

SUMMER 2016 | VOL. 21 NO. 3

# northeast carwasher



**State-of-the-Art Flex Serve  
Opens in Eastern PA**

**27<sup>th</sup> NRCC Set to  
Break Records!**

**Venus & Mars Talk  
Summer Volumes**

**Anticipation, Precipitation  
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**Does Your Carwash Need  
an Outside Sales Rep?**

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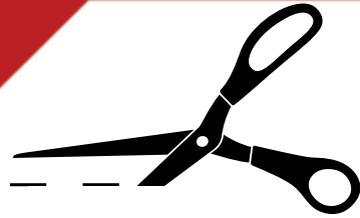
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# northeast carwasher

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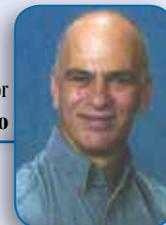


Cover Photo courtesy of Sparkle Car Wash, Easton, PA.

## northeast carwasher



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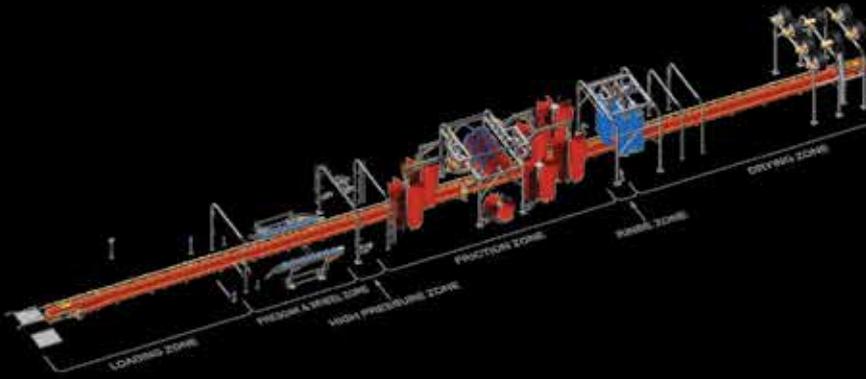
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Space reservations and materials for the Fall 2016 issue are due June 28, 2016.



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*I want to tell you a story about a bunch of enterprising carwash owners and their battle against the state of Connecticut. The story begins about a year ago when in the eleventh hour behind closed doors a new sales tax (6.35%) was imposed on carwash services in the state by the state Legislature. With no public notice and no opportunity for a public hearing the carwash operators across the state had about 12 hours to implement the tax.*

*The board of the Connecticut Carwash Association (CCA) was not going to take this new tax sitting down. In fact, they immediately enlisted the counsel of their lobbyist, P.J. Cimini, and plotted their strategy (note the board and P.J. are always mindful of the possible reimplementations of this tax and were prepared to fight back). Now just a little history, back in 1989 for a brief three-year period, a similar tax was imposed but found by Legislators to be unworkable, create disparate treatment within the industry, cost too much to track and collect and raised less than anticipated revenues. As a result, it was repealed. But in government desperate times often call for desperate and illogical methods and this is one of those times with the state of Connecticut being in debt up to its eyeballs and no apparent plan to dig itself out.*

*The board and its Legislative Committee comprised of seasoned veterans Todd Whitehouse, Paul Ferruolo, Tony Setaro and Bob Rossini with the assist of Mark Curtis and Mike Shullman, took on this monster head on. They spent countless hours at the Capitol, coin box in hand, to explain to the leaders of this state that collecting this tax was impossible as the equipment used cannot be programmed in increments of pennies, nickels and dimes and that this type of equipment does not exist.*

*Todd Whitehouse, Mark Curtis and Tony Setaro testified in front of the Finance, Revenue & Bonding Committee in early March and have taken every opportunity given to them to plead their case on behalf of the operators across the state. They were always prepared and equipped with knowledge, information and passion.*

*To build on their momentum, the CCA board even enlisted the help of Christopher Hunter with Advocacy Solutions in Providence, RI, to put together a social media campaign targeted at key Legislators' districts. Members were encouraged to "Like" their "No Car Wash Tax" Facebook page and "Share" it with their friends, families and coworkers. The association also engaged members and the public with a Twitter account, #NoCarWashTax (Hunter is doing a social media program at the 2016 NRCC).*

*As a result of all of these efforts, and strong support by State Representative and House Chairman of the Finance Committee Jeff Berger (D-Waterbury), a repeal of the tax was included in the Democratic tax package reported out of the Finance Committee on April 7 (see P.J.'s Lobbyist Report on page 46). This is a major victory for the association on many levels, but as you know if you have ever dealt with politics, it's never over or a done deal until the Governor signs off on it. At the time of this writing, we are still awaiting final resolution and negotiations between the Governor and the Democratic leaders of the House and Senate before the association can breathe a sigh of relief.*

*However, we can celebrate the power of association and the power of grassroots efforts like the one implemented by the CCA. My hat goes off to this association and it's true grit and determination on behalf of its members and carwashers across the state. The power of association is real and with a little bit of luck successful in this case.*



*Suzanne Stansbury*

Suzanne Stansbury  
Editor/Publisher

**northeast**  
carwasher

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

Contact the *Northeast Carwasher*  
at 518•280•4767 or  
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# Did You Know?

Tire blooming or tire blooming, the browning of a tire, is caused by a chemical ingredient called Antiozonant. This chemical ingredient is added to tire rubber to help prevent ozone from causing cracking, splitting and degradation on the tire surface. Once the Antiozonant comes in contact with the ozone in the air, the oxidation then turns it brown. The technical term for this effect is blooming.



The best way to prevent tire blooming is to protect the tire with a tire protectant, either a water-based or solvent-based dressing. Water-based dressings won't harm rubber over time, according to Becky Romano of Drx Beasley's. They are usually a combination of natural oils and synthetic polymers. Some water-based dressing contain UVR blocking agents to help prevent tires from fading, cracking and hardening. Water-based products also tend to be more environmentally friendly than their solvent and polymer-based counterparts.

Solvent-based tire dressings have silicone and leave a clear, glossy film on the surface of the tire. The main difference between water-based and solvent-based dressings is in the "carrier." Solvent-based products use a hydrocarbon silicone to suspend the product whereas water-based products use water. ■

**Consult your chemical distributor for more information.**

## 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 Mid-Atlantic operator life was good through April with a 5 percent gain. Things are not so good for upstate New York's contributor who is down 23.5 percent. Our other two contributors were also down by 10 and 12 percent. Here's hoping the pollen season of 2016 is epic!



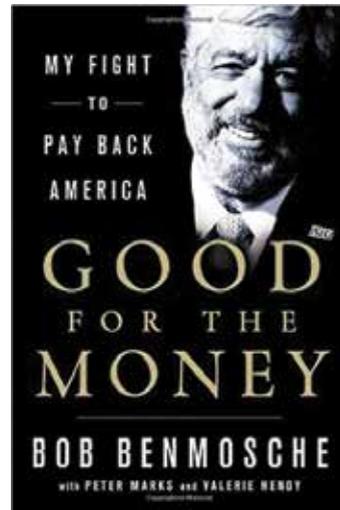
Thanks to Doug Rieck on the Jersey Shore; Dave DuGoff in the Mid-Atlantic; Ron Bousquet in Boston and Stephen Weekes in upstate New York. ■



Benmosche's *Good For The Money: My Fight to Pay Back America* is just that.

The Northeast Regional Carwash Convention's 2014 Keynote Speaker, Robert "Bob" Benmosche's, memoir, *Good*

*For The Money: My Fight to Pay Back America*, was released in April by St. Martin's Press. The story of the man who came out of retirement in 2009 to lead American International Group's (AIG) turnaround to pay back the government \$182.3 billion with a \$20 billion profit is, according to St. Martin's Press/MacMillan Publishers, "an unyielding leader's memoir of a career spent fixing companies through thoughtful, unconventional strategy. It is a story of perseverance, told with refreshing irreverence in unpretentious terms."



Benmosche, the older brother of The Carwash Insurance Program by McNeil's Mike Benmoschè, has been called an American hero and certainly his book will show you why from the engaging stories of his youth stepping in as his family's father figure, to battles with Obama, Cuomo and Washington.

Bob Benmosche died of complications from lung cancer on February 27, 2015, only six months after he left AIG and four months after one of his last appearances at the 2014 NRCC.

*Good For The Money: My Fight to Pay Back America*

Bob Benmosche, with Peter Marks and Valerie Hendy  
St. Martin's Press

[Amazon.com](http://Amazon.com) ■

## With Sympathy...

We would like to extend our deepest sympathy to Cheryl Dobie and family on the loss of her husband of 32 years, Darryl Dean Dobie, 71, on February 19. Darryl and Cheryl owned and operated carwashes as well as Aerodry Systems, Broomfield, CO, a long-time advertiser in this publication. ■



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

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**ABRAHAM RECEIVES LIFETIME ACHIEVEMENT AWARD**

R. L. "Bud" Abraham, founder and president of DETAIL PLUS Car Appearance Systems, Portland, OR, was awarded a Lifetime Achievement Award at the 15th Annual International Mobile Tech Auto Recon Expo 2016 in Orlando, FL, according to a company press release.

The industry veteran was awarded the honor at the two-day show by the International Detailing Association (IDA). Abraham has nearly 30 years of experience as an operator, manufacturer and consultant in the cosmetic car care industry. ■

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

**ICS ACQUIRES GLOBAL PSD CODAX, LTD.**



Innovative Control Systems (ICS), Wind Gap, PA, a premier provider of carwash management and control system technologies has acquired PSD Codax, a global leader in carwash code entry and access control systems, according to a company press release. "This new alignment makes great strategic sense for both companies," said ICS President Kevin Detrick. "The geographic coverage and product lines are complementary. We are confident that the synergies created will offer significant benefits for customers around the world."

According to ICS Vice President

Rob Deal, the company expanded beyond its conveyor carwash segment into the inbay and self-service markets as well as multi-site management after the Global Financial Crisis in 2008. The company also initiated a territorial expansion outside the US. "We soon encountered PSD Codax and their forecourt code entry systems in virtually every market but North America," said Deal. "The geographic fit is excellent. Together we are creating a global carwash electronics company with a wide range of evolving capabilities for customers."

Graham Round, Sales Director for PSD Codax concurs. "The opportunities for global synergy are immense," he said. "PSD Codax serves thousands of retail carwash and forecourt sites around the world. ICS products complement our own. Coming together with ICS will move Codax into a new phase of business development that offers more marketing functionality, operational control and connectivity for current and future customers." ■

For more information visit [www.icscarwashsystems.com](http://www.icscarwashsystems.com) and [psdcodax.com](http://psdcodax.com)

**JASON SEARS JOINS ICS TEAM**

Jason Sears has joined the Innovative Control Systems, Wind Gap, PA, team as Communications Manager, according to a company press release. The 15-year vehicle care veteran has extensive sales, management and communications experience, said the release.

His new responsibilities will include day-to-day management of the company's Marketing Department, heading e-learning initiatives for customers and employees, and innovating customer-facing communication across multiple channels including digital, print, video and trade shows.

Sears began his carwash career at Hamilton Manufacturing in 2001 where he served as National Sales Manager. In 2006 he was recruited into Sonny's as

Equipment Sales Manager and in 2008 he joined Ecolab where he rose to the position of Key Account Executive. "Jason has distinguished himself in all three segments of the vehicle care industry," said Kevin Detrick, ICS President. "He understands chemicals, he understands carwash equipment manufacturing, and he has a solid understanding of the third component of the commercial carwash industry... point of sale. But more importantly, he understands that in order to be truly successful you must help your customers become successful first, and that philosophy makes him a great fit for ICS," said Detrick. ■

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

**SONNY'S CARWASH COLLEGE ADDS MULTI-SITE CLASS**

SONNY'S CarWash College, Tamarac, FL, is now offering classes aimed at managing multiple carwash sites, according to a company press release. SONNY'S The CarWash Factory is the largest manufacturer of conveyerized carwash equipment, parts, and supplies in the world.

In today's fast-paced environment, keeping even just one carwash running smoothly is increasingly difficult. This new Multi-Site Class gives operators the tools and training necessary to better understand the latest in carwash technology, manage employees at remote locations and remain in firm control of daily operations and procedures at several locations. The first classes were held in March. For information on future classes call 800/327-8723. ■

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

**ICA LAUNCHES NEW SERIES**

The International Carwash Association (ICA) has launched several new networking, learning and social events for carwash professionals in 2016, according to a company press release. These events are meant to compliment

The Car Wash Show and Car Wash Show Europe on an ongoing basis, the release stated.

Four events will debut this year. They include the following:

- ❖ Splash! 2016 (October 25-26, Las Vegas, NV)
- ❖ Management Seminar (September 10-18, Europe)
- ❖ Sporting Retreat (November 14-16, Camilla, GA)
- ❖ Supplier Summit (November 2016, Chicago, IL)

Details on a fifth event, Car Wash Excellence Summit, will be announced later in 2016. ■

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

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### UNITEC APPOINTS BRAD QUAY DIRECTOR OF SALES, EASTERN REGION



Unitec, ElkrIDGE, MD, has appointed Brad Quay to its sales team as Director, Eastern Region. In this role, Quay will support Distributors, Manufacturers and Corporate Accounts in the Eastern U.S. Region under the direction of Mike White, according to a company press release. "Having been in a position to compete with Unitec over the years, I know firsthand that they have a loyal following," said Quay. "They are very well respected for providing high-quality, innovative products.

"When I toured their facility and

met with their team members, the company culture reinforced what I had heard. I am honored and excited to have the opportunity to work with Unitec, our distribution partners, and our mutual customers."

Prior to joining Unitec, Quay worked for Hamilton Manufacturing for 20 years. During that time he held several sales, management, marketing and customer service positions. He was also a Regional Sales Manager for Blendco Systems, Inc. for two years.

"We are thrilled that Brad is joining our team," said Mike White, Unitec's VP of Sales. "His experience, expertise and reputation in the car-wash industry significantly strengthens our sales and support opportunities as we strive to provide an exceptional customer experience." ■

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

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### SONNY'S NAMED TOP WORKPLACE AGAIN

For the second year in a row, SONNY'S The CarWash Factory, Tamarac, FL, has been awarded a 2016 Top Workplaces honor by The Sun Sentinel. The Top Workplaces lists are based solely on the results of an employee feedback survey administered by WorkplaceDynamics, LLC, a leading research firm that specializes in organizational health and workplace improvement, said a company press release. Several aspects of workplace culture were measured, including alignment, execution, and connection, just to name a few.

"The Top Workplaces award is not a popularity contest. And oftentimes, people assume it's all about fancy perks and benefits," says Doug Claffey, CEO of WorkplaceDynamics. "But to be a Top Workplace, organizations must meet our strict standards for organizational health.

"Time and time again, our research has proven that what's most

important to (employees) is a strong belief in where the organization is headed, how it's going to get there, and the feeling that everyone is in it together," said Claffey.

Sonny's CEO Paul Fazio couldn't agree more. "Being a family-owned company, I have always hoped that we were building something beyond just a place to come to work," said Fazio. "For me personally, this was verification that the people I work with everyday feel as connected and passionate about what we are doing together as I do." ■

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

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### RYKO SOLUTIONS REBRANDS AS NATIONAL CARWASH SOLUTIONS

Industry-leader reveals new name, logo to better align family of car wash brands

Ryko Solutions, Inc., Grimes, IA, the largest provider of managed car-wash systems in North America, has changed its name to National Carwash Solutions or NCS. Debuting the new name at The Car Wash Show™ in Nashville, the Ryko, MacNeil and CleanTouch brands will begin to operate under the National Carwash Solutions brand, providing a clear delineation between the brands and the parent company, according to a company press release.

Rebranding under the NCS moniker allows the company to seamlessly expand its brand portfolio through organic growth and future acquisitions, the release stated. The National Carwash Solutions family of brands is now better positioned to serve multiple customer segments under a parent brand that leaves little room for interpretation or confusion. "Since 1973, Ryko Solutions has provided industry-leading carwash equipment and chemicals, paired with unparalleled customer service," says Mike Gillen, CEO of National Carwash Solutions. "We are still committed to those same principles, but

*Continued on page 15...*

# State-of-the-Art Flex Serve Opens in Eastern PA

By Alan M. Petrillo

Kevin Detrick, the owner of Innovative Control Systems (ICS) and Sparkle Car Wash in Stroudsburg, PA, isn't satisfied with the status quo; he's continually using technology to improve the performance of carwashes and ultimately, the user experience. He's put that technological knowledge to good use at his new Sparkle Car Wash at 3808 Easton-Nazareth Highway in Easton, PA, an express carwash with 16 free vacuums. "The Easton express carwash is a ground-up new construction that we built to showcase our new technology," Detrick says. "It's a value proposition for an express carwash that focuses on the product and a repeatable quality through automation. There's no prepping bottleneck at the front end of the carwash."



Detrick says his technology allows Sparkle Car Wash to handle 115 cars an hour with no hand prepping. "In the wash process, as the car enters the wash, we measure the shape of the car through ultrasonics, and then target the chemistry on the front, rear and upper side of the vehicles. At other washes, everyone gets SUV quantities of soap on the sides and top of their car, but we put a greater quantity of soap on the front and sides of the vehicle which are the hardest areas

to clean, but don't oversaturate the hood or trunk. We only apply soap to the sides when that part of the car appears."

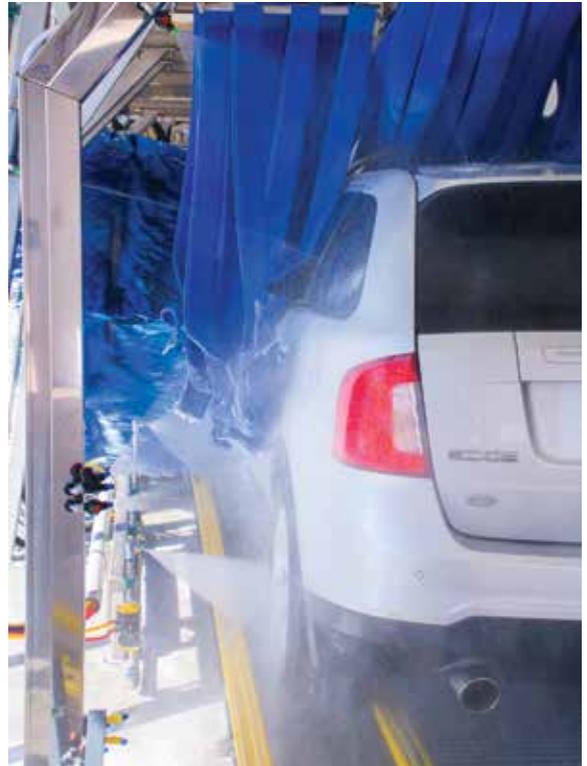
Detrick believes that by getting more chemistry on the front and rear of vehicles, a cleaner and shinier car is the result. "We use a two-step alkaline and acidic lubricating foam in the wash," he said. "We've been working on this technology in our Stroudsburg carwash for the last four years, perfecting it."

*Continued on page 14...*

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*The Easton, PA, express wash was built to showcase new technology.*

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*The newest Sparkle Car Wash in Easton, PA, opened in March.*



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*The new flex serve features a 103-foot conveyor and a mix of Peco and Belanger equipment with ICS controls on a little more than an acre.*

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*The entrance guide signage eliminates customer issues.*



“OUR BLOWERS RUN AT DIFFERENT SPEEDS DEPENDING ON THE VEHICLE.”

- KEVIN DETRICK

Detrick said the new technology also targets the pressure much better on vehicles going through the wash. “We use a combination of high pressure in order to get repeatable quality,” he pointed out. “If you are running at 800 pounds per square inch (psi), you don’t clean wheels well and make a lot of noise on the driver’s side door, which is not a good customer experience.

“We run at 1,100-psi on the wheels and drop the pressure to 500-psi on the doors using variable speed pumps with a pressure transducer. We only drive the pumps at the rpm we need to give us the pressure we want.”

Detrick says his new technology handles the blowers in the same manner. “Our blowers run at different speeds depending on the vehicle,” he said. “The blowers will automatically detect a pickup truck bed and slow down so they don’t blow any debris out of the bed. They also slow down more for convertible tops.”

The new Sparkle Car Wash also uses technology to control the wash’s hydraulics, Detrick noted. “We can control our

washer’s rpms (revolutions per minute) so that the hydraulic oil runs cooler, lubricants in the oil don’t break down and the hydraulics last longer,” he said. “As the conveyor speeds up, we run the washer faster in order to help clean them better.”

The scanning technology also is used to position the wrap arounds for the specific shape of the customers’ cars. Washer penetration is configurable to the nearest inch. Cleaning with the tips of the wash material result in cleaner cars, less noise for the customer and significantly less damages to mirrors and antennas.

The ICS technology also has an entrance management solution that helps with loading cars onto the conveyor, Detrick said. “We don’t want cars too close together or far apart because we lose productivity,” he noted. “Our solution helps the attendants load cars for optimum performance in the tunnel. It’s the same on the exit side where exit management technology automatically adjusts for conveyor speed to prevent anti-collisions stops and keep the conveyor moving.”

*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 thriller to be published this summer, A Case of Dom Perignon, all available at [www.amazon.com](http://www.amazon.com).*



Top left column: The new Sparkle Car Wash can handle 115 cars an hour without hand prepping.



Pricing ranges from \$7.55 for The Classic to \$14.15 for Total Protection Plus.

Extensive VFD's and ICS's TunnelMaster aid in the efficiency of the wash.



## Newsworthy ...

*continued from page 11.*

operating under the National Carwash Solutions brand, we are able to control our messaging and outputs in a more linear manner and erase any brand confusion within the marketplace.”

For customers of the Ryko, Mac-Neil and CleanTouch brands, nothing will change, the brands will just fall under the umbrella of NCS.

National Carwash Solutions will launch a new website to incorporate all of the brands, but each individual brand will continue to operate their existing websites. NCS headquarters will reside in Grimes, Iowa. ■

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

## RYKO SOLUTIONS PARTNERS WITH ASCENTIUM CAPITAL

Ryko Solutions, Inc., Grimes, IA, is partnering with Ascentium Capital, Kingwood, TX, to offer affordable and customized finance options for Ryko’s managed carwash products, services and technologies. “Our goal is to ensure our clients are successful and we want to assist every step of the way in building a profitable managed carwash system,” said Jesse Wurth, Chief Financial Officer at Ryko Solutions. “We are leveraging Ascentium Capital’s expertise in the carwash industry to drive this strategic initiative.”

The finance program will be available to Ryko Solutions’ entire client network throughout the United States, said a company press release. Finance training, combined with a program rollout, will be part of the partnership launch. ■

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

# Bacteria Treatment Works in Carwash Water Reclaim

By Stan Royal

**I**t is estimated that less than 5 percent of all forms of bacteria are disease-causing and that the other 95 percent are beneficial organisms just trying to survive eating and degrading whatever it is that they degrade best.

Anyone who owns a home with a septic system knows the value of using a product like RIDX or Biozone. The bacteria and enzymes in these products are specifically formulated to naturally break down organic waste matter and slow the accumulation of the sludge layer. The septic tank holds wastewater from the home until solid debris settles at the bottom of the tank (the sludge layer) and lighter waste, such as oil, rises to the top to form the scum layer. Between the two layers lies clarified liquid, which flows into an outlet pipe and is gradually dissipated through a drain field.

In a carwash, reclaim pits are designed to provide a containment system that promotes a suitable environment for solid settling and promoting bacterial cleaning action. The cleaner the water is the less impact is felt throughout the system — everything from cleaner filters, spray nozzles, rinse water and of course, odor control. Cleaner wash water also plays an important role in pit pumpouts because many states consider the wastewater to be hazardous or at the very least, contaminated.

The bacteria and enzymes best suited for a carwash have a proven performance in various wastewater applications that target the degradation of petroleum products, various surfactants, and organic matter. In addition to cleaning up the water, it should clean up the air too. Hydrogen sulfide odor is a big problem for most commercial and industrial wash applications. The right bacteria species will eliminate hydrogen sulfide odor within 24 to 48 hours after application.

Bacteria similar to those formulated for carwashes are responsible for some of modern history's biggest cleanup efforts. Following the major oil spill in Alaska's Prince William Sound, the Environmental Protection Agency (EPA) brought in natural oil-eating bacteria to help clean up the mess. Upon follow-up, a study had determined that the microbes did as good a job in cleaning up the soiled beaches as areas where they used high-pressure hoses and detergents.

The microbiology of a wash system is simple: dirty water has bacterial loads that come with the territory. Chemists also know that certain bacteria are the cause of the hydrogen odor. The critical component here is that the indigenous bacteria (that's the bacteria that ends up in a wash water stream by default coming in with the dirt) is a variety of several types

of colonies that almost always fail to provide any significant advantage; in fact, the result of the incomplete degradation of petroleum, dirt, surfactants, and other water contaminants is what causes the hydrogen sulfide odor in the first place. Operators sometimes use ozonators to kill bacteria and remove hydrogen sulfide odor, but, as most operators know, killing all bacteria in a wash system isn't such a good idea either because now there's no biological activity going on and therefore no cleaning of the water.

That's where products that consist of wastewater inoculants enter the picture. These wastewater products are comprised of specifically isolated, naturally occurring organisms that target and comprehensively degrade petroleum hydrocarbons (oil), surfactants, and various other organic components in the waste stream. The big difference in certain bacteria's is their genetic pathways are designed by nature to utilize all the carbon chains in these waste products without producing a noxious byproduct such as hydrogen sulfide. Inoculating with a beneficial, high population of a bacteria allows for competitive exclusion. Competitive exclusion specifically occurs when one species of bacteria significantly outnumbers the other species in their aggressive pursuit of a food source, in the case of wash water, most notably petroleum hydrocarbons.

Bacteria do not require much, in addition to a food source to thrive. They do need dissolved oxygen (the more the better), a pH range of between 6 and 8, and as long a retention time as possible but will "eat and run" in as little as an eight hours. Aeration or oxygen injection in a system provides welcomed oxygen and agitation, which makes the microbes flourish. The resulting effects include natural hydrogen sulfide odor control, significantly reduced Total Suspended Solids (TSS) and Biochemical Oxygen Demand (BOD) levels, and much cleaner recirculated water that extends filter life and reduces clogged nozzles. In such an inoculated system, a biomass will develop within the reclaim tank. Biomass is an accumulation of microbes that colonize onto the hard surface of the tank. This cell accumulation produces billions of new microbes daily, keeping the system in a good biological balance.

In one field study a tractor maintenance facility was experiencing an ongoing maintenance problem due to petroleum hydrocarbon (oil) accumulation in wash-water coming off heavy industrial equipment during cleaning. The facility did have an existing oil absorption system to remove oily waste from the wash water and reuse the reclaimed water for cleaning purposes. The filters plugged regularly and the wash water began to smell. This led to frequent filter replacement

*Continued on page 18...*

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# So You Sold The Wash, Now What?

By Lou Rendemonti

Every carwash owner dreams that one day he will sell the business, get a pile of money and spend winters in Florida chasing golf balls. No more worrying about the weather, having enough employees, or making payroll. The key question you ask yourself becomes, “How will I be able to maintain living the lifestyle my family and I are accustomed to from the proceeds of the sale, when the right buyer shows up?”

First, realize that you will part with your business one day. Some will sell it on their terms and others will be forced to sell because of an illness, divorce, premature death or other involuntary exit. So what is the annual after-tax income you need during retirement (in today’s dollars) that will last your spouse and you for life?

Statistics prove that people tend to continue the same standard of living in retirement that they had when they were operating the business. Based on a recent study by the Survey Research Center at The University of Michigan September 2015, 55 percent of retirees are living on 95 percent or more of their pre-retirement income. And keep in mind that a healthy couple in their mid-’50s has a 95 percent chance that one spouse will make it to age 95 – that could be 40 plus years!

When you part from the business you certainly will miss the salary, cash distributions, health insurance, new car payments, vacation/conventions, and the occasional “extra” expenses run through the business. This will all be a part of the past. Your retirement income will now have to factor all that in. Now your income and financial stability will all be based on “distribution rates.” A distribution rate is the annual percentage rate that you can safely withdraw from a well-diversified portfolio of stocks, bonds and cash without exhausting it prematurely. Most financial analysts and advisors agree that the safe withdrawal rate (the annual percentage rate that gives you a reasonable degree of comfort that you will not run out of money) is 3 percent. Therefore, in order to have \$100,000 of pre tax annual income, you will need to have \$3M invested. And that’s after fees and expenses. For \$200,000 you need \$6M! Muni Bonds are no panacea. Triple A rated bonds yield 2 – 3 percent. And “if” (when) interest rates rise, the value of those bonds will decline.

What’s an operator to do? Enter Actuarial Science, the discipline that assesses financial risks in the insurance and finance fields using mathematical and statistical methods. Actuarial Science applies the mathematics of probability and statistics to define, analyze and solve the financial implications of uncertain future events. Life Insurance and pension plans are the two main applications of actuarial science.

(source: investopedia.com) Distribution rates of 6-9 percent are available through the use of “life only income annuities” depending on how old you are when you choose this option.

## Income Annuity

Another favorable advantage of an income annuity is what is referred to as the “exclusion ratio.” This is the amount of each payment that is tax free. Since an annuity payment is part a return of principal and interest over your lifetime, the principal part is tax free. This is not true when one annuitizes any money from a qualified plan or IRA, however.

How can insurance companies pay you much higher distribution rates than a diversified portfolio? This is done through the use of mortality credits. As a pool of annuitants die, the ones left standing get the use of the others money.

Does that mean you need to select this option now? Absolutely not. The only thing you need to do now is understand how they work and create a strategy that gives you the option of using this planning tool in the future. This should be part of an overall income strategy including other buckets like equities for inflation protection, liquid reserves for unexpected expenses, and funds for long-term care and other unreimbursed health care costs. Please feel free to call me for a complimentary white paper on retirement income planning called “Retirement Alpha.” ■

*Louis F. Rendemonti is a registered Representative and Financial Advisor of Park Avenue Securities LLC (PAS). OSJ: 14021 Metropolis Ave., Fort Meyers, FL. You can reach him at 239/561-2900. Securities products and advisory services offered through PAS, member FINRA, SIPC. Financial Representative of the Guardian Life Insurance Company of America® (Guardian), New York, NY. PAS is an indirect, wholly-owned subsidiary of Guardian. Rendemonti Wealth Strategies is not an affiliate or subsidiary of PAS or Guardian. 2016-21512 Exp. 4/18*

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## Bacteria Treatment ... continued from page 16.

and increased maintenance. A pilot study was performed at the site. A sample was taken for its oil and grease content and sent to an outside laboratory for the analysis. The sample contained 632 ppm of oil and grease. The pH of the wastewater was adjusted near neutral and the system was inoculated with a bacteria. A sample was taken after five days and analyzed for oil and grease concentration. The oil and grease level had dropped to 39.2 ppm and their odor problem was gone.

Your equipment dealer should be able to provide you with additional information on the use and frequency of treatment as well as dosing systems and mixing tanks to make the treatment automated and easy to maintain. ■

*Stan Royal is the President of Con-Serv Manufacturing in Lakeland, FL. To contact Stan call 800/868-9888 or sroyal@con-servwater.com*



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# 27th NRCC Set to Break Records!

The 27th Northeast Regional Carwash Convention (NRCC), September 19-21, at the Atlantic City Convention Center is slated to be the largest show to date, according to NRCC Show Chairman Ron Bousquet of the New England Carwash Association (NECA), this year's host association. "Last year we featured 301 exhibits, our largest showing ever," said Bousquet. "This year we set our sites much higher and I'm sure we will break that 301 mark significantly. We're shooting for 350!"

The country's largest regional trade show will not only feature the most innovative and forward-thinking products and equipment on an ever-growing show floor, but it will highlight issues in its educational track that will benefit large and small operators alike. "This year our theme is "Driving a Brighter Future" and our seminars will reflect the positivity of this statement," said Bousquet.

"We want to provide our attendees with facts and information to help them grow their businesses and prosper in the future."

## Seminar Lineup

The three-day event kicks off on Monday, September 19, with two concurrent two-hour seminars. The first is geared toward inbay and self-service operators and will feature a Traditional Vendor Panel of experts to answer all your self-service questions while also touching on the segment's trends led by Mid-Atlantic Carwash Association's Dave DuGoff.

The second two-hour seminar will be geared toward tunnel operators and their Preparedness for the Impending Winter Washing Season. Sonny's The Carwash College Robert Andre will lead that program with his in-depth insight into the full-service and exterior operator. He will provide tips and tricks to making the transition to winter washing a breeze.

Tuesday will bring a traditional Early Bird panel and breakfast where any and all questions carwashing are on the table. This discussion will be led by the Connecticut Carwash Association's Bob Rossini and include Fairport, NY's, Michele Landers; North Reading, MA's, Patti Kaplan; Greenwich, CT's, Brett Robinson and College Park, MD's, Dave DuGoff.

Next, Steven Jeffes, a Customer Relationship Management and Customer Strategy expert will speak on How to Create a Customer for Life. His in-depth knowledge of how to attract and

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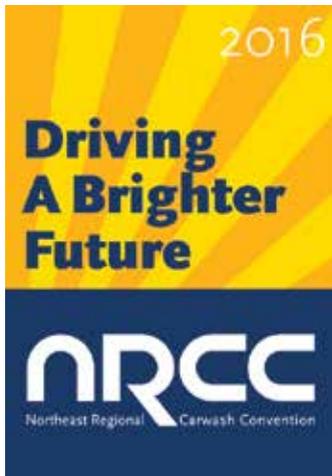
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retain customers will translate into more customers at your wash.

Genna Gold will then speak on How Responding to Social Media Reviews Will Get You More Business. As Yelp's Manager of Local Business Outreach, Gold will share her knowledge on how best to manage your online reputation to make more money and improve your bottom line.

The last speaker of the day is positivity expert JoAnna Brandi.

Brandi, who will be making her third appearance at the NRCC, will share her insights on Becoming a Profitable and Positive Energizer. In this program you will learn the positivity ratio for high performance and you will be able to create a practice of intention and reflection that will build up your energizing ability to help you "Drive a Brighter Future" for yourself, your employees and your bottom line. It's a must-see!

After the Keynote, the Award's Luncheon will include the presentation of the 2016 Most Distinguished Carwasher award and the 2016 NRCC Hall of Fame Award, the show's highest honor.

Trade show hours run Tuesday from 1:00-6:30pm

and Wednesday from 10:30am-2:30pm.

After a long day on the floor and in education all are invited to attend the annual Welcome Reception sponsored by Innovative Control Systems of Wind Gap, PA. This annual event affords operators and manufacturers the chance to catch up with friends and colleagues at The Water Club at the Borgata for heavy hors d'oeuvres and drinks compliments of ICS.

### Wednesday's Lineup

Wednesday brings a breakfast program and a return from JoAnna Brandi who will deliver a presentation titled Happy Employees Equal Happy Customers. This dynamic session will show us the link between employee and customer happiness and how happy, engaged employees have a much better chance of creating happy, engaged repeat customers.

Next, Christopher Hunter, managing director, strategy and development for Advocacy Solutions will present a program for the social media novice, Social Media Marketing 101: For the Beginner! He will explain how to use Goggle ads, get prime placement on search engines and what you really need to do as a small operator to get your wash in front of as many consumers as possible for a modest investment. ■

*To register or inquire about booth space please visit [www.nrccshow.com](http://www.nrccshow.com) or call 800/868-8590. You can also get information on travel options/routes on the website.*

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# What's Your Positive Spillover?

By JoAnna Brandi

As a leader, you impact the lives of many from your colleagues, to your customers, suppliers and in your professional community. What you may forget though is that you also impact their families, their friends, their circles of influence and even their churches.

## Every Culture has a 'Spillover' As well as a 'Crossover' Effect

You know them both well, even if you didn't know how psychologists had labeled them. When you come home from work in a negative or positive mood, it affects your relationships (Spillover). When you come home from work the mood you come home in can be contagious to other people in the house, causing them to pick up your mood (Crossover).

As researchers from Cornell University have shared, "Positive Spillover occurs when satisfaction and stimulation at work translate into high levels of energy and satisfaction at home. Negative Spillover occurs when problems and conflicts at work drain and preoccupy individuals, negatively

impacting their behavior and experiences with their families and partners, and deteriorating those relationships."

People who are happy at work are more productive, engaged, committed, creative, generous and healthier. They serve their families and communities better. And when they are happy at work they create more value for the organization and the customers.

It's a positive, reinforcing, appreciating cycle that returns value to the bottom line reliably. Especially as a leader, your emotions are contagious and you're always broadcasting them. Here's a quick "Positivity Practice" for you to make you a little more mindful of your impact on others.

## Check What You're Broadcasting

Check your "state" before walking into your workplace. What are you thinking about – is it positive or negative, optimistic or pessimistic? Is it "energy gaining" or "energy draining"? Are you preoccupied with a problem or are you focused on your positive intention for the day? You broadcast your emotions even if you don't know it. Become aware of it. Notice. Turn your dial to a more optimistic, uplifting channel.

Think about yesterday – from the hours of 2 - 5 pm. At that time what were you doing, thinking and broadcasting?

What do you wish you were doing, thinking and broadcasting?

From 50 - 70% of how employees perceive the climate is due to the actions of the leader! Leaders set the mood. What mood are YOU broadcasting? ■



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JoAnna Brandi

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

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!!!

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



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*Dear Venus and Mars,*

*In the warm summer months when customers typically spend more but volumes may be lower, what type of specials do you run?*



Heather Ashley

### Venus Says

All of our locations are unattended self-serve washes with inbay automatics so we have some unique ways for advertising and offering discounts by participating with national and regional carwash programs. For instance, we will be participating with Wash to Save the Bay on June 4 where we will donate a portion of our sales to the Chesapeake Bay Foundation.

In November we will give free washes to Veterans on Veterans Day with the Grace for Vets program ([graceforvets.org](http://graceforvets.org)). There are promotional materials available for advertising these events as well and we take full advantage of them.

As rural carwash owners, we find our best advertising is word of mouth. We enjoy surprising our customers by adding quarters to their bay during a wash or handing them a free air freshener. A personal touch is our own way of giving a discount. Plus, it leaves a lasting impression that our customers hopefully share with their friends and family.

Finally, having a clean place free of muddy bays and empty trash cans is a challenge during these warm weather days, but it's truly the best advertisement for any wash. ■



Paul Vallario

### Mars Says

During the winter and spring months here in the Northeast cars are typically getting dirty on a daily basis. Road salt and sand in the winter and pollen in the spring assures that customers will be coming in on a regular basis. But are they buying the extras or just coming to get the dirt taken off of their cars because they know it will soon be dirty again? We usually see high volumes in those months but our average dollar per car can be off \$4-\$5 from what it is in the summer months.

In the summertime cars aren't getting as dirty and they stay cleaner longer, so we have to adjust our marketing to focus on increasing our dollar per car. Carwash consumers are more willing to spend if they know the finished product is going to last for a while. For instance, express detailing is one of our most profitable services in the summer. To get someone to spend \$50-\$150 in the winter when their car will quickly be covered in salt and sand is difficult.

We run specials either taking a percentage off or throwing in an A la carte service with an express detail. It's amazing by just giving a little bit away how much your express detail sales can increase. The results of an express hand wax can last for months in the summertime.

Also, people are looking to fix imperfections that their vehicle received during the winter. Minor scratches or dings should be pointed out to customers and you should provide them with a quote to repair. If you are equipped to perform these services on demand, the chance of getting the sale is greatly increased.

In addition to detailing services certain online services sell better in the summer. Quick spray waxes that are applied in the finishing area of the wash are great up sells to customers who are in a rush or don't want to spend as much. And of course tire shine is always a favorite, especially when the customer knows it will last for more than a day. The bottom line is that customers will spend more in the nicer weather. We have some of our most profitable months in the summertime. ■

*Venus and Mars, aka Heather Ashley and Paul Vallario, are carwash industry veterans. Heather Ashley is the President of the Mid-Atlantic Carwash Association. She is also co-owner of Virginia Car Wash Industries, Inc. and Shenandoah Valley Coin Laundries, and Ashley's Shenandoah Valley Rental Properties in Toms Brook, VA. You can reach Heather at [mhashley@gmail.com](mailto:mhashley@gmail.com), as well as LinkedIn and Twitter @hrashley or [www.thecarwashblog.com](http://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](mailto:iwashcars@optonline.net).*

**If you have a question for Venus & Mars please send it to: Media Solutions,  
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# Silent Soldier Servicing

By Gary Sokoloski

Now that all the sand and salt is gone, and the busy spring clean up is over, it is time to take a look at all those silent soldiers (vacuums) in your lot and give them some attention now that there is little more to do in the dog days of summer besides pull weeds. Although most operators do keep up with normal daily or weekly cleaning of this equipment, some periodic maintenance can go a long way to keep them performing at peak efficiency. The standard vacuum is a fairly basic machine requiring maintenance on only a few components.

Clean, Clean, Clean, and then Fix. This is the most important part about vacuums.

Through its name and job description, the vacuum is one of the more dusty and dirty pieces of equipment you will find in a carwash. Taking the time to correctly clean them will greatly increase their lifespan and the amount of use they get from customers. When asking some operators or attendants how to clean a vacuum they typically say to simply open the bottom door, brush out the debris (most spend more time looking for loose change than actually cleaning), and then close the door. This is like hanging your

dirty clothes up at night and wearing them again the next day. To properly clean out a vacuum you must remove all of the dust and debris from the vacuum bags (typically four of them) which hang inside the vacuum above the collection bin. In almost all models of vacuums, this requires rolling up your sleeves and taking a dust broom or using your hand to bang all the dust loose and to reach inside the bags to make sure there are no obstructions decreasing its suction ability. Some new models have an arm built into the machine, which makes this process much easier. At least once a year these bags should be removed from the machine and thoroughly cleaned, inspected for any tears, and replaced as needed.

Be sure the hose to the machine is clean on the outside and free from any obstructions on the inside. The end on the hose or claw should also be inspected for wear and replaced as needed. It is also a good idea to put a rivet in the claw to attach it to the hose, and do the same thing where the hose screws into the vacuum. This will help prevent customers from deciding to take them home with them. No customer wants to pick up a dirty hose and then realize your vacuums don't suck.

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Lastly, a clean machine is a busy machine, therefore you want to give that machine a good polish job, using a stainless steel polish to clean and buff it to like-new condition, in addition to replacing any faded or worn decals located on the machine.

The motors are the workhorse of these machines and should be inspected, cleaned, serviced and replaced on a regular basis depending on your volume. Cleaning the motor and the housing it sits in is the easiest and most effective way to prolong the life of that motor. After a period of use, it will require a rebuild. The motors themselves have what are called brushes in them to make the motor spin and create suction. These brushes should be replaced on a yearly basis and then the motors should be run in series to "seat" the brushes for 25 minutes. A motor will usually be able to have its brushes replaced twice and then it is worth just replacing the entire motor.

The final step in a vacuum rehab is checking all the electrical connections. To do this, verify the power is turned off to the unit. With a screwdriver check to make sure all the electrical connections are tight. Also check the connections in the coin box to be sure they are tight, as well. A loose connection can lead to early motor failure, intermittent money acceptance, and all sorts of other problems.

Now that your silent soldiers have been cleaned and tuned up they can go back to rest sitting on your lot just waiting to serve a customer. Remember the best thing to be said about a vacuum is IT SUCKS! ■

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



Gary Sokoloski

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*Leaders must be close enough to relate to others, but far enough ahead to motivate them.*

*- John C. Maxwell*

# Making your Microfiber Last Longer

By Valerie Sweeney

By this time, most carwashes are either using microfiber or have at least tried it. I thought it might be a good time to give everyone a refresher course on how to take care of and wash their microfiber.

Microfiber is extremely effective, but when not washed properly the cloth can become useless. Microfiber can last for hundreds of washings, and remain a powerful cleaning and drying tool, if properly washed and maintained.

There is a large variance out there on the quality of microfiber towels. Nice quality commercial grade microfiber towels can last up to 500 washings if treated properly. But various factors can shorten the life of a microfiber. The most common way that microfibers are ruined is when they are dried in a hot dryer. Heat will melt the fibers of the towel, and render it useless. It might not appear damaged, but you will notice streaks when you clean the windows.

Another way to tell the fibers have been damaged is to run your hand over the cloth. If it feels like it's pulling your skin (like you have dry skin), then it's good. If it doesn't, then you might need to replace the towel(s).

Another way to damage a microfiber is to clog the fibers with wax, fabric softener, etc.

Technically, microfiber towels can be used right out of

the package. You do not need to break them in to help with their absorbency. I do suggest, however, washing them once before use, if possible. Just as with any textile, some fibers may have settled back down on the cloth during manufacturing, so washing them once will help rid the cloth of any residual lint or fibers.

Microfibers have very specific washing instructions, so make sure to follow the instructions on the tag or the package. Microfibers should be washed on a cool/low setting, with the water temperature never exceeding 105 degrees Fahrenheit. Microfiber should be washed with regular detergent, but never with fabric softener or bleach. Even if the cloth was used with window cleaner, a separate washing detergent needs to be added to the wash. The soap is what holds the dirt and removes it from the towel. Without soap, the dirt will go back onto the cloth. Bleach is not recommended to use on a microfiber, because just like terry, it will shorten the lifespan of the towel (and it could also ruin the color). The fabric softener will clog the fibers of the towel, and render it ineffective.

Microfiber towels need to be either air dried, put in an extractor, or dried on the coolest setting (permanent press or

*Continued on page 30 ...*

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## Towel Tips ... continued from page 28.

air fluff). You need to allow time for the dryer to cool off if the last load was hot (which it normally is). Because microfiber is made of polyester and nylon, high heat will cause melting, which will close the wedge shaped fibers.

Microfiber towels should never be washed with any other laundry, especially cotton terry towels. The lint from the other towels will stick to the microfiber and you will have a very hard time getting it off.

Using microfiber towels has many benefits, but one of the best features is the energy savings. Since microfiber needs to be washed in cold water, you can save on your hot water bill. Also, the permanent press and air-dry settings on your dryer will use less energy than the regular setting. Many microfibers can fit into a machine at one time; in fact, it is encouraged to wash as many as you can together as this helps to keep the wedges intact, and a full load helps to ensure less wear and tear on the cloths.



Valerie Sweeney

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

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# Does Your Carwash Need An Outside Sales Rep?

By Perry Powell

Having hired and managed salespeople for many years, I have often given thought to the idea that an outside sales rep could add an immense number of cars to the annual volume of a carwash. It took a number of years to find a client willing to pay for the experiment, but last year an owner stepped forward. While his situation was not ideal, (he owned three self serves with automatics), he was willing to give it a go, so we went. It is way too early to pass out imperial data, but the exercise has produced some interesting thoughts.

Why? There are many more car markets around a carwash than one can imagine. Some of the markets we have explored are commercial fleet accounts and their employees, apartment and condominium communities and charitable outreaches.

Many of those who are approached either did not know about the carwashes or had only limited knowledge about the facilities and their offerings. This sales approach is a one-to-one introduction that pays off in new dollars.

How? We do not discount deeply and while the details cannot be discussed here in depth, a real world example may be helpful.

Company A is a large established company with 66 brand-labeled vehicles. The average net to the carwash for the wash is about \$10 for an \$11 retail wash. The company selected to wash monthly. This totals \$660 per month. Extrapolated out this means, if our sales rep gets the equivalent of 10 of these, the increase represents \$70,200 annually.

Company B has no commercial vehicles but has 150 employees. By approaching the HR department of the client we are able to sell the 150 employees on using the facilities. The company is happy to introduce "Free to the company" value-added benefits to try to keep their workers.

Similar to the Company A example, if 50 percent of the employees, of Company B, visit the carwash once in a month, the result would lead to an additional \$750 per month. Extrapolated out this means, if our sales rep gets the equivalent of 10 of these, the increase represents \$90,000 annually.

One can readily see how the sales rep is funded. Hiring the correct salesperson is a key component. Additionally, one must determine the capacities of your point-of-sale software and this will back into the product features which will be marketed to your community.

The salesperson needs a combination of salary, commissions and renewals that will build through time and give the successful rep an incentive to remain.

The salesperson will need the correct sales tools and presentations, forms and training to properly service and execute the program. The incentive for the client is varied. Software is available to make the tracking and administering of the program simple. Your potential client will want controls over usage, which personnel can use the facilities and when, as well as, discontinuing the use by an employee who leaves their employment.

Results? So far, results are far better than expected. The owner was concerned about the limited nature of the marketplace. He felt that we might run out of calls for the rep to make in a couple of months. Far from it, our rep continues to bring back ideas we had not previously considered.

At the rep's suggestion, we are currently reaching out to approximately 750 teachers in public schools around one facility. Using Teacher's Appreciation Week, our rep initiated contact and is currently arming, as many of those teachers as respond, with the capacity to enjoy a free carwash, on the house. This introduction leads to a follow-up program which incentivizes the recipient to begin spending at the facility.

The objective? If the rep reaches those who never use or

*Continued on page 36 ...*



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# Anticipation, Precipitation, and Technology

By Doug Rieck

My deadline is such that this column is being written prior to The Carwash Show in Nashville in early May, so there is not much going on right now, other than anticipation. I am hoping there will be some cool new stuff there, and I have my own wishlist, and essential list.

2015 was a pretty good carwash year, and I have to assume that the same held true for our suppliers which hopefully means that money got dumped into research and development. At my primary location I fell behind on reinvestment, and am trying to catch up. Despite our wishes, there is a finite life on carwash equipment.

What is going on at the retail carwash level is a bust compared to last year. At least as far as to the end of April. It certainly is not a repeat of last year. To date my numbers look roughly 13 percent lighter than last year and in talking with others it seems not abnormal. Most carwashers, including myself, get defensive on downturns and start questioning their operations. What am I doing wrong? Are my employees being rude, are the cars still clean, shiny and dry? Is my curbside appearance good, and probably the worst thought – are my prices too high?

I say the latter is the worst thought because, at least in NJ, carwash prices seem low across the board. What is the right price? In benchmarking other areas, I feel that most of us could and should be more aggressive with our pricing. We live in one of the highest cost states and most taxed, and often our carwash prices are lower, when they should reflect our reality. Our costs are simply higher. Property taxes, utilities, wages, plus higher construction and land acquisition pricing.

Moving on to a personal observation, here in the south Jersey tourist coastal region, we have a great quality of life. There are fewer people, less traffic, a slower pace of life. Those same qualities work a little against carwashing, however. Being next door to the ocean we end up with more cloudy days, more moderate winters and in many areas dramatically fewer people year round. This has led me to the belief that you can't survive by trying to lower your prices and make up the difference with higher volume. It may not happen. Volume may cure many ills, but weather will intervene.

Getting back to the subject of weather and carwash weather, I feel that the current downturn is simply weather. More clouds, more rain, and this past April just simply raw weather. You just need to have sun to wash cars. It doesn't mean that we as business people can relax and wait for things to happen, but just change our anxiety level a little.

I am basing my thoughts on looking at long-range weather patterns, specifically ENSO (El Niño-Southern Oscillation). In September of 2015, the La Niña weather pattern shifted rapidly over to the current El Niño, which was

in place by October. Coincidentally, that is just about the time the weather patterns in South Jersey shifted from carwash friendly to carwash ugly.

October and November of last year was when I started to notice a problem. The weather just could not give us a break. Clouds, then rain but, I still had hope for a good winter washing season. But it didn't happen. Yes, we got some cold and snow but not enough sun. In coastal South Jersey, by the time March 15th comes, winter is over. Then we just settle into washing the snow and salt stragglers until the pollen season explodes its green cornucopia. Until then, I hope for some coastal storms and flooding, during the weather transition, to bring in customers cleaning up from salt spray and flooding. I know it's not nice to profit from the misery of others, but I have to make a living!

A brief primer now on EL Niño and La Niña patterns. Obviously, they affect our weather. The effect of each will depend on where you live in the US. In our case we have seen what an El Niño has done. An El Niño is an occurrence of warmer than normal surface water in the Pacific Equatorial region off Peru. This typically peaks by Christmas and the normal episode lasts seven to nine months. This was first noted by Equatorial fishermen who had better catches. Now it is noted by Northeast carwashers who have diminished catches. A La Niña is normal, cooler surface water temperature in the same region. This is part of the ENSO. The exiting El Niño we just had was in the top three in strength since 1950. Several long-range models have called for a strong La Niña to replace the El Niño by late spring. Already the Pacific is rapidly cooling.

Looking ahead to the summer, the Northeast is supposed to be warmer and then in the winter colder and stormier. For those of us on the coast, they are forecasting a stronger Hurricane season than last year. One forecast indicated that the majority of the action would be south of us, which is fine with me. I trust long-range projections much more than the weekly point and click on your phone. AccuWeather.com, a Northeast meteorological authority, is now giving out 90-day forecasts. As a guide it's good but inevitably some users are going to expect the impossible. (As a side note, I think the smartphone forecasts are worse for our industry than the TV 5-day weather forecasts ever were.) At least they had an explanation by a meteorologist. Now omniscience is assigned to a four-inch phone screen with smiley face icons.

## Trouble Ahead

Until the past few months, I never gave much thought to rain sensing wipers on cars. Then this December, my new car had them. I expect that with all the automation hitting

*Continued on page 36...*

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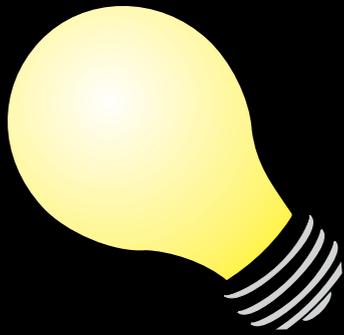
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## Talk Internet for Car Washers

### Doug's Perspective ... continued from page 34.

cars they will become the norm. On the way back from Easter break with my family, I stopped at a new wash in Virginia and had to scramble to turn them off as my kids were laughing at me. These wipers do present a new damage issue to our industry. This is just another reason why signage and video cameras are essential. I had an expensive wiper damage claim in March that I avoided by showing the customer a video of his wipers running and then my entrance sign. Until this point he insisted his wipers were not on.

### Small Package, Great Wash

This same wash that I visited in Virginia featured a converted, slightly extended self-service bay. I had a very dirty white Expedition with just over 2,000 miles of bugs and I-95 driving. I was very surprised at maybe 40 feet could produce such a great quality, clean, very dry and shiny product. Our industry has come a long way with the new equipment. Obviously, longer is better, but if you are not washing big numbers, smaller can give great quality. Every year brings wash technology changes and raises the bar. Which is one of the compelling reasons to visit Nashville, or closer to home, the 27th Northeast Regional Carwash Convention (NRCC), September 19-21, at the Atlantic City Convention Center. Visit [nrccshow.com](http://nrccshow.com) to register and learn more today! See you in AC this fall! ■



Doug Rieck

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

### A Sign of the Times ... continued from page 32.

infrequently use the wash and manages to increase the car count, through time we will eventually max the facility's capacity. In this case, the plans are to remove one of the automatics in favor of an 80-foot express tunnel.

This is exactly what the object of the exercise was! Let's take our small but successful facility and increase the count to the point that it demands an increased capacity to service the existing client base, as opposed to the traditional, "If we build it, they will come" approach to adding a conveyor.

What will your objective be? ■

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



Perry Powell

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**PRESIDENT’S COLUMN**

*Opportunity knocks – do you answer or are you so consumed with the day-to-day minutiae that you didn’t hear a thing, or worse, you completely forgot there was a door? It’s tough when some days we’re completely consumed with “putting out fires” and others we’re just trying to keep up with the current demands of customers and vendors. This is where planning comes into the picture. I know this isn’t rocket science, but it is still business, none-the-less, and too many embark on our industry with a disengaged, hands-off attitude. There is a lot of missed opportunity in the carwashing industry and that’s truly unfortunate. I find a significant number of individuals in our industry possessing a “glass half empty” mentality and an overall discouraged outlook. As with any business, we get what we put into it, so if our efforts are nominal, so too will be our returns. Having an annual business plan, regardless of the business, is key to progress and success. A plan forces us to lift up our heads, assess our achievements and evaluate our efforts so that we can alter our activities to assure they are yielding the results we desire. It goes back to the Benjamin Franklin quote, “if you fail to plan you plan to fail,” and it is so true.*

*The carwashing industry is unique in that we are ever at the mercy of an obstacle outside of our control – the weather. Surely, weather presents some of our most significant challenges, but it presents some opportunities as well. Having an annual business plan in place puts us in a better position to take advantage of those types of opportunities as they are presented. Establishing an annual plan, and sticking to it, provides a platform of organization and a game plan for activity so we are more aware of and receptive to opportunities as they cross our paths. These opportunities might not be a “make-or-break” deal, but in our business any opportunity has the potential of having a positive impact on our bottom line.*

*I’ve served in a leadership role with the Carwash Association of Pennsylvania (CAP) for many years, as I believe it is important for us to be formally organized to safeguard the livelihood of our industry as it exists in Pennsylvania. Sharing best practices and industry information is an important part of this and it is my hope that our CAP members engage, understand and appreciate the value of this as well. Please reach out to us if you’d like to get more involved or would like additional information.*



Keith Lutz  
CAP President

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# Dawn Keefer Slated to be 92<sup>nd</sup> District's First Female Rep

Midstate businesswoman, Dawn Keefer emerged victorious in a three-way race for the Republican nomination in the 92nd Legislative District seat in Pennsylvania's April primary election. "I'm excited about the opportunity and humbled by the outpouring of support by so many throughout the district," Keefer proclaimed on election night.

Keefer, owner of DWK Consulting Inc., cited her experience as a business owner, her leadership in the community and her role as a wife, parent and taxpayer in running for office. She explained, "I understand the issues of the district from a very personal level. Government is seldom the solution, and too often the problem. Government habitually places itself in a position to choose winners and losers crippling local businesses that drive our economy.

"And their over-reach into education usurps local control and parental rights," she added. "We need to reign in government, streamline regulations, restructure and simplify taxes and bring back common sense in our governing approach."

Barring a successful write-in or third-party candidate, Keefer will likely be headed to Harrisburg to serve as the 92nd District's first female representative following the November election. ■

*Keefer is the Carwash Association of Pennsylvania's Executive Director.*



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**PRESIDENT’S COLUMN**

*Is summer here yet?*

*Just bring on the sun and beach weather after the non-winter we had in the Northeast.*

*As operators we planned, purchased, prepped, and went overboard in preparing for the busy winter that wasn’t – especially after the previous winter with record snowfall and bone-chilling cold. Now, just let the summer bring us sun and plenty of vitamin D to wear off the depression of this past winter.*

**Sales Tax Fight Continues**

*Let’s also hope that the summer brings us some good news regarding our ongoing sales tax fight. For the last year, many of our board and membership have been working tirelessly to win the repeal of this unfair and uncollectable tax. We have spent hours and hours at the Capitol educating Legislators about our industry and our inability to collect this tax. And we have made great progress. At the time of this writing (late April) we had been included in the Democratic tax package that was reported out of the Finance Committee on April 7. House Bill 5046 included the provision in Section 12 for the Coin-Operated Car Wash Exemption. This is very good news for us, but we are still awaiting final resolution and negotiations between the Governor and the Democratic leaders of the House and Senate. In other words, it’s not a done deal just yet, but we are very hopeful our grassroots efforts have paid off.*

*This is just one example of why it’s so important to belong to your state carwash association. One person cannot effect change but a group of dedicated members certainly can. Please visit our website, [wewashctcars.com](http://wewashctcars.com), and pay your \$300 dues if you have not yet done so. Every dollar you provide to the association helps us keep up the good fight and with any luck my next column will focus on a hard-won victory for the operators of this state.*



*Bob Rossini*  
CCA President

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- 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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# Carwash Sales Tax Repeal Efforts Continue

By P.J. Cimini

Thanks to the work of the leadership of the Connecticut Carwash Association (CCA), and key participation by board members, we were successful in getting the repeal of the sales tax on coin-operated carwash services included in the Democratic tax package that was reported out of the Finance Committee on April 7.

House Bill 5046 included the provision in Section 12 for the Coin-operated Car Wash Exemption. That section of the Committee's tax package exempts coin-operated carwashes from the sales and use tax. As under existing law, all other carwash services are subject to this tax. The effective date of the repeal is July 1, 2016, and applicable to sales occurring on or after that date.

Much of the success of this effort was due to the strong and ongoing support of State Representative Jeff Berger (D-Waterbury) the House Chairman of the Finance Committee. Representative Berger has been our strongest and most consistent supporter in our repeal effort and his continued leadership has been a major reason for the Committee's focus on our issue.

This is a tremendous achievement for the many members of the industry and association who pitched in to help lobby and testify in support of this repeal effort. While the Committee vote was a statement by the General Assembly about the importance of lessening the burden on carwash operators, there is still a large deficit that legislators must close this year and in the out years.

## State Budget Resolution Unknown

At the time of this column, we are still awaiting final resolution and negotiations between the Governor and the Democratic leaders of the House and Senate. State lawmakers will have a critical budget vote soon after the 2016 General Assembly adjourned without taking action on a package to close a near \$1 billion deficit next fiscal year.

While a tentative deal was reached between Governor Malloy and Democratic legislative leadership in the waning days of the session, the budget was not brought to a vote in either the House or Senate. The package would close a projected \$933 million deficit for the next fiscal year, with the state facing more budgetary problems down the road.

The 2017 budget plan will not raise taxes, does not dip into the state's Rainy Day Fund, and contains \$830 million in spending reductions. The proposal does rely on some temporary revenues and other one-time solutions. The non-partisan Office of Fiscal Analysis projects much larger deficits in the next budget cycle: a more than \$2 billion shortfall for the 2017-18 fiscal year.

Republicans continued to express concerns that the budget doesn't contain enough structural changes to stabilize Connecticut's finances and future budgets. The plan does not include many of the structural budgetary changes advocated by the Republicans, including requiring legislative votes on all union contracts, reform and reduction of overtime, and substantially reducing state borrowing.

## Regulatory Reform

This year, Connecticut state lawmakers worked to support businesses by reforming much of the regulatory burdens and passing several measures that should help significantly.

**Transparency:** Under SB 302, state agencies, policy-makers, and the public will gain a better understanding of how proposed regulations will impact small businesses before final approval. When proposing regulations, agencies will have to answer a variety of questions concerning the types of businesses (with fewer than 250 employees) that will be impacted and how. This is how Massachusetts and Rhode Island already do it, so Connecticut will join them in this regulatory transparency.

**Clarity:** SB 301 will bring greater regulatory clarity and certainty by requiring DEEP, for the first time, to define for manufacturers and other businesses what spills need to be reported to the agency and which do not. Unlike failed attempts of the past, this time DEEP agreed to develop "reportable quantity" thresholds for future, contemporaneous spills. Regulations are anticipated to be formally proposed by the end of 2016.

**Review:** Finally, HB 5498 creates a process for ensuring existing regulations are periodically reviewed by agencies and the legislature so that outdated, ineffective regulations or those that have been the subject of written complaints from the regulated community can be adjusted or withdrawn. Agencies will have to report to the legislative committees that oversee their activities at least every seven years. The committees may hold hearings and make recommendations for legislative or regulatory action.

## Unemployment Reform Stalls

A bill making much needed reforms to the state's unemployment compensation system went far in the legislative process this year, but faced an uncertain fate even if it had made it all the way through.

HB 5367 featured four long overdue reforms to the unemployment benefit system, including:

- ❖ Raised the minimum earnings to qualify for unemployment benefits from \$600 to \$2,000
- ❖ Required claimants to post their resumes online to receive benefits after six consecutive weeks of unemployment
- ❖ Based benefits on an employee's annual salary rather than two highest quarters, to avoid inequitably rewarding seasonal workers and
- ❖ Froze the maximum weekly benefit rate for three years.

The state Department of Labor (DOL) presented the biggest opposition to these common sense reforms. The agency believes the bill restricts its negotiation room on plans next year to make "comprehensive reforms" to the state unemployment system. They have indicated that their proposed reforms would include unemployment tax increases on Connecticut businesses.

Despite the DOL's opposition, the House was poised to approve HB 5367 before it got tied up in the end-of-session bill and died in the Senate. The reforms remain the correct solution to our unemployment compensation system challenges, and Connecticut state lawmakers should pursue adopting them in the 2017 legislative session.

### Updated LLC Business Law

Every year, up to seven times as many limited liability companies are being formed in Connecticut, compared with corporations. Many of our carwashes are now set up as limited liability companies. However, the state's rules regarding LLCs haven't kept pace with the times – yet.

Under the national Uniform Limited Liability Company Act, states must adopt a set of rules providing consistency in the regulation, formation, and dissolution of limited liability companies. This year the House and Senate overwhelmingly passed HB 5259, which updates the state's Limited Liability Company Act consistent with the ULLCA. It awaits Governor Dannel Malloy's signature.

Connecticut's rules haven't been updated since 1993, when LLCs were a new kind of business entity. Since then, the law surrounding LLCs and the rights and obligations of LLC members has changed and advanced to a great degree, making the state's law somewhat antiquated.

The bill provides a centralized operating agreement provision, establishes clear default rules for the internal governance of an LLC, and changes the way in which a member or manager can bind an LLC based on his or her actions. It also will keep Connecticut competitive in the area of business formations. By adopting HB 5259, Connecticut state lawmakers send a message that we are promoting a pro-business climate. ■



P.J. Cimini

*P.J. Cimini, Esq. is the CCA's Lobbyist and a partner in Capitol Strategies Group, LLC, in Hartford. You can reach him at 860/983-2581 or [pj@csqct.com](mailto:pj@csqct.com)*

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# Hazards of Owning a Carwash Not Limited to Weather and Breakdowns

By Alan M. Petrillo

There are some days when things happen at a carwash that are way beyond your control. A case in point: The near-destruction of a Jet Spray Touchless Car Wash rollover wash by an oversized tow truck and its operator.

Tony Setaro is the owner of Jet Spray Touchless Carwash at 3 Chase Ave. in Waterbury, a wash with, at that time, a rollover, two in-bay automatics and five self-service wash bays. Setaro related the tale of how a tow truck decimated his rollover because the truck was too large for the wash.

"A heavy-duty tow truck pulled up to the rollover, and first thing it hit was the height bar, but the driver kept on going into the wash," Setaro said. "We have guiderails where the truck had to fit in between, but the truck ran over the top of them. The machine started to wash the front of the truck, because it's just like any other truck, but where the tow truck body flared out, the machine got stuck."

Setaro continued, "The driver hit the accelerator and dragged the machine forward on the rails. Then he backed

up and dragged it backward. He went back and forth for about 10 minutes trying to get the truck unstuck, but he mangled the machine. The right side of the unit was almost two feet off the rails; that's how hard he bent it."

Setaro's operation shares a wall with another building, whose owner called Setaro about "the banging noises coming out of the carwash. "At first, I thought it was an April Fool's joke because it happened on April 1." Setaro said he drove to his carwash, "which looked like a chicken had gotten plucked. There were brushes everywhere, but the tow truck was gone."

Setaro checked the carwash video, but it showed an unmarked tow truck, and he couldn't identify the license plate because the angle was out of position to get a good reading.

"We called the police, and they were able to locate the tow truck," he said. "The driver admitted he caused the damage."

Setaro said that the lesson he learned from the incident was to have the "right insurance guy write your policy, and that guy was Mike Benmoschè of McNeil & Co. and their carwash



*The wash's facade was redone when the rollover express conversion was added to better accommodate the unit.*

*VFD's help this wash function efficiently.*



*Caught red handed! Thanks to this security camera the tow truck driver who destroyed Setaro's inbay was eventually caught!*



insurance program.” Setaro noted that “a lot of times operators don’t look at the nitty-gritty of what’s covered in an insurance policy, but we had a full replacement clause that got us made whole, instead of being paid at a depreciated cost.”

The way the insurance works, Setaro said, is “they give you the replacement cost and you do what you want with it. We decided to invest some of our own money with it to bring the system up to speed in our segment of town, so we extended the building in the front and the back and put in a MacNeil express conversion that’s made specifically to replace in-bay automatics or rollover equipment.”

Setaro said that he decided to go with a 68-foot express conversion that can handle 30 to 50 cars an hour, compared with the 8 to 10 cars an hour the rollover could do.

“We ended up taking a negative and making it into a positive,” Setaro observed.

The rollover bay was out of service from April 1 until early December 2015, Setaro pointed out. “We have run loss insurance, but you also lose some of your customer base with a situation like this,” he said, “and you have to build that customer base back up.”

After Setaro put in the express conversion, he also bought and installed a former street light fixture with typical red and yellow turn arrows. “Our facility is tight and as soon as you come out of the tunnel, you have to curve to the left, but a lot of people are not paying attention then and get close to the guard rail fence,” he said. “We installed the street light fixture and tied it into our controller where the red and

*Continued on page 50 ...*

*This 27-year-old wash has seen many changes over the years and will soon be seeing new street signage as well.*



*Setaro installed former street light fixtures with red and yellow turn arrows to direct customers out of the tunnel's exit end as the turning radius is tight.*



*Jet Spray owner Tony Setaro in his well organized equipment room.*



**Hazards of Owning a Carwash Not Limited to Weather and Breakdowns ...** *continued from page 49.*

amber arrows are functioning to the left. We have had zero turning issues since we put it up.”

But, a carwash operator never knows what’s going to happen at the facility, Setaro maintained. “Yesterday morning, thieves broke into three of our free vacuums,” he said. “They broke into the first one and didn’t find any money, and then went to number two and three. Well, they are ‘free’ vac-

uums so there was no money in them, but no one ever said criminals are smart.”

*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 thriller to be published this summer, A Case of Dom Perignon, all available at www.amazon.com.*



*The Jet Spray MacNeil Express Convention is eye catching as customers enter the tunnel.*



*The Jet Spray location on Chase Avenue in Waterbury features a new express conversion bay controlled by ICS.*

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# CCA Brings Back Popular “Cheminar”

Led by C.A.R. Products’ John Millerick, the Connecticut Carwash Association (CCA) brought back one of its most popular programs, a “Cheminar” or chemical seminar, April 27 at the DoubleTree by Hilton in Bristol. “When we put this program on many years ago, it was a huge hit and this year’s Cheminar was no exception,” said Millerick, who moderated the event.

Nearly 50 attended the dinner and panel discussion on everything from surfactants to how best to get bugs off a vehicle. Panelists included Blendco/C.A.R. Products’ Tom Diaz, Shore Corporations’ Del Burkholder and Simoniz USA’s Al West. “The knowledge on the panel was mind-blowing,” said Millerick. “I think I can say that everyone in this room learned something today and can take that knowledge back to their washes. That is the true value of being part of an association.” ■



*The DoubleTree by Hilton in Bristol.*



*CCA President Bob Rossini kicks off the Cheminar.*

The CCA’s next event is its 19th Annual Golf Classic, Tuesday, September 13 at Fairview Farm Golf Course in Harwinton. For more information visit [www.wewashctcars.com](http://www.wewashctcars.com) or call 800/287-6604.



*C.A.R. Products’ John Millerick moderates a lively and informative Cheminar at the DoubleTree by Hilton in Bristol on April 27. Also pictured is Simoniz USA’s Al West, Shore’s Del Burkholder and Blendco’s/C.A.R. Products’ Tom Diaz.*



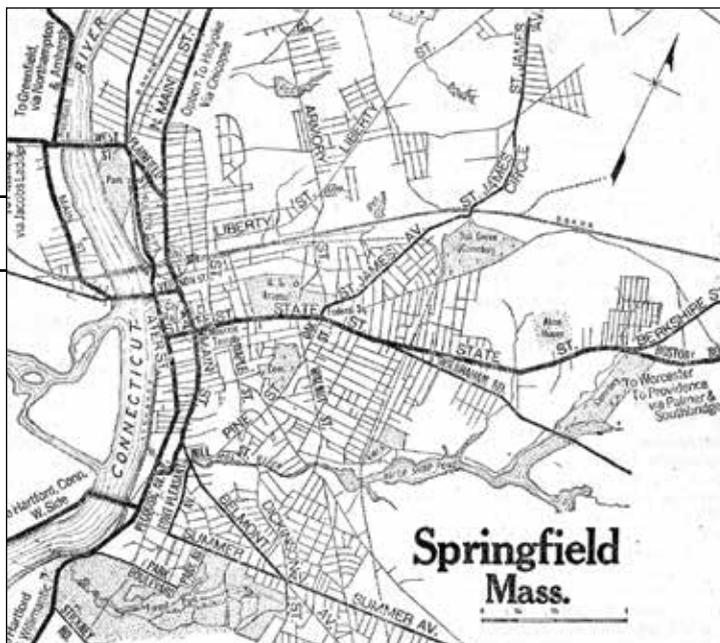
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**PRESIDENT’S COLUMN**

*I was raised in two businesses – the carwash business and the grocery store/sub shop business. My dad opened the grocery store in 1953. We opened the carwash in 1962. At the store the subs were priced at 50 cents for the basic sub and 60 cents for turkey, roast beef or tuna, and 65 cents for the Italian special. Keep in mind that these priced are for whole subs about 14 inches long.*

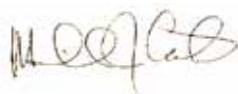
*When we opened up our full-service carwash in 1962, the price of the carwash was \$1.75 Monday-Thursday, and \$2.00 Friday/Saturday/Sunday. Now if you plug those two numbers into an inflation calculator and convert it to present day pricing the sub price comes out to \$5.06 and the carwash price is \$14.75. Now, just hold on as I’m getting to my point!*

*So, the other day I went to my local Jersey Mike’s Subs, now a national chain that started right here in Point Pleasant. Our subs were basically the same type of sub (by the way, they make a great sub). They are exactly what subs are supposed to be, and may I add that this article is in no way a criticism of them at all. I purchased three whole subs for \$13.95 each and one mini tuna sub at \$5.45 (and it’s not just sub shops that have kept up with inflation), it’s everything except the carwash! TastyKake lemon pies, for example, in 1962 were 12 cents each. In 2016, they are \$1.69 each so my question is, who did not perceive the value in the carwash – the customer or the operator?*

*People will go out and spend a small fortune to build a wash or buy a wash to run and then price their services at less than we were getting in 1962. And in some cases these operators will spend 20 to 30 times what it cost to build in 1962.*

*We are in a sad state of affairs and on that note the state of New Jersey took the first steps toward the \$15 minimum wage recently. Just a little food for thought.*

*Have a great summer!*



*Mike Conte  
CWONJ President*



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# With Sympathy...

The Car Wash Operators of New Jersey (CWONJ) Board of Directors would like to extend its deepest sympathy to the family of John J. Birofka, 58, who passed away on February 24. Born in Summit, NJ, he graduated from Chatham High School and Morris County College and attended Fairleigh Dickinson University. He started his insurance career in 1978. He was an executive vice president of Arthur J. Gallagher & Co., Whippany, and prior to that of Bollinger, Inc., Short Hills. For many years he was also a principal of Creative Agency Group in Holmdel where he served as executive vice president of sales, marketing and operations.

He is survived by his wife Genevieve, son, John "Jack" and daughter, Anne Elyse. He also leaves behind a sister, Judith Brown and her husband Dr. D. Peter Brown; his brother James Birofka; sisters-in-law, Dianne and husband, Thomas Durkin III and Donna and her husband William Torppey III, as well as nieces and nephews. ■

Donations in his memory can be directed to the Madison Volunteer Ambulance Corps., 29 Prospect St., Madison, NJ 07940.

Look for a recap of our  
17<sup>TH</sup> Annual Carwash Tour  
to the Freehold Market  
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# Carwash Proposal A First for Oakley's

By Alan M. Petrill

Wedding proposals typically take place at very romantic places such as fancy restaurants, resort hotels, the top of the Empire State Building, on a cruise ship, a Caribbean island, particularly meaningful locations, or some other exotic locale. But a carwash?

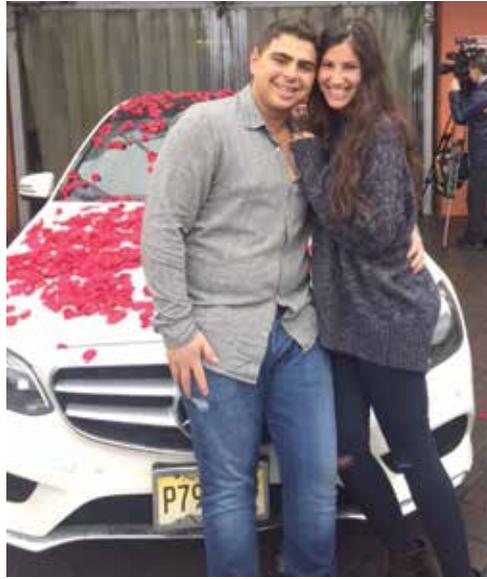
Yes, that's right, a carwash.

That's the experience that Stu Markowitz of Oakley's Car Wash in Brooklyn ran into recently when an event planner contacted him and wanted to know if he'd be interested in hosting a wedding proposal event at his full-service carwash, oil change and detail facility at 25 Neptune Ave.

"This wedding planner, Sylvia Levey, contacted me and asked if we were interested in hosting a proposal at our carwash," Markowitz said. "The groom was into cars and wanted to propose to his prospective bride in a carwash. We decided to try it and met with the wedding planner, the groom and his mother and planned it out. He wanted to propose inside the carwash."

Levey said that the groom, Bobby Fallack, came to her and wanted to plan an unusual marriage proposal. "He was all over the place with ideas," Levey said. "After shooting for the moon, we got down to more routine things and he started talking about a carwash. That's when I contacted Oakley's Car Wash in Brooklyn."

Markowitz said that on the day of the proposal the weather did not cooperate, but despite the rain, he kept the wash open so that Fallack could propose to his hoped-for bride, Dana Goldberg.



Enterprising Groom-to-Be Bobby Fallack popped the question to girlfriend Dana Goldberg at Oakley's Car Wash on Neptune Avenue in Brooklyn.



Fallack was interviewed by a local television station.

By the way, she said "YES!"



Continued on next page ...



Oakley's employees got in on the proposal by holding up a sign in the tunnel for the couple to view as they went through the wash.

The happy couple drove away happily ever after in a clean, shiny and flower-adorned car!

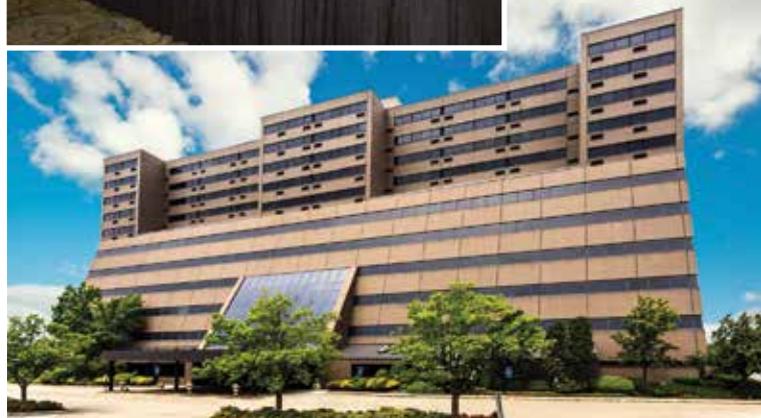


# CWONJ Explores The Chemistry of Washing a Car at Winter Meeting



ISELIN, NJ — The Car Wash Operators of New Jersey's (CWONJ) Winter Membership Meeting, March 8, at the APA Hotel Woodbridge here explored The Chemistry of Washing a Car, according to CWONJ President Mike Conte. Conte, who led a panel discussion on everything from drip space to product packaging, enjoyed the lively exchange between the seasoned panel and attendees on carwash chemistry. "It's great when you can provide your membership with lots of really useful information," he said. "We were able to assemble a very diverse group of vendors who spoke openly and honestly about what they see in the field. It was a great night for learning and interacting," he said.

Panelists included Jobe Industries' Jacob Rosenberg; Shore Corporation's Del Burkholder; Simoniz USA's Al West and Matt Holmes and ZEP Vehicle Care's Stuart Hulse. For additional information on these companies please contact the association's office at 800/287-6604. ■



**The CWONJ's next meeting is it's annual Carwash Tour, June 7. Sponsorships are available.**

*A panel of industry chemical experts including Jobe's Jacob Rosenberg, Shore's Del Burkholder, Simoniz's Matt Holmes and Al West and ZEP Vehicle Care's Stuart Hulse answered a myriad of questions from moderator Mike Conte as well as event attendees at the APA Hotel Woodbridge in Iselin.*

## Carwash Proposal ... continued.

"They came to the carwash and sat inside the car going through," Markowitz said, "but we stopped the wash halfway to give the bride a little bit of anxiety. When they came out by the blower, we had a couple of employees throwing rose petals over the car, and at that point, she must have known something was up."

Markowitz said that once the car exited the wash, the bride and groom could see two employees holding up a large banner that read, "Will You Marry Me?"

"Fallack got out of the car and walked around to her side," Markowitz said, "then got down on his knee and proposed to her. She said, 'Yes.'"

A local television crew recorded the event, Markowitz pointed out, and ran the video every 20 minutes for the day.

Levy noted that Oakley's Car Wash made a good effort to make the event happen. "The people at Oakley's were very accommodating," she said. "When we first pitched the idea to them, they were surprised, but they quickly got into the spirit of it."

Markowitz observed, "It was great public relations for our carwash. We've never done something like this before, but it was a very nice day and made me feel like we had done something good." ■

*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 thriller to be published this summer, A Case of Dom Perignon, all available at [www.amazon.com](http://www.amazon.com).*

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## PRESIDENT'S COLUMN

*If you missed the last Mid-Atlantic Carwash Association (MCA) meeting in Annapolis on April 13, you missed an interesting get-together. This was the last meeting of Heather Ashley's term as president and she really pulled out all the stops.*

### Wash Tour

*First we had a tour of a fabulous new full-service wash, Chesapeake Car Wash, near the huge Annapolis Mall. Some say that express is the way to go, but not Tom Morris, whose dream for many years was to build a full-serve wash in a market that is thirsty for it. They have been open only a few months and are rocking (see related article on page 60).*

### Cops

*At our dinner meeting, two Anne Arundel County police officers shared their experiences working undercover on Metal Theft. Their chief of police created a special unit to focus on this unique and pervasive property crime, which has led to convictions and jail time for offenders.*

*There are drug users who may not know what day it is, but do know the current market value for recycled metals. They will take apart air conditioners on the ground outside your home or business, or even on the roof, remove the copper coils and anything else of value. Sometimes, they remove the whole unit and try to resell that on the street. Typically, they line up in the morning at the several recycling centers in Baltimore and resell the scrap metals. Here's the catch, the recycling center creates a record of each transaction. Some of these guys are getting hundreds of thousands of dollars in recycling stolen stuff. When the police are notified early enough that your stuff has been taken, they can try to match up your loss to the materials at the recycling center. When there's a match, they have a pretty easy time making an arrest.*

*The officers regaled us with tales showing just how hard these guys are willing to work at stealing metals. They will carry heavy truck batteries through knee-deep mud, if only that energy and talent could be directed in a positive way.*

*So, there is something that you can do to protect yourself. Place some kind of identifying mark on your metals. Spray paint a corner of your pit grates and manhole covers, for example and copy down the serial numbers on outside air conditioners. As soon as you notice something out of place on your property, call the police. If you snooze, you lose. Once the recycling center sorts the materials, they go out and are gone.*

### Wash to Save the Bay

*I hope you get this issue in time to participate in Wash to Save the Bay, Saturday June 4. This is MCA's 4th Annual fundraiser for the Chesapeake Bay Foundation (CBF). To date, we have raised \$29,000, and we really need you to be part of this program. You can participate as much as you like. Some carwash operators put up banners and have their staff wear special t-shirts or hats, and*

*Continued on page 61 ...*



## MCA BOARD OF DIRECTORS

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[WWW.MCACARWASH.ORG](http://WWW.MCACARWASH.ORG)

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



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# Chesapeake Car Wash Opens As Full Service/Express Location in Annapolis



By Alan M. Petrillo

Chesapeake Car Wash in Annapolis, MD, is owner Tom Morris's first step into the carwashing business, but one he took after years of research, investigation and planning about how to take the best care of his customers at a carwash and detailing center located in an upscale location.

"We chose to do a full-service carwash because we are right next door to the Annapolis Mall, one of the biggest malls on the East Coast which does \$14 million a year," Morris said. "It's certainly a full-service market area where the location generates a lot of traffic and brings a lot of people to stores nearby like Best Buy, Home Depot, McDonald's Wendy's and Staples, to name a few."

Morris said he spent a great deal of time researching carwashing, the Annapolis area, locations, and the likes and dislikes of carwash customers before he put his toe in the water. "I started looking into this five years ago, and the difficulties kept popping up, like finding the right location to consider, finding C4-zoned commercial property, and getting enough acreage," he noted.

Morris said he wanted 1-1/2 acres because his research showed that the biggest complaint of carwash customers was waiting in line to get into a wash. "With the space we bought (at 111 Defense Highway in Annapolis), we got our 1-1/2 acres and have 275 feet of stacking available where we can stack between 40 and 50 cars if we get that kind of demand," he said. "The layout of the property allows us to use about 1-1/4 acres of what we own."

The end result of Morris's

efforts is a 125-foot full service and express tunnel with a 120-foot conveyor. Morris said the lobby is 1,200-square feet with seating for more than a dozen people where he sells crafts and unique items, children's toys and refreshments, as well as providing television and marketing materials for customers. Once he opened the carwash, Morris put up a temporary detailing center, and plans to construct a free-standing detailing center to hold six vehicles once he feels he's able to expand.

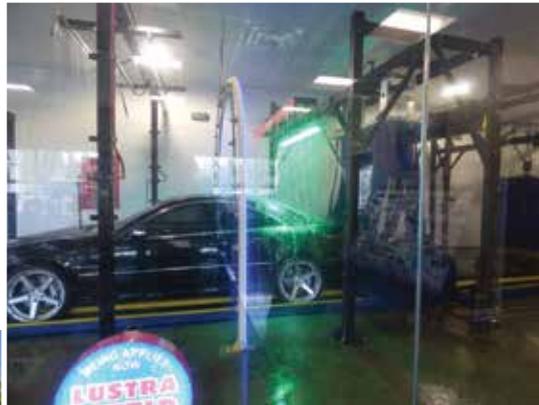
Morris has his roots in a landscaping business that he owned and operated for 10 years, but recently sold to devote all his efforts to carwashing. But a chief business tenet he had as a landscape company owner – top quality customer service – is what he also delivers to his carwash customers. "Customer service has always been a big thing for me," he said. "If you take care of your customers, they become your salespeople who go out and market and promote your business."

Morris pointed out that one of his first goals when starting Chesapeake Car Wash was to get the right employees working for him. "I've always believed that you have to have great employees to have a great business," he said. "We've made sure we've trained our employees well, and gave them a great place to work so they bring that enthusiasm to the customer. I did that with the landscaping business too."

## Keep It Clean!

Cleanliness of the carwash and all its facilities is a hallmark for Morris as well.

*The MCA toured Chesapeake Car Wash in Annapolis in April. The full-service wash is owned by Tom Morris.*



MCA President Dave DuGoff, MCA member Bob Boardman and Carwash Insurance Program by MacNeil's Mike Benmoschè.



Matt Bascom of Car Lovers and Clean Machine in Charlottesville, VA.

"We're in the business of cleaning cars, so the rest of the carwash has to be as clean as we make their cars," Morris noted. "I want the lobby and bathrooms as clean as they can be, and every part of the carwash shiny for customers."

While he's been open for less than six months (at the time of this writing), Morris feels he's had good customer counts through the carwash. "When we opened in January, it was just after we got two feet of snow and 10 degree temperatures," he said. "We were hit hard by the weather, but not long after that things picked up and have been going well ever since."

Morris promotes Chesapeake Carwash through newspaper ads, direct mail, couponing and Facebook, as well as a VIP program, charity work and fleet accounts. "Facebook has been great for us," he observes. "We have over 600 friends already and stay in contact with them regularly, offering different deals for times like Valentine's Day, Father's Day and graduation."

Chesapeake Car Wash's full-service washes are its top-of-the-line Gold wash at \$30, Silver at \$24, and Bronze at \$18. Express washes where customers stay in their vehicle are \$22 for Gold, \$16 for Silver, and \$10 for Bronze.

When Morris's customers leave Chesapeake Car Wash, he said he wants them to leave with a clean, shin, dry car, and

also be happy with the service they received. "We want their experience to be a good one," Morris said. "We treat them well, in a nice environment, and clean their cars well. When we say goodbye, we want them to be feeling good and want to come back and visit us again soon."

"If you have a thousand good customers, they will sell your business for you." ■

*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 thriller to be published this summer, A Case of Dom Perignon, all available at [www.amazon.com](http://www.amazon.com).*

### MCA President's Column ... continued from page 58.

*hand out brochures or cards that explain why using a professional carwash is good for the Bay. Some just make a contribution to CBF; whatever works for you. You can sign up on [www.mccarwash.org](http://www.mccarwash.org). As Co-Chairman Matt Bascom says, "Your customers don't know that your carwash is good for the Bay, unless you tell them!"*

### Thank you!!

*Finally, the meeting ended with a totally unexpected presentation of a Hall of Fame award to me, for which I'd like to thank Heather and everyone at MCA. There are people who give a lot of time and effort for things that matter to them. This association matters to me, and it is very gratifying to be appreciated in this way. Thanks to all.*



*David A. DuGoff*

Dave DuGoff  
MCA President

## DuGoff Receives MCA's Highest Honor



David DuGoff, Mid-Atlantic Carwash Association (MCA) President and owner of College Park Car Wash in College Park, MD, was inducted into the MCA Hall of Fame at their April 13 Membership Meeting in Annapolis, MD. DuGoff, who is beginning his second term as President of the association was the 2015 Northeast Regional Carwash Convention (NRCC) Chairman and is the group's current President. He received a large blown glass water droplet to signify the honor.

DuGoff joins MCA founding members Benson Rice and Bob Boardman in the MCA Hall of Fame. ■

## MCA MEETING DATES

**OCTOBER 5**

**Virginia Beach with Tour  
Program: TBD**

**NOVEMBER 2**

**Waldorf, Maryland with Open Houses  
Program: TBD**

**For more information visit  
[www.mccarwash.org](http://www.mccarwash.org)  
or call 888/378-9209**

## PRESIDENT'S COLUMN

*In the last issue of this magazine, I mentioned that the winter weather was in our carwashing favor, at least in January. I can now report that the weather in the Northeast was a very different pattern than 2015, but it seems to have produced similar conditions to create washing demand. The big comparison will be for May. If you remember, last May had 31 days of no rain and heavy pollen. As we have learned in this business, there is no better marketing plan than great weather conditions for washing. Let's hope the green stuff is falling while we are all enjoying Car Care World Expo in Nashville!*

*Speaking of the Nashville show, and NECA's May 24 Table Top Show and Bus Tour, I am strategizing about the industry and my own business. There are many opportunities and headwinds in our business. What is the next big technology that may revolutionize us? How will the minimum wage increases affect us? Will there ever be a proper tire shire machine available to us? What is coming from the auto manufacturers (different paint technologies or electronic crash avoidance systems that disrupt tunnel operation)? Will unlimited monthly wash programs continue to grow or mature? Free Vac's: Are they only effective with \$3 washes or will they drive demand effectively at full price washes? How will the growing popularity of auto-dealership carwash investments affect the marketplace? What technologies can drive costs down? Can we get a dryer car at the end of a wash? There are endless issues to sort through to stay on top of your game.*

*Well, unfortunately, I do not have all the answers. I do know how I will sort out my priorities. By the time this issue is published, I will be back at Triple Play Car Wash having enjoyed discussions and presentations with all of you in Nashville and at Lombardo's in Randolph where the NECA Table top Show and Bus Tour will meet. There is no better way to research and learn than getting together with others in the business at these industry trade association events. There is never a right or wrong way, but you may learn what the key issues are and how to apply them at your unique location. Hope to see you at these events.*



*David J. Ellard*

David J. Ellard  
NECA President



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### EXECUTIVE DIRECTOR

Sherri L. Oken, CAE  
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solutions@TheAssociationAdvantage.net  
www.TheAssociationAdvantage.net

## PLAN AHEAD!

### NECA Golf Outing

Monday, September 26

Shaker Hills Country Club, Harvard, MA

Noon Shotgun Start

Enjoy lunch, an amazing day of golf, friendly competition, and numerous contests including a new \$1,000 Putting Contest during the cocktail hour in which there will be a definite winner! The day concludes with dinner, prize presentations, and of course, our raffle.

This year's golf outing charity is NEADS (National Education for Assistance Dog Services, also known as Dogs for Deaf and Disabled Americans), a 501c3 non-profit organization established in 1976 and based in Princeton, MA. The Service Dogs become an extension of their handlers and bring freedom, physical autonomy and relief from social isolation to their human partners who are deaf or have a disability. NEADS receives no federal government funding and relies on the support of individuals, foundations, corporations, service organizations, bequests and workplace campaigns. For more information visit [www.neads.org](http://www.neads.org)

A portion of the funds raised also will be donated to the NECA Scholarship Fund. This fund supports our own carwash community, helping those in our industry to attend college, university, a trade school or certificate programs beyond a high school education.

Don't miss this opportunity to network with industry peers and friends, and help two very important causes. We appreciate your continued support of our industry association and look forward to having you at our 2016 NECA Golf Event. ■

For all the details, to reserve a sponsorship, to register to golf or for the dinner visit [www.necagolf.us](http://www.necagolf.us)

## SAVE THE DATE!

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



## Welcome New Members!

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[www.scrubfreecarwash.net](http://www.scrubfreecarwash.net)

## TREASURER'S REPORT

### New England Carwash Association, Inc.

1st Quarter Jan. - March 2016

#### Income

|                      |             |
|----------------------|-------------|
| Interest Income..... | \$4.40      |
| Meetings.....        | \$8,255.00  |
| Member Services..... | \$2,283.98  |
| Membership.....      | \$14,645.00 |
| NRCC.....            | \$27,653.78 |
| Scholarship.....     | \$460.00    |

**Total Income..... \$53,302.16**

#### Expenses

|                                 |             |
|---------------------------------|-------------|
| Advertising and Promotions..... | \$-         |
| Board Expenses.....             | \$1,081.52  |
| **Charitable Contribution.....  | \$5,600.00  |
| Insurance.....                  | \$-         |
| Management Services.....        | \$9,263.69  |
| Meetings.....                   | \$5,817.70  |
| **Member Services.....          | \$40,832.00 |
| Membership.....                 | \$528.63    |
| Office Expense.....             | \$791.73    |
| Professional Expense.....       | \$300.00    |
| Tax.....                        | \$-         |

**\*\*Total Expenses..... \$64,215.27**

**Net Income..... \$(10,913.11)**

#### Cash Balances

|                                 |             |
|---------------------------------|-------------|
| Citizen's Bank Savings.....     | \$88,317.40 |
| Citizens Checking.....          | \$63,464.37 |
| Citizens Bank Reserve Fund..... | \$86,000.92 |

**Total Checking / Savings..... \$237,782.69**

\*\*2015 expenditures reflected here since invoices were received and paid in 2016: \$40,375 radio campaign, \$5,600 charitable contribution

# DeLuca Auto Wash Opens at Chris Auto Body Shop Site

By Alan M. Petrillo

Friday the 13th turned out to be a good day for Chris DeLuca of Salisbury, MA. That's the day that DeLuca opened DeLuca's Auto Wash at 106 Elm St. in Salisbury on his birthday, November 13, of last year.

DeLuca's Auto Wash consists of two in-bay automatics — one a 360-degree Laser wash and the other a tandem wash that uses both touch-free and friction mechanics. The facility also includes one self-service bay, and four vacuum stations, two of which handle shampoo and spot remover tasks.

DeLuca, who has his brother Dan as a partner in the Auto Wash, has a background in the auto body business. He

owns Chris Auto Body in Salisbury, started by his father in 1975, ironically, on DeLuca's birthday, November 13.

"I started working there when I was eight years old, helping out wherever I could," DeLuca said. "The place started out as a 35 x 35-foot building, two bays, two deep. Now the body shop is 120 feet wide x 60 feet deep, with a spray booth, mixing room, body area, breakroom and offices."

DeLuca said that he always wanted to get into the carwash business. "The vehicle for every customer in our body shop or in the mechanic's area gets washed in our new facility," he said, "plus it's open to the public. Before we can do any work on a damaged vehicle, we have to clean it properly, which is the chief reason why we got into the carwash business."

DeLuca noted that carwashing goes "hand-in-hand" with auto body work because in addition to having to work on a clean vehicle to begin with, his auto body business wants to present the car's owner with a vehicle that's clean and vacuumed after work has been performed.

DeLuca's Auto Wash offers four automatic packages — Silver, which is a \$10 basic wash; Gold, at \$12 adds undercarriage; Platinum at \$14 adds sealant protectant and triple foam; and Diamond adds hot wax at \$18.

The Auto Wash's self-service bay offers soap, triple foam, foam brush, wax and spot free rinse. The minimum time is \$3 for four minutes. The two in-bay automatics take cash, credit and debit cards, and quarters, while the self-service bays take cash and quarters. DeLuca Auto Wash's four vacuums have two units that do shampoo and spot remover at \$2 for six minutes, or shampoo at \$2 for three minutes.

DeLuca pointed out that while the self-service bay, vacuum and vending units are programmed to only accept bills and coins right now, they have the ability to add credit cards at a later date. He plans on selling gift cards at the auto wash in the near future, and possibly instituting an unlimited wash program. "I'm also thinking about offering a buy five washes and get the sixth one free," he said.

In terms of marketing, DeLuca said he's advertised through companies that produce monthly flyers for new residents of neighboring areas, marketing in both their printed materials and through their websites. "We market our touch free, tandem and self-service washes together," he said. "We tell people that the touch free is great for the spring and sum-



*DeLuca's Auto Wash opened in November of 2015. The site features two in-bay automatics, one self-serve bay and vacuuming. Pictured are Chris Auto Body and DeLuca's Auto Wash owner Chris DeLuca, his nephew Gino DeLuca, son Chris Jr. and father/grandfather Ralph DeLuca.*





The wash features two in-bays: a Laser wash and a tandem bay that features both friction and frictionless washing.

mer to get the pollen and grime off of their cars. In the fall, winter and early spring, we promote the tandem ProTouch wash that has undercarriage, triple foam, side blast and triple rinse to scrub the calcium off of their cars at least once a month.”

DeLuca believes in being a hands-on operator. “We think it’s important to have someone at our carwash facility all the time, and especially on weekends, to help people out if they are having difficulties, even if the problem is of their own making because they are not reading instructions,” he pointed out. “My brother and I are available during the week, especially because I’m right next door at the auto body shop. At other times, family members help out to cover the carwash.”

DeLuca added that providing free towels for customers has been a big hit. “We’ve found that people enjoy getting something for free,” he said. “We have our free towels sitting near our vending machines at the front of the building, and customers have told us they appreciate having them.”

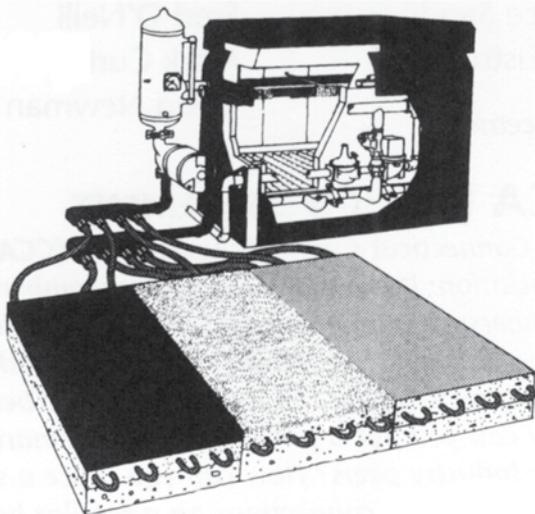
DeLuca’s business expansion plans don’t stop at the auto

wash. “I’m considering building an express tunnel wash on the property in the future,” he says. “I have the space for it and certainly want to consider it.” ■

*Alan M. Petrillo is a Tucson, AZ-based journalist, a former upstate New Yorker, and contributing editor of Northeast Carwasher. He’s the author of the historical mysteries, Full Moon and Asylum Lane, and his latest historical thriller to be published this summer, A Case of Dom Perignon, all available at [www.amazon.com](http://www.amazon.com).*



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**PRESIDENT’S COLUMN**

*Millennials, how this generation can change what we do. By now we have all heard the term “Millennials,” but who are these people? Technically, they are defined as the generation born between the late 1970’s and the mid-1990’s, and they have surpassed the Baby Boomers as the largest segment of the population poised to make up 50 percent of the workforce by 2020, and 75 percent of the population by 2030.*

*Businesses have been working to understand the buying trends of this generation, what drives them to purchase, what’s their loyalty to a brand, what do they see as important when making purchasing decisions, all important and relative questions. But there are other impacts of these Millennials on our businesses. These will be our future employees, assistant managers, managers and more. As small business operators we need to be aware of the changes in our workforce and how these changes will affect how we operate our washes.*

*According to PWC.com the Millennials have very different motivations from generations past. The days of staying with a company until retirement is the exception rather than the rule. The average Millennial expects to change careers between two and five times. And the reason they move may not be what you think. While financial opportunity is certainly a driving force, according to several studies it is not the primary reason or even the secondary reason Millennials jump ship with frequency. The number one thing Millennial employees are looking for is opportunity for advancement, the ability to rapidly move up the ladder. These employees tend to respond to business that have shown an interest in their personal and professional development. They hold work flexibility as a major factor in job satisfaction ratings. And although they want flexible work schedules, they are looking for constant feedback on their performance and contrary to popular belief the feedback doesn’t always need to be positive. They crave feedback – regardless of the content.*

*This generation embraces the concept of mentors not bosses, and they expect access to company leaders. The ability to speak and be heard is very important to Millennials. Feeling that they are “part of the company” with the ability to have input on process and making improvements is a major factor in their job satisfaction and whether they stay or not.*

*The most glaring difference between Millennial employees, Gen Xers and Baby Boomers is their access to information. They grew up in the Internet age, broadband, laptops, smart phones and apps – terms not defined 15 years ago are not part of everyday life. This access to instant information has shaped the perception of Millennials to look at common business practices as antiquated, slow and inefficient. We have all been told for years that performance reviews are critical to evaluating an employee’s performance. A study by TriNet, a Human Resources Solution company’s survey found that 69 percent of Millennial employees feel that Standard Performance Reviews are antiquated and counter productive.*

*Millennials are driven by “career milestones.” They expect rapid progression and don’t measure success on how much they work but how much they get done. They also place a high value on a work/life balance more so than even financial reward.*

*Continued on page 70 ...*

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## NYSCWA President's Column ... continued from page 68.

According to a PWC.com study 52 percent of Millennials said career progression and work/life balance is more important than competitive salary.

So, what does all this mean? As business trends change so does the workforce we are trying to attract and retain. We must be agile enough to look at our workforce and change the methods we use to attract employees by using technology that is now common place to these employees and focusing on the job features that appeal to what is important to this generation – work-life balance, rapid advancement, continual feedback, work flexibility, training, developing a plan for their personal and professional advancement and most of all setting clear expectations of the job and their role in the success of the business.

I would always laugh when I heard someone “older” say, “These kids today, and that loud music they listen to...,” well, now I’m saying it, and I’m realizing that to remain relevant we might need to change the radio station music from oldies to rap.... Who knows, you might like it.



Walter Hartl  
NYSCWA President



## Hoffman's Myers Wins ICA Scholarship

Zac Myers, Store Manager at Hoffman Car Wash's Amsterdam, NY, location has been awarded an Emerging Leaders Scholarship by the International Carwash Association (ICA), according to Mary Ellen Olenyk, Director of Human Resources at the Albany, NY, based company. The Scholarship recognizes up-and-coming leaders in the carwash industry and only five industry standouts receive the



Josh Pangburn, Supervisor, International Carwash Association Emerging Leaders Scholarship recipient Zac Myers and Moises Gonzales, Team Member celebrate the Amsterdam store's one-year anniversary. Myers will receive his award at Car Care World Expo in Nashville in early May.

honor. In addition to the Scholarship, he will be able to attend The Carwash Show 2016 in Nashville compliments of the association.

Myers began his career with Hoffman Car Wash in 2006 as a line attendant at its East Greenbush location. Since that time he has worked his way up through the positions of Supervisor, Assistant Manager and then Manager at the Amsterdam location in 2013. Myers has achieved not only terrific operational results at that store, but has built a strong team, according to Olenyk. “We are proud to have Zac representing us at The Carwash Show and hope everyone takes the time to congratulate him.”

# Look for a recap of our June 30 Mets vs. Cubs game in the fall issue!



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## Delta Sonic's Jordan Allen Receives Larry Harrell Scholarship

Jordan Allen, a Delta Sonic employee in Rochester, NY, who is also a Hilton High School student, has received the International Carwash Association's Larry Harrell Scholarship for \$1,000. Allen was selected for her high school academic performance, school honors, community involvement and strong essay on the importance of hard work and kindness. She plans to attend either St. John Fisher College in Rochester or the University of Tampa in the fall where she will pursue a Pre-Med major.

The Larry Harrell Scholarship, created in honor of beloved carwash operator Larry Harrell by his peers, has been recognizing young adults working in the carwash industry since 2000.

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

## New York State Car Wash Association Profit and Loss

### January - March, 2016

**Income**

|                                     |           |
|-------------------------------------|-----------|
| Membership Dues .....               | 11,500.00 |
| Northeast Convention Income .....   | 27,653.78 |
| Promotional Fees .....              | 44.10     |
| Unapplied Cash Payment Income ..... | 250.00    |

**Total Income.....\$39,447.88**

**Gross Profit.....\$39,447.88**

**Expenses**

|                                 |          |
|---------------------------------|----------|
| Advertising/Promotional .....   | 28.80    |
| Director Fees .....             | 3,500.00 |
| Insurance Expense.....          | 662.00   |
| Legislative Expense.....        | 50.00    |
| Legislative Fees .....          | 2,000.00 |
| Meetings Expenses .....         | 885.00   |
| Office Expenses .....           | 49.65    |
| Postage Expense.....            | 79.51    |
| Printing/Graphics .....         | 13.00    |
| Professional Services fees..... | 200.00   |
| QuickBooks Payments Fees.....   | 131.35   |
| Telephone .....                 | 24.37    |
| Website Host .....              | 37.99    |
| Website Maintenance.....        | 137.50   |

**Total Expenses.....\$7,799.17**

**Net Operating Income.....\$31,648.71**

**Net Income.....\$31,648.71**

**Total Checking .....**\$63,060.18

**Total Money Market.....**\$48,061.74

**Grand Total.....**\$111,121.92

**PAC Total.....**\$15,856.75

Monday, Apr 25, 2016 06:31:53 PM PDT GMT-4 - Cash Basis

# Secrets Behind Star Ratings ★★★★★

By Sara Park

The world of rankings and ratings are upon us. More and more Millennials are aging into our general customer base, and they find reputable businesses in different ways than ever before. Gone are the days of the Yellow Pages and water cooler recommendations. Today, more and more people are spending money based on star ratings on sites like Yelp, Google Places, Yahoo! Local Listings, Facebook, MerchantCircle and more. And many business owners are not sure how to handle this trend and how to stay on top of their ratings. Is this just a way to open yourself up for complaints, or is this a way to build your business? As a business owner, you should be concerned with the total number of reviews, your overall ranking and the seriousness of your complaints.

It is important to note that today's rating shoppers look for more than just your number of stars. Smart shoppers also look for the actual number of ratings your business has received. People are less likely to believe your ranking score if you do not have multiple ratings. If you only have one review, and it is a negative review, then your business may not be judged as harshly. It is widely known that people like to vent online, and some complaints may not be taken as seriously as others. Reviews are all about averages, but if you do not have enough reviews to provide a good sample of your customer base, people may not give much weight to your star rating.

If you have many reviews and your rating is still low, then people will steer clear from your business. Remember, you cannot hire someone to type in positive comments and rankings. Today's sites are more advanced; they often track your IP address, and they tie each review to an actual person or email address. They take your ranking seriously and expect the reviews to be authentic and so should you. "Close to 75 percent of online shoppers read customer reviews before deciding to make – or not make – a purchase," says Brian Sparker a blogger for ReviewTrackers. Did you know that studies show most consumers will not do business with a company that doesn't have an average rating of at least 3 stars? This is becoming the minimum standard for rankings. Obviously, we all want to have a 5-star ranking, but the first step to getting there is knowing where you stand today. If you do not know, then you should spend a few minutes looking online. Note how many stars each location has and then set a plan to increase your ranking. If you have 3 stars today, then reach for the best of the best. If you have less than 3 stars, read your reviews, look at the dates they were posted, and see if you can address the problems by making operational adjustments. Is there a similar complaint for one store, but not the others? Perhaps your soap or rinse settings are off, and they need to be adjusted. Your complaints will often tell a consistent story, and when you find the similarities, you can fix what may need to be fixed.

Think about how to hold your managers accountable for



the comments that are posted for their location. If a store receives a negative review, ask the manager what happened. Maybe they remember a customer who did not like their service. This is always an eye opener and can be a good source for operational conversations and improvements.

Get those star rankings up! Here's a seemingly odd tip that has helped us build up more positive reviews than negative. We've started to ask people to post their reviews online. We've got a handout type piece as well as a message on our receipt that says, go to Google, Facebook, Twitter or Yelp and tell us about your experience. At first, this may sound as if it is social media suicide. Most people would instantly think, "Um, that is going to increase our bad reviews, and we will have more to clean up." The interesting thing is that most happy people do not think of giving you a review unless you ask for it or remind them of the option.

Of course, we all know the angry ones like to use social media as a venting space. This process has allowed us to boost our ratings and increase our good reviews. When someone is 'over the moon happy' and you suggest he or she give you a review, you are going to get more five star and glowing reviews. In the end, that helps balance out your infrequent poor reviews. A 1 star review and a 5 star review still keep you at an average of three stars.

Studies show that people will do business with a company as long as they have at least a 3-star rating. Something to think about if you are getting negative reviews online.

The best thing to know about these factors is you cannot control all of them. You really cannot and should not try to cook up the reviews, nor should you be too heavy-handed in asking customers where, when, and how to write the reviews for you. Just make sure you show them how and where to post their opinions. Provide links to review sites on your webpage or in email signatures. We all know that most people turn to the Internet to voice their negative experiences or opinions. This just



Hoffman Car Wash encourages its customers to share their experiences on social media.

means that you have to battle the law of averages. Constantly offering new ways to encourage or remind customers to give you their opinion online is important. If you ask enough customers for reviews, over time you'll cover all the bases (the "ranking factors"). Moreover, that will ensure that your reviews, as a whole, will have the one quality that Google cannot detect but will win you the most customers: authenticity and sincerity.

You can purchase a reputation management application, or you can even hire social media reputation management consultants or agencies. All of these can assist you with how to reply to a customer complaint or compliment and how to monitor your online star rankings. These tend to be expensive and are truly only worth the expense if you have a large number of locations. If you have so many locations that it would be hard to stay on top of each one, then you may find the service valuable. Owners with fewer stores may ask an administrative employee to check ratings daily or even in the morning and at the end of the day. You want to stay on top of them and reply back to the customer in a timely manner. We've talked about how to reply to online customer comments and how valuable a tool this can be. When it comes to Google, Yelp, and other sites; the sites even monitor how quickly you respond, and they have an algorithm that helps those companies that respond well to postings. If you respond in a timely fashion and are transparent with your responses in their open forum, then you are more likely to have the positive rankings weighted than the negative.

Here's the big part that takes a bit to get comfortable with, once you fix a problem for a customer who vented online, you should find a tactful way to ask the customer to remove the negative review, to amend it or to write a new positive review. You want to turn your 1-star ratings into 5's so that you can balance out your rating. If the customer says, "Thank you so much I appreciate your help" then be comfortable letting them know that it would mean a lot if they could update their rating post. This lets the customer know that it is important to you and that you value their opinion. It is also the only way to get rid of those extremely low ratings that will bring your average down. ■

*Sara Park is marketing manager with Hoffman Development Corporation in Albany, NY. You can reach Sara at [spark@hoffman-development.com](mailto:spark@hoffman-development.com)*

## Justice Featured in National Geographic Documentary

Former NYSCWA President and owner of Buckman's Car Washes in Rochester, and quarterly contributor to the *North-east Carwasher* magazine, Ray Justice, was featured in a recent National Geographic Television documentary called "Near Death Experiment," April 17. The segment featured those who have had near-death experiences. "I was interviewed about a near-death experience I had in my late teens," said Justice. He was in an auto accident and saw his mother lighting a candle. "It was an interesting process but mainly it refreshed the experience for me again, and the power of our mind/brain especially on a subconscious and intuitive level." ■



## Don't Let Your Workplace Infect Your Workforce

Could your workplace be making you and your employees sick? Maybe. In 1984, the World Health Organization coined the term "sick building syndrome" to describe a combination of ailments associated with exposure to a specific workplace (or residence, for that matter). The precise causes of sick building syndrome (also known as "multiple chemical sensitivity") are unknown, in part because every building is different and may contain unique combinations of materials that can trigger illness in some individuals while leaving others unaffected.

Don't discount the symptoms, though. They can include headache, fatigue, dizziness, nausea, chest pain, skin rashes, and other complaints. If all or some of your workforce are suffering from similar ailments, you may need to look for these common causes:

- **Insufficient ventilation.** Be sure fresh air can flow freely through windows and vents. Sick building syndrome is often linked to problems with your heating, ventilation and air conditioning systems.
- **Chemical contamination.** Fumes from vehicles and other outdoor sources can easily sneak into your workplace and cause respiratory problems; so can internal sources like cleaners, adhesives, carpeting, paint, and other common materials. Check these out, and replace them as necessary.
- **Bacteria and mold.** Biological contaminants can breed in ventilation ducts, humidifiers, under sinks, or in damp carpeting or insulation. Eliminate pools of standing water, keep surfaces dry and clean, and check for signs of mold or other potential sources of infections. ■

# Minimum Wage Increase, Family Leave Impact State's Operators



By William Y. Crowell, III

The New York State Budget for 2016-17 has significant negative impacts on the carwash industry throughout New York State. Governor Cuomo together with Assembly Speaker Carl Heastie campaigned for enactment of a \$15 minimum wage. A coalition of businesses adamantly opposed the increase of the minimum wage to \$15. The New York State Senate expressed opposition to the minimum wage increase but ultimately negotiated a stretch out of the time frame to reach the proposed \$15 target increase.

The enacted budget would provide for the following minimum wage increases: in New York City employers would pay workers' wages as follows: workers employed by businesses having 11 or more employees would be increased to \$11.00 an hour after December 31, 2016, \$13.00 an hour after December 31, 2017, and \$15.00 an hour after December 31, 2018. In New York City workers employed by businesses having 10 or fewer employees would be increased to \$10.50 an hour after December 31, 2016, \$12 an hour after December 31, 2017, \$13.50 an hour after December 31, 2018, and \$15.00 an hour after December 31, 2019. In the counties of Nassau, Suffolk and Westchester employers would pay workers' wages as follows: \$10.00 an hour after December 31, 2016, \$11.00 an hour after December 31, 2017, \$12.00 an hour after December 31, 2018, \$13.00 an hour after December 31, 2019; \$14.00 an hour after December 31, 2020 and \$15.00 an hour after December 31, 2021. For upstate excluding New York City, Nassau, Suffolk and Westchester employers would pay workers' wages as follows: \$9.70 an hour after December 31, 2016, \$10.40 an hour after December 31, 2017, \$11.10 an hour after December 31, 2018, \$11.80 an hour after December 31, 2019, and \$12.50 an hour after December 31, 2020. After this increase to \$12.50 the Commissioner of Labor is required by October 1 to publish a wage increase by a percentage as determined by the director of the budget in consultation with the Commissioner, which is capped at \$15.00. The percentage increase is to be based on indices which would include the rate of inflation based on the consumer price index for all urban consumers on a national and seasonally adjusted basis (CPI-U) calculated by the U.S. Department of Labor, and the rate of state personal income growth for the prior calendar year published by the bureau of economic analysis of the U.S. Department of Commerce or wage growth.

The minimum wage under the new law divides the state into three distinct areas with a differential in the amount of the minimum wage at various points in time, and with upstate subject to a formula to determine increases after it reaches \$12.50. Beginning in 2019, the director of the budget is required to conduct an annual analysis of the economy in each of the three regions created under the minimum wage law. This analysis would review the effect of the minimum wage law for the purpose of examin-

ing whether a temporary suspension or delay of any scheduled increases should be implemented. The division of budget report and recommendation is provided to the Commissioner of Labor to take action. This recommendation is intended to provide a safety valve to allow the minimum wage increases to be frozen at a specific level if there are significant negative consequences. It is incumbent upon small businesses throughout the state to detail the negative consequences of wage increases so that there is evidence of negative consequences for the division of budget. A number of small businesses are exploring using new technologies to automate tasks performed by workers to avoid the increased costs as a consequence of minimum wage increases. It is important for the carwash industry to document its condition and reaction to the minimum wage.

Effective January 1, 2018, the budget establishes a paid family leave program. Employees are eligible for a maximum of 12 weeks of paid family leave. To qualify an employee must work for 26 consecutive weeks. Premiums for paid family leave are to be paid by employees through payroll withholdings. Employers are not required to fund the family leave benefit. The cost of the family leave benefit is to be borne by the covered employees. The employer is required to provide disability insurance and family leave through the same policy mechanism with certain exceptions. The employer does obviously bear the cost of hiring a temporary employee to replace an employee on paid family leave.

On a more positive note, the budget includes a tax cut to take effect beginning in 2018 which will phase in a drop in rate to 5.5 percent from the current 6.45 percent for taxpayers in the \$40,000 to \$300,000 income bracket that file jointly. This tax cut replaced a small business tax cut, which was proposed by the Governor.

The proposed small business tax cut amounted to \$298 million a year versus the personal income tax cut which would save taxpayers \$3.5 billion annually when fully phased in. It was argued that the personal income tax would have a positive impact on many small business owners who file as individuals rather than corporations.

The business plans of many carwashes may have to change in response to the increased minimum wages. Labor costs cuts may be effectuated through less prep work on cars, more drying systems, automatic gates and introduction of other labor saving devices. It is again important for the carwash industry to detail the changes to demonstrate the negative impacts. Please keep the association informed. ■

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



William Y. Crowell, III

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# Ergonomics and the Carwash



By Mike Benmoschè

When I think of ergonomics, my head goes straight to sitting properly and posture associated with extensive computer work. In other words, office work. However, if you take some time to look into the basics of ergonomics you will learn that it also has a very important role in industries with physical labor and tasks that require repetitive motion in general. Surprise, both in many cases are attributes associated with the carwash industry.

According to the April spotlight written by the National Safety Council, the Occupational Safety and Health Administration (OSHA) defines ergonomics as “the study of work,” and “the science of designing the job to fit the worker.” The article goes on to describe three factors that would determine the risks that could lead to physical stress and injuries in the workplace”

1. “Risks related to the worker (age, ability, general health),”
2. “Risks associated with the task (repetitive motion, workstation layout, condition of tools).”
3. “Environmental risks (heat or cold, lighting, noise).”

There are surprising statistics that support the conclusion that injuries associated with ergonomics are costly. This is not only particularly alarming when considering the large workers compensation payments, but also when adding the indirect costs such as expenses incurred when you factor in lost productivity, time spent on paperwork necessitated by reporting injuries, time spent training a replacement employee and similar administration costs. They generally add up to a substantial dollar amount not covered by insurance that can adversely affect your bottom line.

So, what’s the point here? I hope it’s clear that you need to invest a little of your time and attention to ergonomics at the wash.

## Here’s where to start:

- ❖ Develop a system to perform a workplace assessment to uncover tasks with the potential of causing injuries from physical stress and or repetitive motion.
- ❖ Use the list of items that are identified as risk factors to design a game plan on how to eliminate or minimize them.
- ❖ Engage your workforce to participate by encouraging them to offer ideas gained from their experience with a particular job. This should include methods they recommend to improve any process putting the employees at risk of injury.
- ❖ Train your employees about the importance of reporting injuries.
- ❖ Designate someone in the organization who will lead this effort and make him or her accountable for implementing the plan.

- ❖ The success of this plan is highly dependent on training and communicating with your employees. The level of return for implementing an ergonomic plan lies entirely on how well you train!

## Let’s consider the following example:

One of the processes that are identified is power washing the vacuum areas.

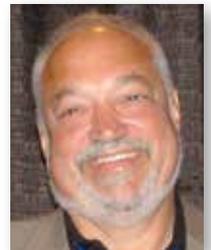
- ❖ The injury is the employee responsible for this job develops a problem with their wrist.
- ❖ The solution for preventing a reoccurrence of this claim is to establish a rotation schedule and time limit that any one worker performs this task.

Managing the ergonomics at the wash may not only help prevent injuries but another benefit is the increase level of productivity. When you reduce fatigue and pain, the work gets done more efficiently and at a quicker pace. Its common sense that the more comfortable you make the employee, the better chance you have to get a high level of production.

Observing employees while they are working can be a huge advantage when attempting to identify potential risks. Take the example of an employee observed bending in an awkward position to retrieve an item from a shelving unit. In this actual scenario, the reason for this individual putting themselves at risk was due to having to reach around a large item left on a shelf below. The simple remedy was to remove that item and store it where it belonged thereby eliminating the need to twist in a stance that could cause a hip or back injury.

Ergonomics is yet another example of an everyday process at the wash that warrants attention. Awareness is a key ingredient to providing a safe environment for your staff and customers. I believe you will agree that this is an area often overlooked at the wash that needs to be made a part of any successful safety program. If you have one in place, I hope you reevaluate the plan periodically. If you don’t have one in place, start today!

By following the principles of ergonomics – the science of designing a safe and efficient job environment to work in – you will be on your way to reducing stress and eliminating injuries associated with poor posture, overexertion and repetitive motion. In other words, you will be providing a safer and happier place to work! ■



Mike Benmoschè

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# “Oh, the healthy things you can do!”

Dr. Seuss



By Ray Justice

*If you read the previous six 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 the second issue we covered motion, movement and stretching. The third was on sleep, rest and recreation. Fourth was about health focused reminders. Fifth was on personal habits, including movement and then the importance of water.*

*This, our sixth, health related, issue is focused on general health and longevity.*

Healthy is about 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

On to: general health and longevity and the important things in life. And what a better way to write about that then to tell you the story of my mother’s philosophies. GGB, as we called her, passed away just a few months ago at 100 years old. At that time she was taking no medicine, walked 5,000 to 10,000 steps each day and had no arthritis.

## Here are a few tidbits from her life:

*\*Disclaimer; these are stories of events not recommendations \**

I did not hear, did not listen or did not connect with many of her messages for many years.

Here is a partial list of lessons she attempted to teach, much by being who she was.

- **Shots** – All her life she had not been in favor of shots, vaccines and most medicines unless really needed. She did not like it that the government could force you to do something to your body that you did not want or believe in. (like mandatory shots)

- **Food** – if God made, choose it before something man-made, it is better for you. (Although there was always a supply of cookies and candy available.)

These beliefs were based on doing things for your

health that were natural.

- **Chiros** – She strongly credits Chiropractic care and advice for much of her outstanding health. Chiropractors were more about working with the whole person and not just choosing an artificial medicine as the only option. At her 100th birthday party, an interviewer from local Fox and 13 WHAM News asked her what she credited for her long healthy life. She answered “Chiropractic.”

Back in her early years there were not as many alternative health choices as we have today to work in conjunction with modern medicine.

- **Walking** – She walked a few miles and a lot of steps everyday.

- **Movement** – Every day, mostly before she got out of bed, she moved every joint in her body 10 times, every way they could move.

- **People** – They always came first, before money, before time, before tasks, before cooking meals.

- **Hugs** – She was a major hugger. It did not matter if you knew her or not. If she connected with you for more than a minute, you got a hug before departing.

- **Stealing** – You basically couldn’t steal from her because she would give it to you. Using the philosophy of, “if they needed it that bad to steal” she felt better giving it to them.

- **Babies** – If a baby were in the room, that is where most of her attention would be focused.

When she was younger and pregnant (10 times) she was the proudest person in the world.

- **Celebrations and including** – For family, including cousins, birthday parties, each child there got to blow out all the candles and she would re-light them again and again.

Each, also, got a small present, like a pack of gum, so they could unwrap something.

- **Involvement** – She was a leader especially when it came to games or songs. She would quickly be on her feet getting everyone, and I mean every one, involved.

- **Mental Sharpness** – She loved games and cards and played solitaire on her computer right up to her last days. Games and crossword puzzles are what she gave much credit to for keeping her mind sharp.

- **Recycling** – Since I can remember, for birthdays and Christmas, gifts were usually wrapped in newspaper, the comic section, when available. This was so she would not waste paper, long before we heard the term recycle, let alone actually doing it.

- **Pills** – Later in life she did have a blood pressure pill that she was advised to take if it went over 150. She either never, or seldom, took it calling it her “poison pill.” She

learned that by playing her games, which was relaxing for her, that her blood pressure would go down on it's own.

## Stories

### Exercise

She walked 10,000 steps a day for most of her life. In early years she would keep a specified number of pennies in her left pocket and transfer them, one at a time to her right pocket each time she passed her landmark. She did not leave the property so she was always traveling in a large circle over and over.

In later years she kept a pedometer on her waist and she could be found checking it many times a day to see how she was doing. Her daily mission was to complete those steps and she would not go to bed until she reached her goal. Daily step totals were recorded in her calendar. Sometime in her late '90s she went down to 5,000 steps a day. In the winter she did it all indoors by creating a path in her house around the kitchen counter, into the bedroom and back.

She kept track of her total steps each day in a small calendar and would always show us how she was doing.

Lesson learned – keeping track made it a game and she said if she didn't make it a game then she would have skipped doing it most of the time.

### Service

She played the piano and the organ in several different churches, some of which she was not a member, but just to help out. "Just to help out" is a strong family pattern she well ingrained in all of us.

### Army

When in the Army National Guard I was sent to West Point for Officer training. After two weeks I decided I like my mothers style of thinking, being and appreciating, much, much, much more than what and how they were training us. To the disappointment, of the company commander, I did not go back for the next phase and decided not to re-up. It just wasn't me.

### Hitchhiking

After an 8th grade school dance GGB picked me up in our florist delivery truck. It was a former milk truck with sliding entry doors and the only seat was for the driver. I start with this description because when she showed up after the dance, I asked her if she could take a few friends home. I don't really remember the actual number so I am saying 14, it might have been 12. A general number is needed to picture this many kids, all standing in the back of an enclosed truck with no seats, hanging on to a rack or each other to not fall over.

She drove around for an hour and a half dropping each one off at their house, never complaining. She actually felt it was her honor to be able to do so.

As each rider departed she would say, "Remember if you ever need a ride call me up, my son does not need to be with you. Don't hitchhike"

She really meant it and would have happily gone and done so.

## People and Coffee Time

Our big old farmhouse was right across the driveway from my father's florist shop. There was always a lot of activity in the house besides our large family.

The only bathroom was right off the kitchen and for a while, the only phone.

With the business, back then, 1950s and '60s, people didn't call and order very often, they just stopped by.

In our kitchen, was a very large counter, usable on three sides for most meals or snacks.

This story involves the bread and milk weekly deliveries. The drivers, being the same ones for years, would time their route so they could stop and have their coffee at our house. Often they would bring pastries or bakery items. Our sink was always full of unwashed dishes, always. When they stopped for their coffee break they knew they had to rinse out their own cup. We, as youngsters were always embarrassed of our sink full of dishes and weren't aware enough at our young ages to realize GGB's focus was always on people, everything else was secondary.

Leaving the question, "What is more important, the facility, the setting, the food and drink... or the people?"

Later in life, lesson learned – people matter over stuff.

## Shoelaces

After a conversation, when she was 97, on eating and movement, which I video taped, I set the camera down. As soon as I did she said "Do you know what drives me nuts... "Shoelaces." I asked her what she meant. She said, "Well they think we have those high shoes like in the 1930s and they make the shoelaces too long." Then she added "old people can't bend over to double tie their shoes all the time." As she said that she looked down, her shoe was untied, so she bent over and tied it. I mentioned she just bent down, tied her shoe and she said old people can't do that. She said, "Well, don't remind me how old I am then."

She was big on daily drinks of water and organic apple cider vinegar.

Another daily habit was taking bee pollen capsules.

Such a great role model that I only wish I had listened to at an earlier age.

If you would like to see more of her philosophies on staying healthy I can send you a link to a couple short videos of me interviewing her. (They are well worth watching and taking notes.) One is only 20 seconds long, Chew, Chew, Chew your Food, when she was 98. The other is approximately 11 + mins. and is her, at 97 years old, on walking, stretching and keeping mentally sharp. Send me your name and email address and I will send you the links. Send to [Ray@ThoughtCompass.com](mailto:Ray@ThoughtCompass.com). ■

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



Ray Justice

# northeast carwasher



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# CV-A



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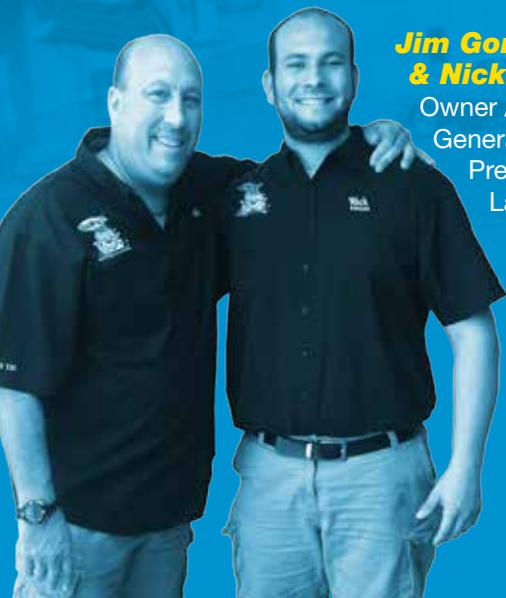
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Owner /  
General Manager  
Prestige Car Wash  
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