505 Cars – A New Record!

By Doug Rieck

I'm writing this just after New Jersey's first snowfall, which was a whopper! The minimum seemed to be at least a foot and while all the carwashes were starving for snow, this was a bit excessive for us. My ideal snow is one to three inches midweek with the nights staying cold (below freezing) and the days sunny and warm. Regardless of quantity, the snow and accompanying road salt was wonderful! Down here at the Jersey Shore the primary issue was flooding. We were fine, but on my personal Long Beach Island (LBI) food scale, I will rate this storm as a #3 behind the '92 Nor'easter with the number one, of course, being Hurricane Sandy.

This storm was late but provided a much needed start for us to the 2016 carwash season. Often the kickoff is in December with a minor storm, but usually the serious cold does not arrive until January. At that point, the ground temperature is cold enough that roads need consistent salting and brining.

2015 was a very good year for carwashing in New Jersey, despite the weak November and worse December. It seemed as if the weather pattern changeover was taking forever and as a result most days were at best cloudy and often rain filled. It almost seemed as if we were paying the price for such a wonderful sun-filled summer and fall. Regardless of when it happens, we New Jersey carwashers need that first snowstorm to remind our customers about washing their cars. It is almost as if they get out of the carwash habit during the fall changeover. In the spring, thankfully, we have the pollen to jumpstart sales.

I believe that our industry needs to do a better job of using our old carwash slogan, "Salt Eats Cars." In April of 2015, the National Highway Traffic Safety Administration (NHTSA) issued a press release about road salt causing severe corrosion and damage to brake lines. This was a conclusion of a five-year study targeting 20 Salt Belt States, and many accidents and damage reports spanning the whole industry. The results are conclusive and the answer is professional carwashing!!!

When I got into carwashing, car body panels and other rust damage was very common and visible. Then, the auto industry recognized the problem and greatly improved the corrosion proofing. As a result, car rusting became a thing of the past. Now the problem has surfaced again with corroded and leaking damaged brake lines.

I think it is possible (likely) that all of the auto industry changes to reduce weight and improve fuel efficiency have made cars more vulnerable to winter salt corrosion. That is speculation on my part, but the fact is that the NHTSA has come out and advised car owners to wash their cars to remove road salt. This helps to avoid underbody corrosion and damage to brake lines. That sure seems like a marketing opportunity and a public service rolled into one.

I have always been fascinated in the external influences that affect our industry. When I talk with non-carwash industry friends, (the parents of my kids' friends) two standard thoughts are A.) Rain is good for carwashing, and B.) Summer must be the busy time for carwash owners. Usually, it takes a little work to undermine their beliefs, but reason often prevails. 2015 was a good year for carwashing despite the weak finish in December. I think that many operators in New Jersey had a similar year. I have looked at what I was doing – marketing, wash quality, customer service and I was pleased but while strength in these areas helped they were not the primary drivers. The biggest driver is always the weather. We are not a normal business. What is normal in retail? I do not know, in this rapidly changing Internet-connected world. My wife worked in the restaurant industry as a manager for more than 10 years. She said that restaurants are affected by the weather as well, but certainly not the way we are. They have little dips, but we have canyons and mountains.

In 2015, we had very good carwash weather for most of the year. Our winter salt season, then the pollen season, the summer then finally back to school and fall. I believe in my market area of the Jersey Shore part of that was simply the number of clear, sunny days. Despite the common image of the sunny shore that is simply not always reality. Because we are next to the ocean we have many more days of grey, cloudy weather than exist inland. Having a carwash within 15 miles of any coast adds even more weather uncertainty.

Weather for carwashing involves several interrelated factors: A.) Winter storms, B.) Number of clear days, C.) Rain, D.) Cell phone weather apps. The last noted factor has changed in the past years. I used to dread the television five-day forecast that has since been displaced by the smartphone seven-day weather cloud/sun/rain icon. At least on television the forecaster would try to explain. Now, the smartphone just tells you the weather with no interpretation. Of course, smartphones are never wrong!

The other outside driver for carwashing is the consumer economy. Our customers need to have the money and the motivation to wash. I feel that the drastically low gas prices have helped. There are no stats to say this, but it would seem intuitive that most families have a set car budget and lower gas costs leave more room for carwashing in the weekly budget.

A tremendous part of the consumer economy is new car sales. I believe that new car sales very much affect carwashing volumes for several reasons. A new car owner is proud of his car and wants to keep it clean. This state of car happiness persists for several years, but inevitably,

Continued on page 30...



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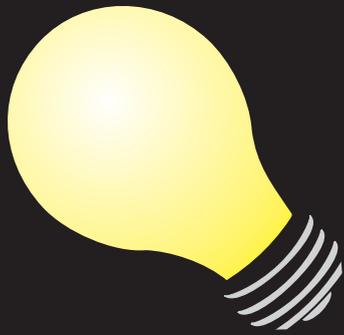
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Doug's Perspective ... *continued from page 28.*

most fall out of love with their now old car and monthly or weekly washings turn into semi annual affairs. As a carwash owner, I have seen this happen many times with customers.

Another source of carwashing is the shopping/trade-in factor. Often many customers wash their cars while shopping to improve their valuations, and just as often wash it prior to the trade in. At one point years ago, many in our industry argued that leasing damaged carwash sales because someone who leases a car has no motivation to maintain a car. I disagree. By now, leasing is common, and enough consumers have heard the leased car turn-in horror stories.

I went online to Wards Auto and downloaded a yearly new car sales printout from 1990 to present and started matching it to the historical sales volume at my conveyor. I was not surprised to see that my carwash volume drops when new car sales drop and rises at about the same rate that car sales do. For convenience, I am going to combine car and light truck sales figures. There has been a trend though, since 2012. There have been increasing light truck sales. In 2008, there were more car sales than the numbers started flipping. In 2015, 7,525,023 cars and 10,310,482 trucks were sold. In 2015, with lower gas prices, Americans seem to want trucks.

In 2015, 17,835,505 cars and trucks were sold and in 2014 it was 16,843,464 cars and trucks. The low point was in 2009 with 10,602,043 cars and trucks sold. The prior high point was in 2005 with 17,444,329 cars and trucks. The downhill slide started in 2007. Looking backward at the numbers the volume was about 17 million cars a year from 1999 on, and those were good carwash years.

I'm not saying that every new car owner in your town is going to wash with you, but what I will say is that you have a much better chance to wash a new car than an old one. Looking forward, the sales figures for January look good. Like all of us, I am looking for increasing or at least stable wash volume.

As I finish this column, I'm looking at the forecast for tomorrow morning of an inch of snow, then later next week another minor storm. Hopefully, no more big ones this year. Then coming this spring lots of pollen and The Carwash Show in Nashville in May. Now that we are washing again, it is time to play equipment catchup. Just like cars, carwash equipment does not last forever!



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 dougriec@gmail.com

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Dear Venus and Mars,

How has the increase in the minimum wage impacted your daily operation?



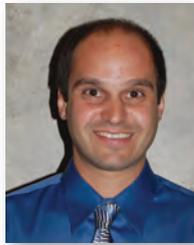
Heather Ashley

Venus Says

We anticipate a price increase on our supplies and services as a result of the wage hike. While employees see it as more in their take home check, they fail to realize that all businesses are going to make up the difference somewhere. The cost of goods and services will go up in order to cover business expenses. In the end, I feel that the increase will not accomplish what the government and states think it will. ■

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

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



Paul Vallario

Mars Says

This is a very good question because I am sure it is relevant to most carwash operators. In this industry, particularly the full-service segment, labor is one of, if not the biggest cost of doing business. In some operations payroll can eat up to 50 percent of total sales when you add in all associated costs. Any cost increase is difficult to absorb but when it's already the greatest of all expenses, and it rises year after year, your bottom line eventually is like a soaking wet sponge that just cannot absorb any more water.

So what is one supposed to do if their business has reached that soaking wet sponge status? There is always the option to raise your prices. We have done that year after year. But eventually you may price yourself out of the market if your competitors are not following suit. I mean, after all, how much is someone willing to pay for a car wash?

Another option is to reduce costs elsewhere to make up for the wage increases. We have done this also over the past few years. But let's face it, though, most other areas of savings are usually in the hundreds of dollars per month. Now I'm not saying that is not a lot, but when compared to a small minimum wage increase of let's say \$.25 per hour you are looking at thousands of more dollars being paid out every month.

You also have to be careful when cutting expenses that you are not negatively affecting the quality of your finished product. There is a reason you incurred those expenses in the first place. But we can all trim the fat a little bit. When times are good and the cars are consistently rolling through your tunnel we all get a little lax with the expenses.

Another option, which we have chosen to do, is labor reduction through automation. For almost two decades we have operated our carwashes as conveyerized hand washes. It was a fad that took off in the late '90s when labor was low and we jumped on the bandwagon. At the time we were blind to its inefficiency. We were able to price our services competitively and had a marketing edge with the hand wash. However, in the years to come, we would see profits decline even as volume increased with the rapidly increasing cost of labor. We had already priced ourselves out of the market. So, back in 2013, we decided to make a major change at one of our locations and if all went well we would follow suit at the other in 2014.

The reason I say a major change is because we took a full-service hand wash, which is the most labor intense type of operation there is, and converted it to an automated flex-serve wash. Just converting a traditional full serve to a flex serve or just converting a hand wash to an automated wash is huge. We did both at the same time. The number one driving factor in us making these conversions was the increase in the cost of labor. No doubt the investment was big, but we had no choice. I'm certain if we did not make the change I would be working a second job today.

The results far exceeded our expectations. We paid off our investment in less than one year. We used to offer an exterior wash at a base price of \$13 with maximum labor. We are now offering an express exterior wash for \$7, nearly half of the

original price. Best of all the labor needed to perform the service is almost non-existent. Our full-service prices remained the same as they were as a hand wash but now we do it with significantly fewer people. In the past we had a greeter and a cashier, now the greeter and cashier are the same person. Before we had employees driving cars on and off the conveyer and now the customers do it. How's that for free labor? The old way we had upwards of eight employees just to prep and hand wash a car at a snail's pace. Now we have one employee guiding customers onto the conveyer and a tunnel full of equipment that performs what used to be a labor-intensive and slow-moving operation.

After a year and a half our volume was up 250 percent and sales up 50 percent while overall labor expense was down 40 percent. We were now anxious to get the second location converted as the first one proved to be a success. This conversion would not be as major as we would not be going to a flex serve, as the facility layout would not accommodate it. However, going from a hand wash to an automated machine wash after 15 years was still risky. We were

not expecting the staggering number improvements at this location. Because after all we are still a full-service carwash which demands plenty of labor. However, by automating our wash process we were able to eliminate a good deal of that labor expense. This allowed us to keep our prices where they were before and easily absorb two big minimum wage increases. Although in both instances we had a very small loss of business from not being a hand wash anymore, we made it up tenfold in other ways.

The investment at the second location also paid for itself in just about one year. Our volume there has actually slightly increased, labor has remained steady despite two wage increases and we have not had to raise our prices.

So, to sum it up our daily operations have been greatly impacted by the yearly minimum wage increases. We have completely changed the way we wash cars now. In the future, we will continue to look for more ways to automate and keep our businesses afloat. One thing is for sure, the world is changing around us and if you are not changing with it you will not survive. I am glad we did. ■

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Off-Season Maintenance a Must After Busy Winter

By Gary Sokoloski

Now that another winter season has passed, it is time to repair all the worn parts that worked hard over the busy season. While many items will only need normal maintenance, it is important to look at the items with the most

movement or chemical flow through them and take into consideration if these items should be repaired or replaced entirely. After making a good assessment of the parts and projects for this year's off season, break them down

into manageable groups and accomplish them one month or rain day at a time. The tasks get more manageable when broken down into the four major pieces to any carwash or business.

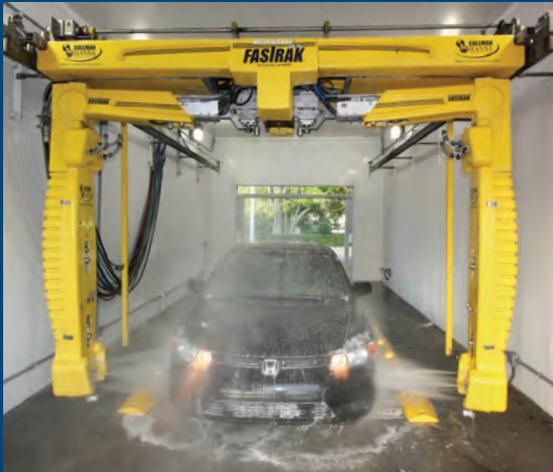
The first and most important for most operators is the money acceptance part of the equipment. This would include credit card, bill and coin acceptors, receipt printers, and one of the most important being any display sign or screen the customer needs to read in order to make a transaction. There is nothing on this list of items that should not have a spare in stock, in order to be ready to replace a damaged one. At the end of the day, if you cannot accept payment from the customer, you will not have a business to worry about.

Secondary, and usually only needed over time depending on the model of machine, you should keep a spare circuit board, selection buttons, locks and decals.

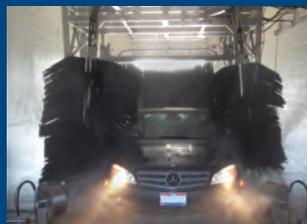
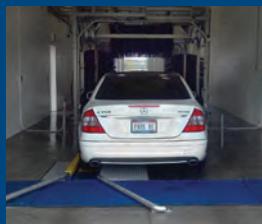
Moving on to the wash equipment, these items will vary hugely depending on what type of wash you have but, the process is the same. It is hard to be specific with so many variations in equipment, whether it is a tunnel, in-bay automatic (touchless or friction), self-serve bay or pet wash. There are items at all of these that require yearly maintenance and parts replacement to keep them running for years to come. If you are not going to do the work yourself, have your equipment distributor or repair company come and do an evaluation of what items should or need to be adjusted or replaced. These yearly reviews of the core equipment can provide more years of useful life to the wash overall. Leaving these items until they completely fail or breakdown on a busy day will result in lost revenue and the possibility of having that loyal customer going somewhere else.

The third group of items to look over include vacuums, vending, shampoo and snack/soda machines. These machines are all about to go into their busy season so they need special attention. For vacuums, make sure to remove and clean all collection bags and replace if necessary. The same is true for the motors, hoses, and claws/cuffs. Be sure

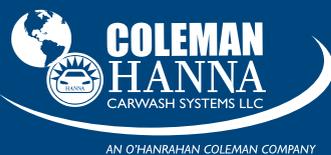
Continued on page 37...



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Perry's 16 Suggestions to a Happy 2016 Election Cycle

By Perry Powell

So, the election is underway, snow is flying outside my window and a winter storm is bearing down on the electorate in New Hampshire. What impact will the election have on the carwash electorate?

In the 2008 election cycle, we had bad, I mean really bad, news. Gasoline was at \$4 a gallon and we were headed to a crash. Bailouts and stimulus were all the rage.

I remember looking across a tunnel into the glass windows watching customers glued to the television with looks of horror on their collective faces. I called over and asked the cashier what they were watching? The news!

At least this year the primary message is some version of making America great again. Better than, "Hang onto your seats, it's going to be a bumpy ride!"

Okay, so here are some of Perry's suggestions for a happy election cycle beginning with:

- ❖ If you have the news and election cycle running on your TV...Change It! Put on something family appro-

prate, but make your carwash positive. It's ok to trade on the election but keep it controlled, positive and fun.

- ❖ Put up a sign declaring that your carwash is a "Serious Political Free Zone. Only political fun will be had here."
- ❖ If you accept tips, put up tip boxes for each candidate (once we reach a sane number of candidates) and let the tips decide.
- ❖ If you have an electronic or static changeable copy sign, tell funny stories or little known facts from past elections.
- ❖ If you have two inbay automatics, label one Republican and the other Democrat and let the consumers decide.
- ❖ Put up signs that say "Extraterrestrials without a green card will be booted off the planet!"
- ❖ Put up a baseball scoreboard that shows each candidate's name and under it the number of people they have each offended to date.
- ❖ Run election day "Get Out The Vote" specials.
- ❖ Give a discount to anyone who shows up dressed as a famous political figure.
- ❖ Name all Tuesdays "Super Tuesday" and give a discount.
- ❖ Run a mandatory carwash program with a "Subsidy Discount." Call it "The Affordable Car Care Act Sale!"
- ❖ Give a discount to anyone who brings in their favorite G-rated political cartoon and place them on a wall.
- ❖ Run a coupon amnesty program and take any past coupons from any carwash including your own.
- ❖ If you detail, have a detail bail out sale at the end of winter and summer and the day after the election or have a winners and losers sale and congratulate or console all with a discount!
- ❖ Put up a sign that reads, "We Support Our Vets!" and join in the 2016 Grace for Vets Free Car Wash Program.

If you keep your election fun, neutral and not offensive you can have some fun and your customers will come often to see what you are doing now.

In the end, we all hope for a better country after the election and we hope we all are able to prosper. It has been said, "Never let a crises go to waste." In this election, why



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Gary's Tech Tips ... *continued from page 34.*

to make all of these ancillary profit centers look and preform as good as possible. In a way, they are the lifeblood of a location in the off season so, the cleaner and better they work the more revenue you are likely to generate.

Finally, take stock in the infrastructure of your location. Inspect and service heating and cooling equipment and from the roof, to the drains, take a good look at the overall health of your location. The building and lot are as important to customer perception as is a clean car. Look into any water treatment equipment you have, such as water softeners, reverse osmosis and reclaim systems. Inspect and service the air compressor and if you do not have a backup, consider adding one before next season.

So, rather than looking at the road wondering why no one washes their car on a rainy day, use that time to refresh and repair your location to "like new" condition. In this business, you can be sure of one thing, there are plenty of rainy and slow days to get ready for the next big season. ■

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



Gary Sokolowski

not make it fun and, "Don't let this election go to waste!"

One admonition about discounting, always make sure the discount gives something back to the business. Never give money away for free. ■

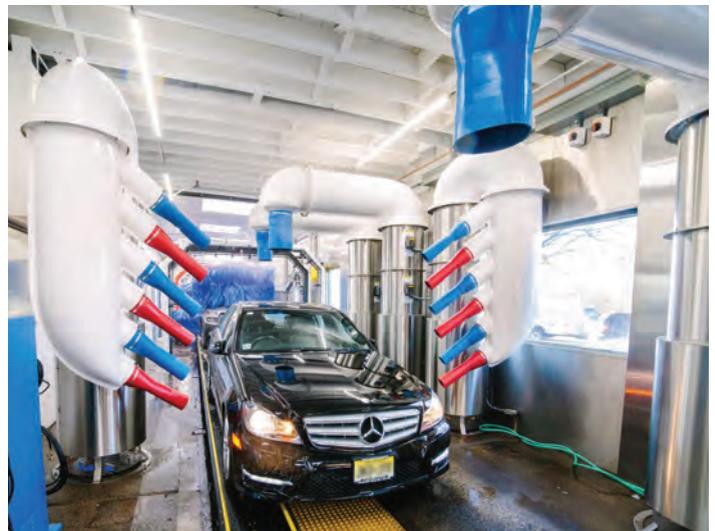
**You can catch Perry on
www.washideas.com radio show
for the carwash industry!**

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



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PRESIDENT’S COLUMN

2016 brought with it the snowstorm of the century for Pennsylvania – seems Mother Nature had no problem making up for lost time. I hope all of our Carwash Association of Pennsylvania (CAP) operators and members fared well and were able to prosper in the aftermath of the blizzard.

This year will be very interesting for Pennsylvania business owners. The state continues to operate in the absence of a 2016 budget, and we are quickly approaching the 2017 fiscal year. This puts even more pressure on local municipalities, many of whom are already financially struggling. I fear this will have a significant impact on small businesses, and it will not be good. Businesses are consistently the targeted scapegoat for government when they struggle with funding gaps – and the funding gaps right now are already serious and will only continue to grow. It is almost inevitable that business owners will be burdened with increased taxes and fees from both local and state government in 2016. I bring this to your attention, not as “doom and gloom,” but rather, so you stay engaged and informed, plan accordingly, and make smart business decisions. You know what they say, “When you fail to plan; you plan to fail,” right?

We at CAP want to make sure you plan to succeed in 2016 and offer the Association as a resource for you. Please do not hesitate to reach out to us when you are challenged with state or local issues. It is probable that one of our members has already navigated a similar issue, and we can use that experience to assist you. As a CAP member, you are not in this alone – reach out!

Two dates to put on you calendar for 2016 are Thursday, June 2, (the Annual CAP Dinner and Table-Top Show,) and Thursday, September 22, (the Annual CAP Picnic and Golf Outing.)

If you’d like to participate on our board or on a planning committee, please submit your request and information to executivedirector@pacarwash.org.

As always – if you are not a CAP member we invite you to join and if you are a CAP member we invite you to connect! Here’s to a prosperous and successful 2016!



Keith Lutz, President
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ASSOCIATION MANAGEMENT

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

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

June 2nd, 2016 CAP Annual Dinner and Table-Top

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THURSDAY, JUNE 2ND, 2016
5:00 PM - 8:00 PM

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Reception Sponsorship ~ \$600

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- Distribution of Literature at Dining Tables
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Dinner Table Sponsorship - \$200/Members \$225/Non-Members

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

June 2nd, 2016 CAP Annual Dinner and Table-Top Sponsorship Registration

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Phone _____ Fax _____ E-Mail _____

Sponsorship Level _____

Materials to be disseminated _____

\$ _____ Total Amount Enclosed

Car Wash Association of Pennsylvania

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CAP Executive Director Running for 92nd PA State House District Seat

By Alan M. Petrillo

Dawn Keefer, the Executive Director of the Carwash Association of Pennsylvania (CAP), is running for the Republican nomination for Pennsylvania's 92nd State House District Seat.

Keefer bills herself as a fiscal conservative who has nearly 20 years of experience in small businesses and government. She is the principal in DWK Consulting, a business that performs association management and grass roots strategizing for trade organizations.

Besides the Carwash Association of Pennsylvania, her other clients have included the Pennsylvania Optometrist Association, the Pennsylvania Microenterprise Coalition, a tavern association and a builders association.

"I help them in establishing relationships with local elected officials," Keefer pointed out. "The strategy is to do the work at the local level where it is personal, instead of hiring a lobbyist to go to the capital and talk with legislators. We like to help local businesspeople work with their local supervisor, council person or other representative to solve problems before they can grow into large problems."

For example, Keefer said, carwash operators might talk with a local representative about the high cost of water rates for a carwash. "The business owner and the local representative might know each other, and would be able to foster a relationship from the onset," she said. "Or a trade organization might work with local elected officials on a double taxation issue, where we can pull the names of the associated committee members so our members can develop a one-on-one relationship to talk about the issue."

Often associations hire DWK Consulting to get a program up and running, and then turn it over to their staff, Keefer said. "We'll develop the program, and help them identify the key people in their organization needed to run it, then hand it off to them to manage," she said.

Keefer is a resident of Dillsburg, PA, about 20 miles south of the capitol of Harrisburg. She's a native of central Pennsylvania, and holds a bachelor's degree from George Mason University. Keefer has served as an intern for former Pennsylvania Congressman Bill Goodman, worked on a state Attorney General's race for Mike Fisher, and was a district director for former state Rep. Will Gabig.

Keefer noted that often businesspeople see the government not in coming in to help, but actually impeding business.

"As businesspeople, you will never change what you tolerate," Keefer said. "You have to pick up the phone and call your local borough Council Person or Legislator and get engaged in the process." ■

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 mysteries, Full Moon and Asylum Lane, and his latest historical mystery to be published this spring, A Case of Dom Perignon, all available at www.amazon.com.



Dawn Keefer



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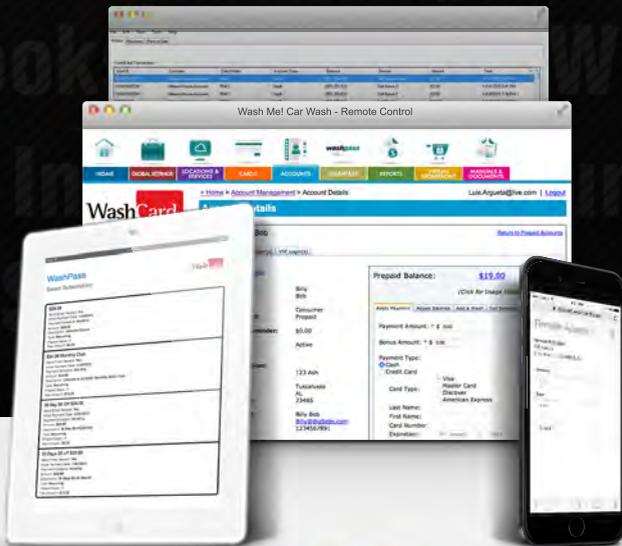
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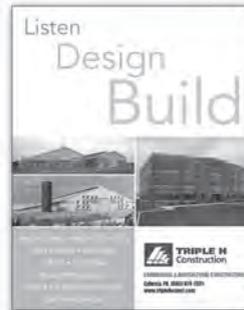
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PRESIDENT'S COLUMN

Connecticut operators have finally been hit with collecting sales tax on carwash sales, including coin-op washes and vacuums. Our industry was thrown into this at the 11th hour with no opportunity for a hearing. The state of Connecticut created a \$7 million impact number that Connecticut carwashes will generate for the state in new revenue. Just crazy! The CCA sales tax committee of Todd Whitehouse, Paul Ferruolo, Mike Shullman, Tony Setaro and Mark Curtis and myself have been working diligently meeting with Legislators and representatives for the past several weeks pleading our case and educating Legislators in Hartford that this tax is an unfair burden and was not fairly implemented. At every meeting we attend we bring Paul's coin box and a parking meter for a visual to show that we cannot collect this tax.

PJ Cimini, of Capitol Strategies in Hartford, our longtime lobbyist, has been excellent in getting us a number of key meetings with influential Legislators and representatives at the Capitol.

We now have a co-sponsored bill being introduced into the current session. We have great support in getting the coin-op repealed and put back on the exception list. We are currently the only coin-operated business that has to charge sales tax. The association has just hired Advocacy Solutions out of Rhode Island to spearhead a social media campaign titled "No Car Wash Tax." This campaign is focused on three different markets, Waterbury, New Haven and Tolland. The reason for this is to keep our momentum going and to focus on the markets in which key Legislators can best help our efforts. I reach out to all Connecticut operators to please join and send in your CCA dues. Our fight takes time and it takes money. We need the support of all Connecticut operators to help us win the repeal of this unfair tax.

Again, many thanks to Todd Whitehouse, Paul Ferruolo, Mark Curtis, Mike Shullman and Tony Setaro for their countless trips to Hartford and for their tireless efforts on behalf of our operators in Connecticut. These members have really gone above and beyond to help the CCA in this fight. We're lucky to have them on our team!

Send in your dues today or do so online at www.wewashctcars.com. Also, keep checking the website and reading our eblasts for updated information on our fight. Together we can accomplish great things for the carwashers of Connecticut!



Bob Rossini
CCA President

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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.

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Sales Tax Repeal Effort Underway

By P.J. Cimini

On Wednesday, February 3, the 2016 General Assembly convened for the 2 year of the biennium.

The main focus of the Connecticut Carwash Association (CCA) this session will be on repealing the recently enacted sales tax on carwash services.

As you all know by now, in the waning moments of the 2015 session, the Connecticut General Assembly imposed a new sales tax on carwash services. Without any notice or public hearing, and following a frantic effort to raise additional revenue from as many sources as possible, the tax was added at the last minute in an all-night session on the last day of the session.

The carwash tax first came to light late in the Legislative session in the middle of the night. Unlike four years ago, when Democratic Governor Dannel P. Malloy proposed it, there was no public hearing where the owners could make their case. Connecticut previously taxed carwashes from 1989 to 1993.

The Special Session was held on Tuesday, June 30, and the effective date of the new law was July 1 – effectively providing only 12 hours' notice to the industry and consumers!

Since then the CCA board, and many of its members, have stepped forward to meet with key Legislators and staff to work to have a bill introduced.

Thanks to the leadership of State Rep. Jason Rojas (9th District) and State Rep. Roland Lemar (96th District) proposed Bill No. 5197 (LCO No. 385) has been introduced and referred to Committee on FINANCE, REVENUE AND BONDING. The bill calls for a full repeal of the sales tax on carwash services.

Over the next few weeks we will be reaching out to many of you and asking for your help to: 1.) Speak directly to your State Legislators and ask for their support of the bill; 2.) Join with us at the Public Hearing in support of the repeal bill; 3.) Get involved in our advocacy efforts via social media and on-line communications.

Given the state of the current Connecticut budget, we'll need all your help to build support and try and get this measure repealed. A number of other important issues will be debated this year that the Association will be monitoring and working on on your behalf.

Governor's Proposed Budget

Governor Malloy wants to dramatically change how the state budgets, to “reset our expectations of what we can afford, how we provide services, and how we save for our priorities.” Reshaping the state budgeting process was the centerpiece of the Governor's recent State of the State Address at the opening of the 2016 session of the General Assembly.

No longer can the state “wrongly assume government

can do everything it does now, regardless of ever-growing costs,” said Gov. Malloy. “It just isn't sustainable.”

Just as businesses and families have adapted to the changing realities of a tough economy by spending only what they can afford, said the Governor, so now must state government. “The Governor's responding to what he's hearing from residents and large and small businesses. State lawmakers will be in session from now until midnight, Wednesday, May 4, to consider a myriad of issues but most important, the Governor's \$19.87 billion budget revision.

Connecticut faces a budget deficit of at least \$7 million for this fiscal year and approximately \$550 million in the next, plus billion-dollar deficits in funding for state employee retirement benefits. Gov. Malloy's proposal would cut 5.75 percent from all agency discretionary budgets and overall reduce state spending by \$570 million in the next fiscal year, a budget cut of 2.8 percent from what had been approved. But the Governor went far beyond the revised budget numbers to call for a major overhaul of how the state works and budgets.

He outlined five principles to change the way the state budgets/reforms that reflect sentiments expressed by the state's business community including:

- Limiting spending to available resources by abandoning the “current services” system of budgeting which automatically funds every activity or line item previously funded, with inflation increases, every year. “Autopilot” spending increases, said the Governor, “must end, and ... must end this year.”
- Reforming the funding of long-term state employee pensions and other retirement costs.
- Defining state government's “core services” to prioritize state spending. “Core services cannot comprise every single line item,” said the Governor.
- Holding state agencies accountable for results, by focusing on outcomes and cost-effectiveness.
- Holding bipartisan budget talks, and “getting it done early. We welcome anyone to that table,” he added.

Town Hall Meetings

Gov. Malloy and Lt. Gov. Nancy Wyman will hold a Town Hall Forum in Middletown, and other areas of the state, to talk about the state budget, his proposals for adapting state government to a changing economy, and other issues concerning Connecticut's future. Residents who would like an opportunity to ask the Governor a question should arrive about 30 minutes prior to the start of the event to submit their name on a sign-up sheet. The forum is open to the

Continued on page 48 ...

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CCA Lobbyist ... continued from page 46.

public and you should look for a notice in your local area of these important events.

Health Care Costs

The Legislature's Insurance Committee held its first meeting of the 2016 session, and on its agenda, once again, were a slew of proposals that will increase healthcare costs by adding new health benefit mandates. Health benefit mandates are procedures and services the state requires health plans to include. The more procedures and services the state requires, the higher your premiums. And for those who receive a subsidy from the state's healthcare exchange, the state must pick up the costs of new health benefit mandates.

Smaller employers help pay for their employees' health benefits, which are very expensive. Smaller employers can't afford even more mandates, and neither can the state. We'll be urging lawmakers to focus on avenues that will lead to healthcare cost savings. Rejecting any new mandates would be a good first step.

Unemployment Compensation

Lawmakers from across Connecticut are hearing the same question from employers in their districts: Why have our federal unemployment tax bills skyrocketed over the last few years, and what will you do about it? Employers in Connecticut have been paying the highest federal unemployment taxes in the nation – \$189 per employee this year, versus \$42 in most other states – for a while.

And while that peak tax will end this year, businesses can't afford to see it come back. The good news is that lawmakers can do something about it this year. And given that the economy continues to struggle, they shouldn't hesitate. Legislators can follow the lead of their peers in other states and adopt basic reforms of the unemployment compensation system that helped those states return their systems to solvency much faster after the recession than did Connecticut's.

The problem is Connecticut's historic generosity in benefits paid to claimants – generosity that led to the state having to borrow nearly \$1 billion from the federal government to cover benefits payouts during the depth of the recession.

Connecticut employers, who are responsible for footing the bill, have been paying that loan back ever since. With the exception of Rhode Island, all neighboring states charge less in state unemployment taxes than Connecticut.

Other states have adjusted their benefits by:

- Raising the minimum earnings to qualify for unemployment benefits to \$2,000. Claimants in Connecticut need only earn \$600 in a year to qualify for benefits, the third lowest earnings requirement in the U.S. For perspective, 32 states/territories require between \$2,000 and \$5,000 in earnings.
- Requiring claimants to post their resumes online to receive benefits after six consecutive weeks of unem-

Continued on next page ...

CCA Hires Advocacy Solutions To Launch Social Media Campaign

The Connecticut Carwash Association (CCA) has hired Advocacy Solutions, a Providence, RI, public affairs firm, to create a social media campaign to target Legislators who can help win repeal of the recent 6.35 percent tax on self-service carwash services imposed by the 2015-17 state budget, said CCA President Bob Rossini. "We have teamed up with this group to get our message out to the Legislators who can help us and in doing so show them that the public and our members are not happy with how the tax was implemented," said Rossini.

Advocacy Solutions gets

that message out through customized approaches and solutions for their clients through lobbying, public policy analysis, media and public relations, crisis communications, grassroots advocacy and social media outreach, which is how they will help the CCA. "We are here to help the CCA accomplish its goals through a strong and fast social media campaign," said Christopher Hunter with Advocacy Solutions.

The campaign was launched in mid-February to coincide with the 2016 General Assembly session. We will report in our summer issue on its success and impact on the tax issue. ■



CCA Lobbyist ...

ployment. Rhode Island recently instituted this reform which studies show gets the unemployed back to work faster.

- Basing benefits on an employee's annual salary rather than two highest quarters, to avoid inequitably rewarding seasonal workers. Sixteen states base employees' benefits on a full year's salary.
- Freezing the maximum weekly benefit rate for three years. The maximum benefit rate is allowed to increase by \$18 every year. Freezing this for three years could save as much as \$10 million per year.

These simple reforms will help keep Connecticut's Unemployment Compensation Trust Fund solvent. Throwing more tax dollars at the problem won't help. The best course to sustainability is long-term, measured reforms that will get us back on par with our neighboring states. ■



P.J. Cimini, Esq. is the CCA's Lobbyist and a partner in Capitol Strategies Group, LLC, in Hartford. You can reach him at 860/983-2581 or pj@csgct.com

P.J. Cimini

CHEMINAR and ESPN Tour Wednesday, April 27

Enjoy a tour of the ESPN headquarters in Bristol and partake in a "Cheminar," a "chemical seminar" put on by our leading suppliers. Get your questions answered about everything from titration to product marketing.

Cheminar moderated by C.A.R. Products' John Millerick.

**Come ready
to Learn!**

CCA Members Celebrate the Holidays

New Haven, CT – The Connecticut Carwash Association (CCA) gathered at Carmine’s Ristorante here, December 3, for a festive Holiday Gathering. The annual event, which attracted nearly 40, has been a long-standing CCA tradition. “This is one of my favorite holiday traditions,” said Board Member Frank Gaglio, who spearheaded the dinner. “It’s a great kickoff to the holidays with a close knit group of people who are like family.”

The authentic Tuscan Grill, bejeweled with holiday decorations, served up a spectacular dinner for attendees from across the state that included traditional Italian specialties. CCA President, Bob Rossini, of Torrington

Carwash, welcomed the group, encouraged their continued support of the association and wished all in attendance a great 2016.

Association Lobbyist P.J. Cimini updated attendees on the efforts of the board to win the repeal of the recent sales tax on carwashes. He asked all in attendance to step up and support the board’s initiative.

Rounding out the evening, President Rossini put on a Santa’s hat and handed out some holiday gifts to a number of lucky winners. “There’s nothing like getting together with these guys to enjoy a great meal and some fun,” said Rossini. “That’s what the holidays are all about.” ■



CCA Lobbyist P.J. Cimini and CCA President/Santa Bob Rossini.



Santa Rossini and guest Rosanne Fiano.



Splash's Dan Petrelle really likes his gift from Santa Rossini!



I think the reindeer antlers were a hit with CCA Treasurer Allison Shackett.



President Rossini and CCA Board Member Pete LaRoe.



Approximately 30 attended the December 3 Holiday Gathering at Carmine's in New Haven.



Santa Rossini strikes a pose with Power Direct's Marisa Grant.



Rossini and Personal Touch's Vinny Porzio.



One happy duo: Bob Rossini and Splash's Mark Curtis.



Jet Spray's Tony Setaro, Mr. Sparkle's Paul Ferruolo, Blendco's Bob Rossini, Power Direct's Marisa Grant and Crossroad's Doug Lutz.

PRESIDENT'S COLUMN

At the time of this writing, it is the end of January. One large snowstorm earlier in the month, but mostly so far a warm, mild winter. Hopefully, that will change as the winter rolls on. Let's see how it finishes up.

The Car Wash Operators of New Jersey (CWONJ) are planning its spring bus tour and summer charity golf outing to benefit The Children's Specialized Hospital. The bus tour is a great event for new operators and experienced ones like myself because there is always something to see and a new idea to steel! Or, maybe it's an old idea on its second or third time around. But make sure that you join us for a great day with a great lunch and a lot of great people.

Our summer golf event benefits The Children's Specialized Hospital, the country's largest pediatric rehabilitation hospital. It's home base is in New Brunswick but there are facilities across the state and the services are available to anyone in the country. This hospital is an amazing facility that does incredible work for kids who really need a helping hand. Play golf or just come to have lunch or dinner. Or, come and volunteer to help out. Take time out of your day and really help to make a difference. It's a worthwhile cause the association has been supporting for many years and I can tell you that it brings great joy to me to know that I am helping others.

Have you heard the story of a guy walking down a beach and as he's walking he sees that there are thousands of starfish washed up on the beach? As he walks he see another guy frantically picking up the starfish one by one and throwing them back into the ocean. He asks the guy what he is doing, and the guy says, "I'm saving the starfish." You see, there are thousands and it seems futile that he will make a difference. As the man picks up another one and throws it into the ocean he turns to the other guy and says, "It made a difference to that one."

So, my message for this spring is to try to make that difference. Join us, and if you have any ideas on a meeting topic or something you would like the board to address, reach out to me or a board member and give us your ideas. This is your association so make the most of it!



Mike Conte
CWONJ President



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Michael Conte, president

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Long Branch, NJ 07740

Mike Prudente, treasurer

Summit Car Wash & Detail Center
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Summit, NJ 07901

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CWONJ.COM



Children's Specialized Hospital 16th Annual Golf Outing

Suburban Golf Club, Union, NJ

Monday, August 1

Sponsorships Available

This annual event benefits The Children's Specialized Hospital, the country's largest pediatric rehabilitation hospital.

To learn more visit
childrens-specialized.org

Look for a recap and photos from
"The Chemistry of Washing a Car"
in our summer issue!

The membership meeting was held at the
APA Hotel Woodbridge in Iselin on March 8.

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A Close Weather Call



The first real storm of the winter washing season hit Long Island, New York City, the Mid-Atlantic and the Jersey Shore with a vengeance in late January. Our resident Jersey Shore expert and Long Beach Island dweller, who weathered Hurricane Sandy with grace and extreme patience, endured some pretty scary flooding in late January. Pictured are some shots taken from Doug Rieck's Long Beach Island home after the blizzard's flooding. Rieck and his family were finally able to get back into their home in October 2014 after Hurricane Sandy hit in 2012. The recent storm struck home the importance of being prepared for Mother Nature's wrath. ■



Rieck's Pemberton self serve received snow up to its Auto Sentries. He said he has never had a drift that high and his snow plow driver sent him the picture to justify the \$1,300 bill!



During the late January storm Rieck reported that high tide waters were surrounding his house and that water in front of his house was knee deep.

NEW BOARD MEMBER QUESTIONNAIRE

Dino Nicoletta
Asbury Circle Car Wash
Neptune, NJ



- Q. Number of years in business and history?**
A. I've been in business for 21 years.
- Q. Give us a little history on your background in the industry.**
A. In 1995 I started a flex-serve wash with a four-bay quick lube, and a three-bay indoor detail center in Jersey City. From the ground up partners and I built the Shrewsbury Car Wash in 2006: a flex-serve wash with a four-bay quick lube, two-bay indoor detail center. Currently, I am a partner and operator of the Asbury Circle Carwash in Neptune on the Ashbury Circle. It's a double tunnel conveyor automatic and hand carwash. It also has a three-bay quick lube, and three-bay detail center.
- Q. Why do you want to become a CWONJ board member?**
A. I want to be a CWONJ board member so that I can share my experiences and learn from other members.
- Q. Why is it important to participate in a state carwash association?**
A. It is important to participate in a state carwash association because it informs us as operators and gives us a larger voice from a legal perspective.
- Q. What is the main goal you hope to accomplish while serving on the board?**
A. My main goal would be to help new and/or young carwash operators achieve their goals in the industry.
- Q. How was business in 2015?**
A. 2015 was our first full year. It was strong the first three quarters, and the fourth quarter was soft.
- We plan on getting a variance change to increase the allowable signage size on the building this year. My biggest concerns as an operator are rising costs associated with labor and insurance. ■

CWONJ Car Wash Tour Heads to the Cherry Hill Market



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NEW BOARD MEMBER QUESTIONNAIRE

Lou Rendemonti of Rendemonti
Wealth Strategies LLC

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

A: 25

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

A: I grew up in a carwash family.

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

A: I was asked to serve and wanted to make a difference. It will keep me connected to the industry my father loved so much.

**Q: Why is it important to participate in a state car-
wash association?**

A: Because I now have many operators as clients so supporting their association supports them.

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

A: I hope to bring fresh ideas and an "out of the box" perspective to the association.

Q: How was business in 2015?

A: It was good. I was able to work with 12 operators as personal clients.



Louis F. Rendemonti CLU, ChFC
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Turtle Wax's Russell Gone Too Soon



Bernie Russell (left) and Dan Bell were pictured enjoying the CWONJ's Annual Golf outing in August at Suburban Golf Club in Union, NJ.

Turtle Wax Regional Sales Manager, Bernie Russell, 47, passed away suddenly just after New Year's Day of a massive heart attack.

He was with the company for four years and a strong supporter of the Car Wash Of New Jersey (CWONJ) during that time. "His sudden and shocking death was a huge punch to the

gut for all of us here at Turtle Wax," said Vice President – Sales, Jeff Resmer. "He was a great guy and will be sorely missed."

Russell serviced the Midwest and Northeast markets. Prior to his tenure at Turtle Wax he owned a carwash distributorship in Illinois. He also owned a couple of different washes over the last 10 to 15 years, according to Resmer. He resided in the Saint Charles, IL, market.

The CWONJ extends its sympathy to his family and friends on this tragic loss.



2016 CWONJ Scholarship Award Update!!!

Two \$1,000 CWONJ Scholarships will be awarded to CWONJ-member employees in 2016. Read about our winners in the Summer Issue!

This is a great member benefit for all CWONJ member washes and vendors.

To download an application visit cwonj.com or call 800/287-6604.

An advertisement for Emperor car wash pumps. The background is a light-colored, wavy pattern. Four different pump models are shown: HTCK3623S (top left), HTCK4050S (top right), HTS2215S (bottom left), and HTF2012S (bottom right). The text "EMPEROR... THE HIGHEST TECHNOLOGY IN CAR WASH" is written in large, bold, yellow and red letters in the center. The Emperor logo is at the bottom center.



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PRESIDENT'S COLUMN

We survived the Blizzard of 2016! It is true that our area was the bulls-eye of the storm. We wrestled with four to five feet drifts. We lost business for a few days and before the storm we had been slow like many others had seen.

Since last I wrote, we have been robbed in two of our locations. The method called "stringing" was used and although we bought these changers with the sole purpose of "ours cannot be strung" we seemed to have been proven otherwise. It had to happen on my watch while Mike was in New York, but we have good video and plan to continue our positive rate of prosecuting every crime. I would love to chat with you individually about your own struggles with theft. We seem to have a lot of experience and yet talking with others you can always learn more. Drop me a line one day.

So, weeks ago we had already added more antifreeze to the weep systems, brought in commercial portable heaters to the automatic bays and ran some heat tape and insulation around various hoses. In past years, we have had some major freeze ups. However, we are weathering extreme freezing this year very well. The one self-serve location against the mountain remains buried in snow, but we will dig it out one day soon.

We all should wish for snowsqualls from this point forward. The inch or two that salts the cars and makes them want to wash is our perfect storm. These huge storms are immobilizing, as you all know.

In a couple of months we will be starting our Mid-Atlantic Carwash Association (MCA) meetings. Our first meeting of the year will be in Charlestown, WV, March 16. Then, we will meet in May in Annapolis, MD, on April 13. First on our agenda is to elect new officers then to update our bylaws. As always, we invite all who are interested in the industry to attend our meetings. You may find out more and RSVP by visiting www.mccarwash.org

Mike and I started a carwash blog for owners by owners and we would love it if you took a look. Contact us with ideas or interesting tales in general at thecarwashblog.com

I look forward to hearing from you at mhashley@gmail.com or on Twitter @hrashley!



Heather Ashley
MCA President



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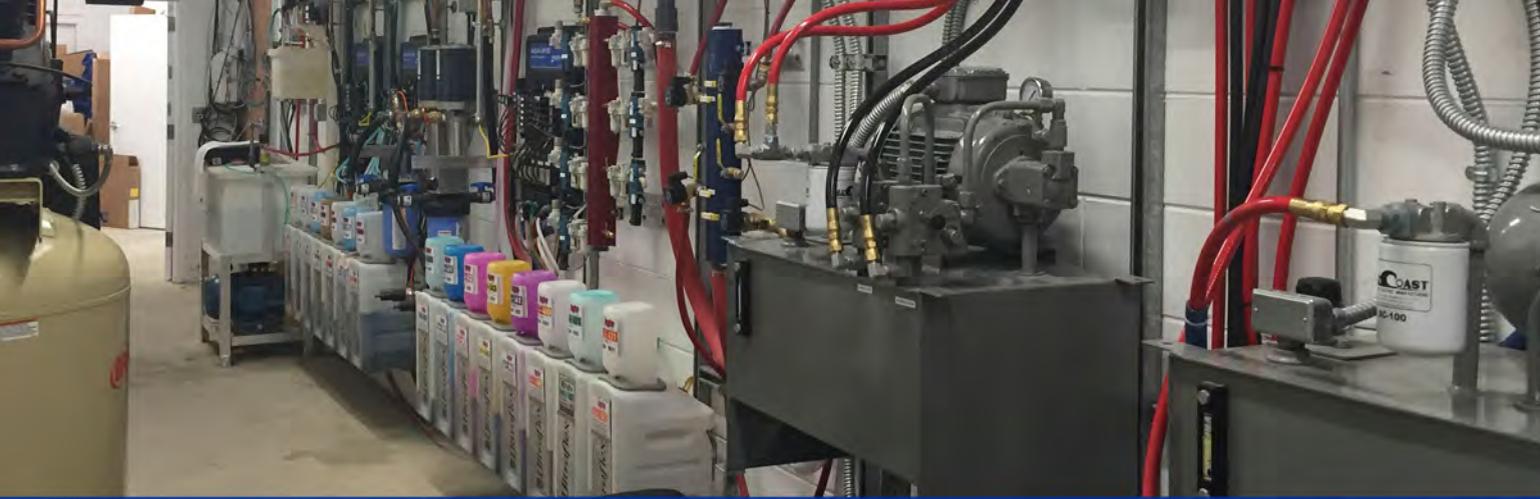
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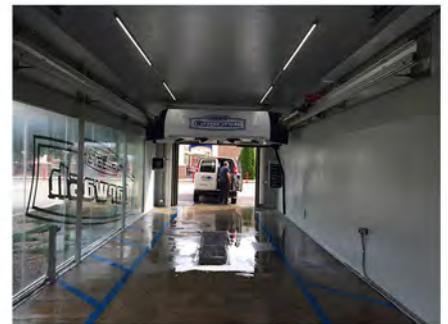
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How to Spiff up your Self-Serve Vacuums

By Dave DuGoff

I opened my wash 19 years ago, and I like to keep things looking fresh by replacing the decals on the vacuums. Mind you, it's not a job that I look forward to actually doing, but it is one of the least expensive ways to spiff things up. My vacuums are a significant source of revenue, generating around \$100k per year, so they are worth my attention.

It's important that we as operators try to think like our customers. What do they see, and what do they touch? If it's starting to look old and worn, that's the impression that the customer takes away. Obviously, if you are not doing the routine stuff for your vacuums like replacing the hoses when they get scuffed up, replacing the brushes on the motors or just the motor itself, cleaning the filter bags, and so on, don't bother with the decals. What's the joke about putting lipstick on a pig...? But if you are keeping your equipment working well, it's worth keeping it looking good.

In November and December, we did a number of these jobs. I started with a stock decal that I liked for the vacuum tank: \$20 each. Then, I wanted to put something on the stainless steel dome, front and back. I asked the supplier to print a smaller version of the tank decal for the dome, which involved a custom artwork fee that added \$0.75 per decal, for a total of \$18.75 each. I put those on, and stood back looking at the coin box door decal, which looked worse than lousy.

Getting a custom decal with the holes in the right place is not easy. I had the artwork from the last effort and sent a leftover decal. Even still, it took several rounds of the artist emailing me a proof that I could print out and line up on the door. Of course, if I had a spare door, I could have sent that, and that may be something you might want to consider. The custom artwork fee was \$3 per door, bringing the total to \$29.75 each. The result is a coordinated look for the whole vacuum.

So, I spent \$87.25 per vacuum for 12 vac's. You can spend less by getting only stock designs, but one thing I insisted on was a very heavy UV-resistant and scratch-resistant material. The thinner materials just don't stand up.

Our original combo vacuum was also due for new decals, (compare the old faded ones to the new ones), at \$225 for the set. We bought the combo vac about 15 years ago and replaced the decals once, maybe seven or eight years ago. It was definitely overdue and worth doing. This was triggered by vandalism to the bill acceptor, which I did not want to

replace. I don't think we need them, people are happy to use our \$1 tokens, \$1 coins (change from the inbay automatics) and quarters.

Finally, we also bought a new combo vac and really like the addition. As you know, these things are not cheap, over \$4,800. Note that there is no bill acceptor.

The total tab for this effort was less than \$1300 in maintenance plus the new equipment. If you don't put something back in your business, how can you expect the customer to come back? ■

Dave DuGoff owns College Park Car Wash in College Park, MD. He is the immediate past president of the Mid-Atlantic Carwash Association and a Northeast Regional Carwash Convention board member. You can reach Dave at dave.dugoff@gmail.com



2016 MCA MEETING DATES

MARCH 16

**Charles Town, WV
Program: TBD**

APRIL 13

**Maryland Inn
Annapolis, MD
Speaker: State or County Police
Open House
Program: Protecting Your Wash Against Crime**

OCTOBER 5

**Virginia Beach with Tour
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NOVEMBER 2

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PRESIDENT'S COLUMN

As I write this column, I am sitting here in New England, in early February, in 60-degree weather, and it feels great! January started the year off strong with a good mix of winter weather and sunny carwash days, a much improved carwashing environment versus January of last year! Let us hope by the time you are reading this issue of the Northeast Carwasher that we are sharing stories about Fabulous February and Magnificent March.

The New England Carwash Association (NECA) had great attendance at its fall membership meeting in November. The topic was "Dealing With Angry Customers." Many of you invited managers and front-line employees which created a vibrant and creative educational session. More recently, we gathered for our winter membership meeting in January. This well-attended meeting featured a lively educational seminar titled, "Staying On The Right Side of the Law." The presenter used a business case format that allowed for various opinions and scenarios on labor law, tipping, wages and creating a healthy employment environment. You can read more about that meeting on page 66.

Coming soon is NECA's most popular event of the year. Brian Messina, Jeff Panich, Sherri Oken and team are busy planning the annual Table Top Show and Bus Tour. The Show is scheduled for May 24 at Lombardo's in Randolph, MA. The bus tour locations are still being finalized but will include carwashes on the South Shore between Boston and Plymouth. Check the NECA website, newenglandcarwash.org for all the details.

The Table Top Show and Bus Tour is a full-featured event. It allows for hours of social time with industry peers, while on the bus tour, at dinner and on the show floor. The event is certainly educational as we tour premier washes and spend time with suppliers at the Table Top. The event is commercial as well. The suppliers are sure to have some innovative products to help improve our business. And it is fun! Every year we have positive responses from those who participated in this event. We look forward to seeing you there.



David J. Ellard
NECA President



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NECA's Annual Golf Outing For Fun and Charity



Since 2000, the New England Carwash Association (NECA) has donated more than \$62,000 to charities as a result of the golf outing. This year's event, Monday, September 26 at Shaker Hills Country Club in Harvard, MA, also helps to fund the NECA Scholarship Program that awards a \$1000 scholarship to those who work for NECA-member companies or their immediate family members.

NECA members are invited to suggest a charity that will benefit from this event. NECA members (all from NECA companies) are also invited to help with the planning of the event. There are many things to do, both large and small, to create a successful outing.

Contact one of the co-chairs: Patti Kaplan (508/361-2998), Paul Vercollone (781/934-7300 x114) or Donato DePinto (978/844-6056) with your charity suggestions and to volunteer.

This is a fun event so all golfers, and aspiring golfers, are invited to participate. If you're not a golfer, come for dinner. All the details (sponsorships, golf registration, schedule) are posted on www.necagolf.net For information on Shaker Hills visit www.shakerhills.com

SAVE THE DATE!

MAY 24

Car Wash Tour & Table Top Show, Lombardo's, Randolph

SEPT. 19-21,

NRCC, Atlantic City Convention Center, Atlantic City, NJ

SEPT. 26

Golf Outing, Shaker Hills Country Club, Harvard

Nov. 1

Fall Dinner Meeting & Program, Crowne Plaza, Woburn

NECA SCHOLARSHIPS

\$1, 000 EACH!

DEADLINE TO APPLY: APRIL 29, 2016



This special member benefit is for those from NECA member companies and their immediate family members.

Full eligibility details and an application are available on the members-only page and from the NECA office.

TREASURER'S REPORT

New England Carwash Association, Inc.
4th Quarter Jan. 1 - Dec. 30, 2015

Income

Interest Income.....	\$22.67
Meetings.....	\$48,384.98
Member Services.....	\$6,330.28
Membership.....	\$36,215.00
NRCC.....	\$31,865.94
Scholarship.....	\$2,585.00

Total Income..... \$125,403.87

Expenses

Advertising and Promotions.....	\$-
Board Expenses.....	\$3,750.86
Charitable Contribution.....	\$-
Insurance.....	\$1,782.00
Management Services.....	\$37,117.71
Meetings.....	\$37,176.92
Member Services.....	\$2,072.37
Membership.....	\$1,011.21
Office Expense.....	\$4,236.35
Professional Expense.....	\$2,425.00
Tax.....	\$15.00

****Total Expenses..... \$89,587.42**

Net Income..... \$35,816.45

Cash Balances

Citizen's Bank Savings.....	\$88,313.00
Citizens Checking.....	\$74,474.85
Citizens Bank Reserve Fund.....	\$86,000.92

Total Checking / Savings..... \$248,788.77

**2015 expenditures not reflected since invoices received and paid in 2016: \$40,375 radio campaign, \$5,600 charitable contribution

One year post remodel

Customers “LOVE” the New Turnpike Car Wash!

By Alan M. Petrillo

Bob Katseff, owner of Turnpike Car Wash in Peabody, MA, is pleased that his carwash, which underwent a total facelift and remodel in 2014, has performed up to his expectations. But the most intriguing result coming out of the remodel is his customers' response to the place.

Turnpike Car Wash was renovated into a 90-foot express exterior wash with four attached self-service bays, but it's main drawing card was a row of 15 double-hose vacuum arches hooked up to a central vacuum that customers could use for free.

At the time of the remodel, Katseff also changed the carwash's prices from a \$9 to \$19.50 range downward to \$5 to \$22.

“The response from customers alone was worth all the effort,” Katseff said. “They absolutely love it, and the carwash has met my expectations.”

Katseff said that the express exterior model of carwash

isn't as prevalent in the Northeast as it is in the South, where he picked up on the idea. “When I was president of the ICA (International Carwash Association) I traveled and spoke a lot,” he said. “In the Southeast, I saw a lot of examples of the express exterior model and they were very successful. There are three components that most people agree made a wash a true express exterior – lower prices than most exteriors, free vacuums and a gated entry system.”

Katseff said he's not sure all three elements were necessary for a successful express exterior carwash, so he included only two in Turnpike Car Wash – free vacuums and lower prices.

“Our volume has really increased in units,” Katseff observed. “When you go from a \$9-based wash to a \$5-based wash, you have to double your volume to get your existing dollars without extra services. And of



A year after a major facelift and the addition of 15 double-hose vacs to Turnpike Car Wash owner Bob Katseff couldn't be happier and neither could his customers.



course, the cost of chemicals is more, and repairs and maintenance costs increased.”

Katseff said he wanted an average ticket of \$10 per unit.

“We’re not quite there yet, but in the high eights and low nines,” he noted. “Some days we’re over \$10, but on average it’s off 10 to 20 percent, depending on the weather.”

While Turnpike Car Wash is close to doubling its annual number of units washed, Katseff thinks the free vacuums have had more of an effect on increasing customer use than the lower prices.

“Customers like the pricing we have, but they really love the vacuums,” he said. “Many don’t pay attention to the pricing, even though we have a lot of banners promoting it. They are more concerned with using the free vacuums.”

He added that he’s still considering adding another row of double-hose vacuum stations on the three-acre site, but

isn’t sure it’s necessary at this time.

“The vacuums are designed so that someone can use them, even if they don’t use a wash,” Katseff said. “But I’m convinced that even someone who hasn’t purchased a wash and uses the vacuums will be back another time for a wash.”

Katseff said that if he were to build another carwash, he would use the Turnpike Car Wash model.

“The vacuums are the hook that bring the customers in,” he said. ■

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 mysteries, Full Moon and Asylum Lane, and his latest historical mystery to be published this spring, A Case of Dom Perignon, all available at www.amazon.com.

**Table Top Show
& Car Wash Tours**
Tuesday, May 24, 2016

**TOOLS FOR
SUCCESS**

Lombardo’s, Randolph, MA
Details & Registration: www.newenglandcarwash.org

NECA Annual Winter Dinner Meeting and Program: No Longer Among The Unwary!

By Sherri Oken

Dozens of New England Carwash Association (NECA) members, from three dozen different NECA-member companies, came out on January 26 to socialize and learn. After a lively cocktail hour and a beautifully-prepared dinner, the contributions of Board Members were recognized who just completed their terms. This was followed by updates on the state of the association from President Dave Ellard, Treasurer Mat Paisner, Membership Chair Micah Smith and previews of 2016 coming attractions from Supplier VP, Steve Stockman. Highlights of 2016 include \$1,000 scholarship awards (application deadline April 29); the May 24 Table Top Show (and bus tour) to be held at Lombardo's in Randolph; the Northeast Regional Carwash Convention (NRCC), of which NECA is the 2016 host, September 19-21 in Atlantic City; the Annual Golf Outing on Sept. 26 at Shaker Hills Country Club and the Fall Dinner and Meeting on November 1. Members, all who work for NECA member companies, are encouraged to get involved in these and other NECA activities and projects.

First Vice President, Dom Previte, introduced the main event, an interactive program presented by NECA member Joel Sowalsky, Esq., with assistance from his wife Jan Glassman, Esq., who is also his partner in Daily General Counsel PLLC.

Attorney Sowalsky reviewed a detailed case study he prepared and asked each table to answer a series of questions. The case study elicited laughter and moans since it was a worst-case scenario of violations of many wage, hour, tips, discrimination and other laws. Each table was tasked with identifying which laws were broken which resulted in a cacophony of boisterous discussions. Attorney Sowalsky then moderated a full group discussion and fielded questions and answers. It was an eye opener, and sure to prevent expensive missteps for those who attended.

As a result of this meeting, which offered valuable information, the case study was shared with members who were not in attendance. They were challenged to identify the violations. All those who identified 14 of the 16 correctly were entered in a drawing to win a complimentary 2017 membership. As an ongoing reference, the case study and list of violations are posted on the NECA website. Click on "Industry Info/Tools and Resources."

Sheri Oken, CAE, is the Executive Director of the NECA.



NECA President Dave Ellard and outgoing board members Jeff Arimento, Brian Messina and Nir Drory. Absent from the shot are outgoing board members Jeremy Bates, Scott DeWitt and Dean Perikakakis.



New England Car Wash Equipment's Jim Arvin, Jeff Arimento, Jim Waterman, Bruce Everett and John Shalbey of Rojo.



Sparkling Patti Kaplan and Past NECA President Mike Gardner, Jr.



John Carrigg of Precision Car Wash, Tony DeBarros of Balise Car Wash and Terrance Elder of Triple Play Car Wash.



Dennis, Dave and Paul from Car Wash Pros.



Jan Glassman, Esq. and Joel Sowalsky, Esq. of Daily General Council PLLC.



Turnpike's Bob Katseff, Sandwich's Darold Evans and Tapco's Brandon Berriault.



David Blackman of Blue Wave Car Wash.



Dan Paisner, Chris Zona and Mat Paisner catch up during the cocktail hour.



PRESIDENT’S COLUMN

Before you read any further ... STOP ... and go read the New York State Car Wash Association’s (NYSCWA) Lobbyist Bill Crowell’s column in this issue of the Northeast Carwasher on page xx. Bill is our long-time NYSCWA Lobbyist and is a wealth of knowledge when it comes to the inner workings of the New York state political landscape. Go ahead ... I’ll wait.

Recently, my inbox has been filled with Bill’s legislative updates and alerts, as is the case after the Governor releases his 2016 State of the State and Executive Budget Address which he did on January 13.

This year there are several items that the NYSCWA is paying close attention to including the recent bill by the New York City Counsel requiring NYC carwash operators to be licensed as well as having purchased a Surety Bond to protect employees from potential labor law violations.

Over the past few years there have been efforts by unions in New York City to unionize carwash employees. A separate association of carwash operators has been formed in the five boroughs and has been taking this issue head on. According to a press release from the Governor’s office, “The Governor has announced a statewide task force to combat worker exploitation and abuse throughout New York state.” The details of the task force efforts will focus around, “... addressing the issues that were discovered based on worker complaints directly to the State and referrals from advocacy organizations.” The carwash industry is specifically identified by the task force as one of the industries initially targeted for review by the task force. The NYSCWA encourages all operators to follow all New York State and federal regulations in order to be in compliance. If you have questions about labor issues, rules or regulations I encourage you to seek out a professional payroll services or contact the NYSCWA for information. We work closely with ADP and can get our members help if needed.

2017 Minimum Wage Hike

In addition to the newly announced task force, the Governor’s budget includes another increase to the minimum wage to \$15/hr. by 2017. This increase will have a huge impact on small businesses. We are closely monitoring the support this proposal is garnering.

The final legislative issue we are watching is the Governor’s proposal for guaranteed time off for employees to care for family members with illnesses or other eligible events. While the details are not completely clear at this time, it appears the proposal calls for the time off to be paid through payroll deductions from employee wages, however, the employer notification requirements around the timing of when the time off is requested and/or taken is not clear.

These are some of the issues that the NYSCWA is following in order to help operators have a clear view of how these proposals will have on your business. As we begin to face these issues, the best opportunity we have to be heard and recognized is through a strong membership base and voice at the local and state levels. We need operators from around the state to get involved with the NYSCWA and help support our efforts to protect worker’s rights by following the rules, regulations and laws surrounding employees. We also may need you to reach out to legislators and let them know the “real world” effects that these proposals would have on small business. This is the time to join

Continued on page 70 ...

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Former NYSCWA President Dies



Steven J. Knightes

Steven J. Knightes, 53, passed away unexpectedly on December 14 at Upstate University Hospital in Syracuse. Knightes, a longtime resident of Rotterdam, NY, and board member and Past President of the New York State Car Wash Association (NYSCWA), was born on February 5, 1962, in Schenectady. Although he has been out of the carwashing business for several years, he was a dedicated board member and president who carried on in his father's footsteps. He was the son of the late NYSCWA President Ken Knightes and his mother Patricia. He is survived by his wife Tammie and son Kevin (Brittany) Knightes; daughter, Lauren Knightes; son, Robert Knightes and step-daughter Colleen O'Riley; brother, Gregory (Randi) Knightes; sisters, Eileen (Tom) Litz, Susan (Michael) Hladik, Linda (Ben) Wilkie. ■

Donations in his memory may be made to the National Organ Donations Registry by visiting www.organdonor.gov



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New York State Car Wash Association Profit and Loss

January - December 2015

Income	
Interest Income.....	359.47
Meetings Income.....	11,810.00
Membership Dues.....	16,825.00
Northeast Convention Income.....	4,769.24
Promotional Fees.....	395.49
Vendor Sponsorships.....	5,500.00
Total Income.....	\$39,659.20
Gross Profit.....	\$39,659.20
Expenses	
Advertising/Promotional.....	158.40
Bank Service Charges.....	11.00
Board of Directors Expenses.....	226.21
Charitable Contributions.....	250.00
Credit Card Fees.....	768.90
Director Fees.....	19,250.00
Insurance Expense.....	1,430.00
Legislative Expense.....	100.00
Legislative Fees.....	12,000.00
Meetings Expenses.....	16,507.84
Northeast Convention Expenses.....	4,015.88
NRCC.....	68.75
Office Expenses.....	1,195.32
Postage Expense.....	500.97
Printing/Graphics.....	171.50
Professional Services fees.....	500.00
QuickBooks Payments Fees.....	0.00
Signs.....	20.00
Telephone.....	146.39
Travel.....	360.06
Website Maintenance.....	2,321.90
Total Expenses.....	\$60,003.12
Net Operating Income.....	\$20,343.92
Net Income.....	\$20,343.92
Checking Account Balance.....	\$33,685.62
Money Market Balance.....	\$47,158.20
TOTAL CASH ON HAND.....	\$80,843.82

Monday, Feb 01, 2016 08:21:53 PM PST GMT-5 - Cash Basis

NYSCWA President's Column

... continued from page 68.

and support the association's efforts. Too often I hear operators talking about the challenges they face and what can be done? I ask, "Are you a member of the association?" If your answer is no, then join today and help support the association's efforts, don't be a Monday Morning Quarterback.

For a link to the NYS Governor's press releases or more information on the association please visit our webpage at www.nyscwa.com




Walter Haril
Hoffman Development Corp



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Bob Katseff, Turnpike Car Wash, Peabody, MA



Water Main Break Causes Week-long Headache For Upstate Wash

By Alan M. Petrillo

What's a carwash without water? Certainly nothing with the word "wash" in the name. Tom Hoffman, Jr., the chief executive officer of Hoffman Car Wash based in Albany, NY, has faced many challenges in his time in the carwash business, but a recent situation leaned heavily on the "unusual" side of things, even in an industry where operators know that no matter how well one prepares and plans, if something can go wrong, it probably will.

On Sunday, January 17, a 33-inch water main in the city of Troy, NY, which supplies water to the town of Halfmoon to the north where Hoffman's Clifton Park location on Route 9 is located, broke and spewed between eight- and 10-million gallons onto streets, leaving the towns of Halfmoon and Waterford, and parts of Troy, without water service.

"We received a call Monday night, January 18, telling us that the water would be shut off," Hoffman says, "so we closed on Tuesday, the next day, but kept our employees working doing maintenance and replacement work on the facility."

The town of Halfmoon on average has a two-day supply of water in storage, which is why the carwash was able to operate on Monday before water was shut off on Tuesday.

Meanwhile, Hoffman was making phone calls to bring in enough water to supply the needs of his Clifton Park location, as well as get the water from the tankers that would arrive, into the facility.

"We found two companies that typically deliver water to swimming pools who were able to work with us," Hoffman said. "One of them had an 8,000-gallon tank truck, while the smaller company had a one-ton truck pulling a trailer with three small water tanks on it."

Hoffman said they needed to remove the facility's backflow preventers because they needed some way to transfer the water from the tankers into the building.

"We don't have a large tee for an external water supply, but on each side of the backflow preventer there was a union where we could install a hose barb," he notes. "We cut a small



The town of Halfmoon's water supply was interrupted due to a water main break in nearby Troy. Tom Hoffman was forced to truck in water for four days to continue to wash cars.



hole in the wall and used a piece of flexible hose to connect to the hose barb in the union.”

Hoffman said the large tanker had a 300-Gallon Per Minute (GPM) low pressure pump which got the water offloaded and into the building at about 30 pounds Per Square Inch (PSI), at which point Hoffman’s internal booster pump raised the pressure another 20 PSI to bring it up to the needed pressure for the carwash.

Hoffman Car Wash had to truck in water for four days before a patch was put on the ageing pipe and water service to the town was restored.

“After the repair was made, the town continued to boil water for drinking until a second good-water test was confirmed,” Hoffman pointed out. “The water in the large tanker cost us \$400 a load, plus there was a sitting fee for tying up the truck and an employee while pumping it out into the carwash. At three loads a day for the big truck, along with the smaller trailer unit, it cost us close to \$15,000 in water per day.”

Hoffman says his financial people submitted an insurance claim, but it was not covered. However, he has had a removable steel plate installed over the hole in the wall so he will have access to his water lines in the future if necessary.

Hoffman added that he didn’t expect any disruption to the carwash when the pipeline is replaced because the water utility typically runs a new line and then cuts the water over without affecting service to customers. ■

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 mysteries, Full Moon and Asylum Lane, and his latest historical mystery to be published this spring, A Case of Dom Perignon, all available at www.amazon.com.



An aerial view of the expansive site shows a tanker truck at the ready to aid in as minimal down time as possible for the Clifton Park wash.



Hoffman has since ensured that he has full access to his water lines in case another water main break occurs.

Beware of Cutting/Welding Hazards at the Wash



By Mike Benmoschè

As I visit various carwashes throughout the country, I'm always surprised to see how many equipment rooms have cutting/welding apparatus. Why am I surprised? Because there is an expertise that needs to be present to safely operate this machinery that isn't common at a carwash. I'm sure it comes in handy when you need to cut a chain, repair the conveyor or remove stubborn bolts. Some washes even use it to heat up equipment to help loosen stubborn motor shafts. However, the convenience and versatility of this equipment pales in comparison to the inherent danger to every employee at the wash, especially if they haven't had any training!

Even experienced technicians have a high risk factor when using welding equipment in their daily activities. Case in point, not long ago an employee was killed during a routine job. This tragedy occurred after the employee failed to follow a few safety protocols, coupled with a small equipment malfunction. Even with the machinery anomaly that occurred, he would still be alive if he hadn't ignored some basic safety precautions.

In preparation for this article, I interviewed a few carwash veterans about this topic. One is an individual who strictly works on repair and maintenance of carwash equipment for several carwash locations. Even with his years of experience, he informed me that he would never use welding equipment in his work. The bottom line is that the best course of action at the carwash is to sub out any welding jobs to a professional. This is what we call "engineering the hazard out of the workplace."

If that is not practical for your operations, be sure that you only allow certified personnel to perform any welding or torch cutting jobs at your wash.

The following are some basic safety rules that must be strictly enforced to help prevent injury or death:

- ❖ All employees who are cutting or welding must wear the personal protective equipment (PPE) required for all these projects. Approved full-face shields should be mandatory during any job. It is also highly recommended that all workers be advised to stay clear of any cutting or welding operations as exposure can adversely affect eyesight and pose a physical threat to them. All clothing must be free of any excess oil or grease as well.
- ❖ Be certain that there is a fire extinguisher in good working order available during the entire operation.
- ❖ It is generally a good idea to blow out the line on the acetylene tank by slowly opening the valve and closing it before attaching the regulator. This will help ensure that there isn't any grease, oil or foreign mat-

ter that may have attached itself to the valve stem. It is imperative that the line remains clear of any substances.

- ❖ Never position yourself in front of the regulator or the adjusting screw when opening the cylinder valve.
- ❖ Regulators should always be removed from cylinders before they are moved from one location to another unless they are in a carrier specifically designed for transporting them.
- ❖ Release the adjusting screw before opening the cylinder valve. A cylinder valve shall never be opened until the pressure adjustment screw on the regulator is fully released.
- ❖ Always open the cylinder valve slowly and carefully.
- ❖ Never compress acetylene above 15 PSI.
- ❖ Be sure you always purge your oxygen and acetylene lines before lighting the torch.
- ❖ Never use grease or oil around the acetylene tank or equipment. Be careful never to lay parts down where they can be exposed to these substances.
- ❖ Never use oxygen as a substitute for compressed air.
- ❖ Always keep heat, flame, and sparks away from combustibles. Be aware of your surroundings while you are using the torch, paying particular attention to any oil soaked rags. Often, you will be using this equipment on the conveyor around hydraulic lines. Be sure you have checked for any possible leaks in the lines before attempting any repairs.
- ❖ The contents of all cylinders must be properly identified and marked. Be aware that there are no uniform color codes, so don't attempt to rely on that as a proper identification sign.
- ❖ All cylinders must be stored in a secure, upright position to prevent falling.
- ❖ All empty cylinders must be marked accordingly and stored with the valves tightly shut and with their caps on.
- ❖ If you are using a cart to mount the acetylene tank and oxygen tank together, a partition of steel, or other non-combustible material, needs to be installed between the cylinders.
- ❖ All cylinders should be provided with approved pres-

sure relief devices and instructions that they are never allowed to be tampered with. No repairs of any kind are authorized for the cylinder or any ancillary apparatus connected to it.

- ❖ Care needs to be given to ensure that cylinders are never stored where they might be exposed to excessive heat.
- ❖ No employee who is not certified should be authorized to operate this equipment at any time.

The following are some considerations when a welding job is warranted:

- ❖ Basic Safety Rules for Welding (many of these apply for the torches as well)
- ❖ Never weld on or near anything that's been cleaned with a chlorinated hydrocarbon like brake-cleaner. When combined with UV light, chlorinated hydrocarbons can create phosgene gas, which can cause serious injury or death. Ventilation will not prevent poisoning.
- ❖ Make sure the weld area is free from all flammable materials such as flammable liquids, paper, etc.
- ❖ When welding or cutting is done above or within 20 feet of combustible construction or material, a "fire watch" shall be on hand to make use of fire extinguishing equipment.
- ❖ To prevent electrocution be sure there are no puddles of water on the floor, make sure the welder is dry.
- ❖ Welded material will remain hot for several minutes after it is welded, be aware to prevent burns.
- ❖ Ensure you have proper ventilation to help reduce fumes and gases from the welding process.
- ❖ Remove any assembled parts from the component being welded that may become warped or otherwise damaged by the welding process.
- ❖ Proper Clothing – dark clothing that will not reflect the light, hearing protection so sparks and metal fragments do not enter the ear canal, heavy leather gloves and leather shoes sparks will not burn through.
- ❖ Consider using a respirator when welding in any enclosed areas where fumes may be a problem.

Dangers in Not Understanding the Principals of Welding

No matter what type of welding you are doing you must make sure you are getting the proper heat and penetration of the weld to do the job right. A faulty weld can become fatal or cause further damage to your equipment.

Rushing a welding procedure will give you a cold weld with little or no penetration, resulting in a weak weld that could fail.

Properly cleaning the area prior to any welding has to be the first step you take. You need to get rid of any paint, rust, dirt, or any other coatings the metal may have on them. You do not want any of these impurities to enter into your weld and these items can also effect the penetration you get.

Cleaning the surface can be accomplished using an angle grinder.

Although not advisable, it is easy to see why welding and cutting processes have become more apparent at car-wash facilities. These processes offer a quick and effective way to quickly complete some necessary tasks. However, as with any tool, if not used properly it can become a deadly process for your employees. You must have proper training and safety processes in place if you plan on using Cutting/Welding equipment. It is essential that only trained staff have access to this equipment and that they follow a strict set of safety precautions with every use. Their life may depend on it!

If you haven't assigned a certified employee to be responsible for welding and cutting, do it now. If you do not have any certified staff members, find out where your employee can become trained and certified to use this equipment and set up a class today. Be certain they are aware of the dangers associated with this work and make it clear to all other employees that this equipment is off limits to them. Similarly, anyone assisting in this work should have some training on safety and operations associated with the equipment they will be using. Again, if the job can be delayed, I always recommend that you sub out any welding and cutting jobs to a professional welder. Granted, this is not always the quickest way to get the job done, however, it is always the safest.

Two key components to safety are awareness and action. Please identify these risks to your employees and take the necessary steps to ensure that everyone at your carwash is safe. Act now! Remember, a safe wash protects people and profits!!! ■

Mike Benmoschè is with Carwash Insurance Program by McNeil, based in Cortland, NY. You can reach him at m benmosche@mcneilandcompany.com or 607/220-6344.



Mike Benmoschè

An OSHA reminder, due to the adoption of last year's new OSHA reporting regulations, please note that your "Right to Know" posters have changed to comply with the new rules. Be sure that you order the newest update and post it in a conspicuous area available to all employees!

“Oh, the healthy things you can do!”

Dr. Seuss

By Ray Justice

If you read the previous five issues, I had been asked by Editor Suzanne Stansbury to “Push the Envelope” and write about general health issues that everyone encounters.

In the first issue we started out with an overview and zeroed in on “Nutrition.” In second article we covered Motion, Movement & Stretching. Third was on Sleep, Rest & Recreation. Fourth was about Health-Focused Reminders. The last issue, and fifth in this series, focused on our personal Habits and how they impact our health and much of our day-to-day life. This article picks up where we left off last month with Habits, and more on the importance of Movement. Then we move on to Water and a summary.

Healthy is feeling good, actually great, when we are free from illness and injury. Feeling the way we naturally should, being able to adapt and function at high levels of energy. We will not be directly discussing medicine and its benefits but instead we will be covering what you can do yourself.

Our general theme is to encourage you to get to know yourself better by paying daily thought and study to what you physically do, how you think and what you eat and drink. Awareness and Mindfulness come into play here, which means paying attention.

A few important words that relate to health, fitness and energy: Diet, Nutrition, Water, Stillness, Resting, Sleep, Recreation, Movement, Stretching, Present Moment Awareness, Mindfulness, Focus, Reminders, Purpose, Intention, Mind-Body Connection, Emotional Well Being, Our Thoughts, Fears, Beliefs, Passion, Possibilities, Habits, Appreciation and Gratitude.

“The doctor of the future will give no medicines, but will interest his patients in the care of the human frame, in diet, and in the cause and prevention of disease.” –Thomas Edison

We learn new things and then forget them.

This happens until we Practice and Start Changing Habits.

Almost everything we do is . . . a Habit

This includes how, and when, we actually move and how much water we drink a day.

An article in the January 2016 issue of “O, The Oprah Magazine” grabbed my attention.

They took the 16 most known Healthy Habits for longevity and pitted them against each other like a basketball tournament where there is one winner who goes up against the winner from another face off and so on, until there was just one Healthy Habit standing.

They pitted well-known Healthy Habits against each other like: Vitamin D, Red Wine, Social Connections, Annual Preventative Checkups, Cardio Workouts, Strength Training, Movement, Having Sex, Enough Sleep, Weight Maintenance, Eating Less Meat, Reducing Stress, 8 Glasses of Water a Day, and Multi-Vitamins.

All of these are well known to be beneficial to your health and longevity. Interestingly, what came out as the most im-

portant, single thing you can do to live longer? The winner, in this article, was Movement – Move More, just beating out getting Enough Sleep.

We covered Movement in detail in Part 2 of this series. Here is a short overview

My now, 100-year-old mother, who still does not have any arthritis, has moved every joint, every way it will, every day for most of her life.

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

The Benefits of Stretching and Movement

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

Now on to what could be called the second most important thing needed for survival, the first being air, and the next is Water. It covers more than 70 percent of our planet’s surface and is a very similar amount in our bodies.

A coincidence? According to H.H. Mitchell, Journal of Biological Chemistry 158, the brain and heart are composed of 73 percent water, and the lungs are about 83 percent water. The skin contains 64 percent water, muscles and kidneys are 79 percent, and even the bones are watery: 31 percent.

Water is in just about everything. It is magical in its ability to transform itself, cleanse and recycle itself. It regulates our body temperature, flushes waste, lubricates and keeps the body moist and much more.

Here is a link to an article on our government's website:
<https://water.usgs.gov/edu/propertyyou.html>

What Does Water Do For You?

Unfortunately, in today's world, we should always be thinking of drinking filtered water to not add additional poisons and chemicals to our bodies. Chemicals are added to tap water to counter balance other chemicals. Fluoride is added for tooth protection leaving us wondering what it does to our kidneys, liver, bones and the rest of our body. Pure water cleanses our outside and our inside.

A good question to ask yourself often, especially if you are feeling tired or "off," is "How much water have I had today?" That may just be the problem and is certainly a safe and simple way to start.

It is suggested that you drink a glass or two of water on first rising as your body has been several hours without replenishing. Also 30 minutes before a meal and before bedtime seem to be a good idea. A minimum of eight glasses a day, of eight ounces each, is the common recommendation (total of 64 ounces). Another suggestion is half your weight in ounces. If you weigh 180 pounds, half would be 90 so make that 90 ounces a day as an average.

For an interesting thought, and maybe contemplation moment, be sure to read the poem titled "If Water Could Talk."

Basic Review

Here is the wording of an email sent to someone having some consistent stomach, digestion, issues. It is about what can be done on your own that does not interfere with medical advice. If I were you and having this long term, constant problem this is what I would do for two or three weeks to see what happens.

Eliminate the following:

- ❖ sugars, flours (especially white, which means processed)
- ❖ processed foods (sugar, preservatives)
- ❖ dairy
- ❖ GMO modified
- ❖ coffee, caffeine, sodas and juices (sugar, artificially flavored)

Do this:

- ❖ drink mainly (or totally) water (filtered) & some teas like peppermint, ginger using filtered water
- ❖ eat a planet-based diet, raw, organic if possible (fruits and veggies)
- ❖ create a habit of movement, daily, 30 minutes minimum
- ❖ practice daily mindful meditations present moment awareness, intention, body signals awareness as these show up for you in stillness, away from your busy mind.

Our stomach has its own brain and our immune system is connected to it, as are all other parts of our body. It is a total package approach. Our body gives us signals that our mind might not pay attention to or even know about. Notic-

ing body changes and signals offers very helpful health information. If you end up having to go to a doctor you will have more facts to tell them in the discovery process.

Some Additional Thoughts

Softening, quieting your mind so you can listen and be body aware is vital.

Your body knows, first, before your mind does. Your mind is often the enemy in this case.

You, and only you, choose what goes in your mouth. Movement is needed to aid digestion and has many other benefits. Create the Habits that feel right for you. ■

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



Ray Justice

If Water Could Talk

They say that water
carries memory
with it
on its journey

We have to wonder
memory of what?

Is it that which was
touched, felt or
collected in its continuous travels
through our world?

Water moves,
water changes

It moves on the surface
then mixes with our clouds
and below, down under
with our rocks and soil.

Always returning
circulating and connecting
along the way.

I wonder if water could tell us its story
what would we know?

.. or maybe it does, and has been,
and we have not yet learned
how to listen.

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2017 Budget Has Industry Impact

By William Y. Crowell, III

Governor Cuomo's fiscal year 2017 budget submission to the Legislature incorporates a number of proposals which impact carwash owners and other businesses throughout New York State.

The Governor includes within the budget an increase in the minimum wage from \$9 to \$15, reaching the \$15 amount in New York City effective December 31, 2018, and by July 1, 2021, for the remainder of the state. The specific increases are detailed as follows:

Effective Date	NYC	Remainder of State
7/1/16	\$10.50	\$9.75
12/31/16	\$12.00	\$10.75
12/31/17	\$13.50	\$11.75
12/31/18	\$15.00	\$12.75
12/31/19	\$15.00	\$13.75
12/31/20	\$15.00	\$14.50
12/31/21	\$15.00	\$15.00

It is estimated that every dollar increase in the minimum wage amounts to a cost of \$1.12 for businesses. In addition to the cost of the increased wages, businesses incur additional payroll taxes and workers' compensation costs.

The Governor also proposed a Paid Family Leave benefit which provides compensation to an employee for time off to care for an infant, a newly adopted child or a seriously ill family member. An employee would be eligible for up to 12 weeks of paid family leave on an annual basis. The benefit would be phased in during a four-year period as a percentage of the average weekly wage in New York State, which is calculated by the Labor Department, currently at \$1,266.44. The Paid Family Leave benefit is financed through a payroll deduction which would be assessed against employees under the Governor's proposal. Coverage would be available through private insurance carriers, the State Insurance Fund or self-insured employers.

Three states – California, Rhode Island, and New Jersey – currently have paid family leave programs.

The Governor's budget also proposes a number of changes to the Workers' Compensation Law in an effort to continue to streamline the system. The proposed changes would expand the designated parties to render medical care. It would also change the formula for determining the average weekly salary. In addition, it eliminates mandatory deposits made to the aggregate trust fund. Assessment reserves are swept for various uses, including implementation of paid family leave. It also authorizes the use of

virtual hearings. Until this proposal is evaluated in detail, the net cost implications to employers are not clear. There are some positive changes, along with others which have cost consequences for employers. The costs of the Workers' Compensation system continue to rise despite reforms, so it remains important to contain costs.

The Governor's budget contains a proposal to expand a small business tax exemption. The rate of taxation is reduced from 6.5 percent to 4 percent for small businesses with an income of less than \$290,000, and a blended rate between 6.5 percent and 4 percent for small businesses with income between \$290,000 and \$390,000. There is also an increased exemption from 5 percent to 15 percent available to non-farm LLCs, partnerships and S Corp shareholders where the business entity has a gross income less than \$1.5 million and the taxpayer's net income is less than \$250,000.

Your Association will be opposing the increase in minimum wages as proposed in the budget and supporting the expanded small business tax exemption. The Association is evaluating the costs and impact of Paid Family Leave and Workers' Compensation changes on the carwash industry.

Task Force Formation

As noted in the winter issue, Governor Cuomo has established a Task Force to Combat Worker Exploitation. It is focused on a number of industries including carwashes, restaurants, janitorial and cleaning services, landscaping, construction and others. Workplace violations are the subject of enforcement including violations of child labor laws, stealing wages, tips and overtime pay, retaliating against employees who complain of wage and workplace violations, failure to have appropriate coverage for Workers' Compensation or to contribute to the Unemployment Insurance Fund. The Task Force has now undertaken a number of investigations and is meeting on a regular basis. The carwash industry remains under significant scrutiny. If you have any questions relative to your workplace obligations, please contact your Association for assistance. The penalties and consequences merit your attention and continued focus on compliance efforts. ■



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William Y. Crowell, III

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